

White Pages and Yellow Pages Directory Advertising Book Close Dates

Code	Directory Name	FY25	FY26	Distribution Methods			
New South Wales – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
NC1Y/W	Manly, Warringah & Pittwater	27,021	25,398	√	-	√	22/08/25
NC2Y/W	St George & Sutherland Shire	49,247	46,291	√	-	√	22/08/25
NC3Y/W	Liverpool Region	51,960	48,841	√	-	√	22/08/25
NC4Y/W	Parramatta & Blacktown Region	69,324	65,162	√	-	√	22/08/25
NC5Y/W	City & Eastern Suburbs	32,881	30,907	√	-	√	22/08/25
NC6Y/W	North Shore & Pymble Region	42,609	40,051	√	-	√	22/08/25
NC7Y/W	South Sydney & Inner West Region	23,122	21,732	√	-	√	22/08/25
NC8Y/W	Hills Shire & Upper North Shore	37,914	35,637	√	-	√	22/08/25
NC9Y/W	Bankstown & Strathfield Region	46,959	44,140	√	-	√	22/08/25
N00Y/W	Sydney Metro	381,036	358,159	√	-	√	22/08/25
N00R	Sydney Metro Residential White Pages Only	N/A	N/A	-	-	√	22/08/25
New South Wales – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
N01Y/W	Tamworth	56,909	42,680	√	√	√	17/10/25
N02Y/W	Wagga Wagga	56,919	42,688	√	√	√	23/01/26
N03Y/W	Newcastle	150,440	124,864	√	√	√	20/02/26
N04Y/W	Canberra	120,502	91,580	√	√	√	02/01/26
N05Y/W	Dubbo	36,500	29,199	√	√	√	24/10/25
N06Y/W	Lismore	61,842	46,380	√	√	√	02/01/26
N07Y/W	Wollongong	70,671	53,708	√	√	√	14/11/25
N08Y/W	Central Coast	87,519	65,637	√	√	√	23/01/26
N09Y/W	Kempsey	40,632	30,473	√	√	√	17/10/25
N10Y/W	Broken Hill	8,765	6,573	√	√	√	07/11/25
N11Y/W	Muswellbrook	15,842	11,880	√	√	√	02/01/26
N12Y/W	Bathurst	59,149	44,360	√	√	√	17/10/25
N13Y/W	Penrith	58,492	43,868	√	√	√	02/01/26
N14Y/W	Albury	37,751	28,312	√	√	√	17/10/25
N15Y/W	Goulburn	29,518	22,432	√	√	√	13/02/26
N16Y/W	Nowra	52,210	39,156	√	√	√	23/01/26
N17Y/W	Windsor	23,697	18,009	√	√	√	31/10/25
N18Y/W	Campbelltown	48,606	36,453	√	√	√	16/01/26
N19Y/W	Cooma	8,463	6,346	√	√	√	07/11/25
N20Y/W	Bega	12,483	9,361	√	√	√	16/01/26
N21Y/W	Coffs Harbour	37,888	28,415	√	√	√	02/01/26
N22Y/W	Taree	28,331	21,247	√	√	√	17/10/25
Queensland – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
QC1Y/W	Logan City Beenleigh Region	54,994	46,194	√	-	√	25/07/25
QC2Y/W	Redcliffe Region	66,338	55,723	√	-	√	25/07/25
QC3Y/W	Ipswich Region	52,483	44,085	√	-	√	25/07/25
QC4Y/W	Redland-Bayside Region	49,410	41,504	√	-	√	25/07/25
QC5Y/W	Inner City Nth Region	67,230	56,473	√	-	√	25/07/25
QC6Y/W	Inner City Sth Region	58,323	48,990	√	-	√	25/07/25
Q00Y/W	Brisbane Metro	348,778	292,969	√	-	-	25/07/25
Q00R	Brisbane Metro Residential White Pages Only	N/A	N/A	-	-	√	25/07/25
Queensland – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
Q01Y/W	Cairns	71,162	54,082	√	√	√	07/11/25
Q02Y/W	Rockhampton	65,511	49,132	√	√	√	13/02/26
Q03Y/W	Maryborough	72,924	54,692	√	√	√	02/01/26
Q04Y/W	Toowoomba	61,678	46,257	√	√	√	24/10/25
Q05Y/W	Gold Coast	147,182	110,385	√	√	√	20/02/26
Q06Y/W	Townsville	76,221	57,165	√	√	√	31/10/25
Q07Y/W	Beaudesert	29,714	22,581	√	√	√	24/10/25
Q08Y/W	Roma	16,301	12,224	√	√	√	24/10/25
Q09Y/W	Sunshine Coast	118,644	88,981	√	√	√	02/01/26
Q10Y/W	Mackay	45,705	34,277	√	√	√	13/02/26
Q11Y/W	Gympie	17,200	12,899	√	√	√	02/01/26

