

White Pages and Yellow Pages Directory Advertising Book Close Dates

Code	Directory Name	Distribution Methods					
		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
New South Wales – Metro							
NC1Y/W	Manly, Warringah & Pittwater	29,897	27,021	√	-	√	06/09/24
NC2Y/W	St George & Sutherland Shire	59,061	49,247	√	-	√	06/09/24
NC3Y/W	Liverpool Region	62,311	51,960	√	-	√	06/09/24
NC4Y/W	Parramatta & Blacktown Region	83,130	69,324	√	-	√	06/09/24
NC5Y/W	City & Eastern Suburbs	39,429	32,881	√	-	√	06/09/24
NC6Y/W	North Shore & Pymble Region	51,101	42,609	√	-	√	06/09/24
NC7Y/W	South Sydney & Inner West Region	25,583	23,122	√	-	√	06/09/24
NC8Y/W	Hills Shire & Upper North Shore	45,470	37,914	√	-	√	06/09/24
NC9Y/W	Bankstown & Strathfield Region	56,314	46,959	√	-	√	06/09/24
N00Y/W	Sydney Metro	452,295	381,036	√	-	√	06/09/24
N00R	Sydney Metro Residential White Pages Only	N/A	N/A	-	-	√	06/09/24
New South Wales – Regional							
N01Y/W	Tamworth	68,240	56,909	√	√	√	18/10/24
N02Y/W	Wagga Wagga	68,257	56,919	√	√	√	24/01/25
N03Y/W	Newcastle	180,416	150,440	√	√	√	21/02/25
N04Y/W	Canberra	144,497	120,502	√	√	√	03/01/25
N05Y/W	Dubbo	43,767	36,500	√	√	√	25/10/24
N06Y/W	Lismore	74,162	61,842	√	√	√	03/01/25
N07Y/W	Wollongong	84,736	70,671	√	√	√	15/11/24
N08Y/W	Central Coast	104,938	87,519	√	√	√	24/01/25
N09Y/W	Kempsey	48,725	40,632	√	√	√	18/10/24
N10Y/W	Broken Hill	10,170	8,765	√	√	√	08/11/24
N11Y/W	Muswellbrook	17,525	15,842	√	√	√	03/01/25
N12Y/W	Bathurst	70,932	59,149	√	√	√	18/10/24
N13Y/W	Penrith	70,136	58,492	√	√	√	03/01/25
N14Y/W	Albury	45,266	37,751	√	√	√	18/10/24
N15Y/W	Goulburn	35,397	29,518	√	√	√	14/02/25
N16Y/W	Nowra	62,611	52,210	√	√	√	24/01/25
N17Y/W	Windsor	26,218	23,697	√	√	√	01/11/24
N18Y/W	Campbelltown	58,281	48,606	√	√	√	17/01/25
N19Y/W	Cooma	9,359	8,463	√	√	√	08/11/24
N20Y/W	Bega	13,807	12,483	√	√	√	17/01/25
N21Y/W	Coffs Harbour	45,430	37,888	√	√	√	03/01/25
N22Y/W	Taree	33,968	28,331	√	√	√	18/10/24
Queensland – Metro							
QC1Y/W	Logan City Beenleigh Region	65,940	54,994	√	-	√	26/07/24
QC2Y/W	Redcliffe Region	79,542	66,338	√	-	√	26/07/24
QC3Y/W	Ipswich Region	62,930	52,483	√	-	√	26/07/24
QC4Y/W	Redland-Bayside Region	59,245	49,410	√	-	√	26/07/24
QC5Y/W	Inner City Nth Region	80,612	67,230	√	-	√	26/07/24
QC6Y/W	Inner City Sth Region	69,931	58,323	√	-	√	26/07/24
Q00Y/W	Brisbane Metro	418,199	348,778	√	-	-	26/07/24
Q00R	Brisbane Metro Residential White Pages Only	N/A	N/A	-	-	√	26/07/24

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		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
Queensland – Regional							
Q01Y/W	Cairns	85,330	71,162	√	√	√	08/11/24
Q02Y/W	Rockhampton	78,556	65,511	√	√	√	14/02/25
Q03Y/W	Maryborough	87,446	72,924	√	√	√	03/01/25
Q04Y/W	Toowoomba	73,964	61,678	√	√	√	25/10/24
Q05Y/W	Gold Coast	176,492	147,182	√	√	√	21/02/25
Q06Y/W	Townsville	91,397	76,221	√	√	√	01/11/24
Q07Y/W	Beaudesert	32,872	29,714	√	√	√	25/10/24
Q08Y/W	Roma	18,036	16,301	√	√	√	25/10/24
Q09Y/W	Sunshine Coast	142,263	118,644	√	√	√	03/01/25
Q10Y/W	Mackay	54,808	45,705	√	√	√	14/02/25
Q11Y/W	Gympie	19,028	17,200	√	√	√	03/01/25
South Australia – Metro							
SC1Y/W	Northern Region	100,153	83,527	√	-	√	14/06/24
SC2Y/W	Southern Region	50,239	41,900	√	-	√	14/06/24
SC4Y/W	Eastern & Hills Region	54,939	45,819	√	-	√	14/06/24
SC5Y/W	City to Bay	136,590	113,916	√	-	√	14/06/24
S00Y/W	Adelaide Metro	341,920	285,161	√	-	-	14/06/24
S00R	Adelaide Metro Residential White Pages Only	N/A	N/A	-	-	√	14/06/24
South Australia / Northern Territory – Regional							
S05Y/W	Barossa	72,606	60,540	√	√	√	15/11/24
S06Y/W	Port Augusta	44,127	36,796	√	√	√	15/11/24
S07Y/W	South East	25,844	23,364	√	√	√	15/11/24
S08Y/W	Yorke Peninsula	17,031	15,396	√	√	√	15/11/24
S09Y/W	Darwin	48,037	40,041	√	√	√	17/01/25
S10Y/W	Alice Springs	9,695	8,767	√	√	√	17/01/25
Tasmania – Regional							
T00Y/W	Hobart	81,336	67,835	√	√	√	07/06/24
T03Y/W	Launceston	51,423	42,882	√	√	√	01/11/24
T04Y/W	Burnie	41,331	34,466	√	√	√	17/01/25
Victoria – Metro							
VC0Y/W	South Western Region	45,735	38,143	√	-	√	20/09/24
VC1Y/W	Frankston & Chelsea Region	26,430	23,888	√	-	√	20/09/24
VC2Y/W	Greater Eastern Region	49,554	41,322	√	-	√	20/09/24
VC3Y/W	North Eastern Region	59,900	49,953	√	-	√	20/09/24
VC4Y/W	Western Region	64,833	54,068	√	-	√	20/09/24
VC5Y/W	Greater South Eastern Region	48,638	40,559	√	-	√	20/09/24
VC7Y/W	Northern Region	48,700	40,612	√	-	√	20/09/24
VC8Y/W	Eastern Region	40,692	33,925	√	-	√	20/09/24
VC9Y/W	Bayside Region	27,805	25,131	√	-	√	20/09/24
VCA Y/W	South Eastern Region	34,522	28,792	√	-	√	20/09/24
VCN Y/W	Inner City Nth Region	16,855	15,234	√	-	√	20/09/24
VCS Y/W	Inner City Sth Region	17,518	15,834	√	-	√	20/09/24
V00Y/W	Melbourne Metro	481,182	407,460	√	-	-	20/09/24
V00R	Melbourne Metro Residential White Pages Only	N/A	N/A	-	-	√	20/09/24

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Victoria – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
V01Y/W	Bairnsdale	54,319	45,299	√	√	√	10/01/25
V02Y/W	Geelong	101,643	84,767	√	√	√	10/01/25
V03Y/W	Ballarat	70,381	58,690	√	√	√	01/11/24
V04Y/W	Bendigo	78,490	65,455	√	√	√	17/01/25
V05Y/W	Warrnambool	34,863	29,076	√	√	√	15/11/24
V06Y/W	Warragul	28,748	25,988	√	√	√	24/01/25
V07Y/W	Wangaratta	45,375	37,842	√	√	√	25/10/24
V08Y/W	Shepparton	35,034	29,211	√	√	√	01/11/24
V09Y/W	Mornington	108,890	90,810	√	√	√	10/01/25
V10Y/W	Mildura	27,303	24,679	√	√	√	03/01/25
Western Australia – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
WC1Y/W	Northern Region	114,626	95,598	√	-	√	05/07/24
WC2Y/W	Rockingham & Mandurah	34,703	28,942	√	-	√	05/07/24
WC3Y/W	Fremantle & Inner Sth East Region	140,042	116,795	√	-	√	05/07/24
WC4Y/W	Eastern Region	61,619	51,390	√	-	√	05/07/24
WC5Y/W	City & Western Suburbs	41,000	34,194	√	-	√	05/07/24
W00Y/W	Perth Metro	391,990	326,919	√	-	-	05/07/24
W00R	Perth Metro Residential White Pages Only	N/A	N/A	-	-	√	05/07/24
Western Australia – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
W01Y/W	Great Northern	49,060	40,913	√	√	√	10/01/25
W02Y/W	Central & East	38,582	32,175	√	√	√	24/01/25
W03Y/W	South Western	109,421	91,250	√	√	√	10/01/25

Definitions:

Circulation¹ means the estimated quantity for previous distribution period Oct 23 - Jul 24.

Circulation² means the estimated quantity for the next distribution period you are purchasing, commencing Oct 24 - Jul 25.

Initial³ means deliveries to standalone dwellings that are likely to value a print directory (e.g. areas with an older demographic or which have low/no internet usage etc) and to businesses in low to medium density buildings.

Depending on the profile of a suburb, we deliver either in full or partially, or we exclude the suburb altogether. We do not deliver to secure apartments in either metropolitan or regional markets during initial distribution, but they can order via Demand. After initial delivery, we may deliver any remaining directories to unsecure apartments in metropolitan and regional areas.

Over The Counter⁴ means we offer a limited quantity of directories to Australia Post Outlets in that directory region to hand out over the counter free of charge when requested until stock runs out. This is only offered in Regional markets and not Metro markets.

Demand⁵ means a limited quantity of directories are available for ordering over the phone or via www.directoryselect.com.au throughout the year till the next edition free of charge until stock runs out.

Close⁶ means the last date advertising can be purchased in that directory.