Code	Directory Name	Distribution Methods					
South Australia – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
SC1Y/W	Northern Region	83,527	70,162	√	-	√	20/06/25
SC2Y/W	Southern Region	41,900	35,195	√	-	√	20/06/25
SC4Y/W	Eastern & Hills Region	45,819	38,487	√	-	√	20/06/25
SC5Y/W	City to Bay	113,916	95,688	√	-	√	20/06/25
S00Y/W	Adelaide Metro	285,161	239,532	√	-	-	20/06/25
S00R	Adelaide Metro Residential White Pages Only	N/A	N/A	-	-	√	20/06/25
South Australia / Northern Territory – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
S05Y/W	Barossa	60,540	48,431	√	√	√	14/11/25
S06Y/W	Port Augusta	36,796	27,595	√	√	√	14/11/25
S07Y/W	South East	23,364	17,522	√	√	√	14/11/25
S08Y/W	Yorke Peninsula	15,396	11,546	√	√	√	14/11/25
S09Y/W	Darwin	40,041	30,430	√	√	√	16/01/26
S10Y/W	Alice Springs	8,767	7,924	√	√	√	16/01/26
Tasmania – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
T00Y/W	Hobart	67,835	56,980	√	√	√	06/06/25
T03Y/W	Launceston	42,882	32,161	√	√	√	31/10/25
T04Y/W	Burnie	34,466	26,192	√	√	√	16/01/26
Victoria – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
VC0Y/W	South Western Region	38,143	35,090	√	-	√	29/08/25
VC1Y/W	Frankston & Chelsea Region	23,888	17,914	√	-	√	29/08/25
VC2Y/W	Greater Eastern Region	41,322	34,296	√	-	√	29/08/25
VC3Y/W	North Eastern Region	49,953	45,955	√	-	√	29/08/25
VC4Y/W	Western Region	54,068	44,876	√	-	√	29/08/25
VC5Y/W	Greater South Eastern Region	40,559	30,418	√	-	√	29/08/25
VC7Y/W	Northern Region	40,612	33,706	√	-	√	29/08/25
VC8Y/W	Eastern Region	33,925	31,210	√	-	√	29/08/25
VC9Y/W	Bayside Region	25,131	23,118	√	-	√	29/08/25
VCAY/W	South Eastern Region	28,792	21,593	√	-	√	29/08/25
VCNY/W	Inner City Nth Region	15,234	14,014	√	-	√	29/08/25
VCSY/W	Inner City Sth Region	15,834	14,566	√	-	√	29/08/25
V00Y/W	Melbourne Metro	407,460	346,756	√	-	-	29/08/25
V00R	Melbourne Metro Residential White Pages Only	N/A	N/A	-	-	√	29/08/25
Victoria – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
V01Y/W	Bairnsdale	45,299	33,973	√	√	√	09/01/26
V02Y/W	Geelong	84,767	63,574	√	√	√	09/01/26
V03Y/W	Ballarat	58,690	44,016	√	√	√	31/10/25
V04Y/W	Bendigo	65,455	49,090	√	√	√	16/01/26
V05Y/W	Warrnambool	29,076	21,806	√	√	√	14/11/25
V06Y/W	Warragul	25,988	21,568	√	√	√	23/01/26
V07Y/W	Wangaratta	37,842	28,759	√	√	√	24/10/25
V08Y/W	Shepparton	29,211	21,907	√	√	√	31/10/25
V09Y/W	Mornington	90,810	69,014	√	√	√	09/01/26
V10Y/W	Mildura	24,679	18,754	√	√	√	02/01/26

Code	Directory Name	Distribution Methods					
Western Australia – Metro		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
WC1Y/W	Northern Region	95,598	80,301	√	-	√	04/07/25
WC2Y/W	Rockingham & Mandurah	28,942	26,162	√	-	√	04/07/25
WC3Y/W	Fremantle & Inner Sth East Region	116,795	98,106	√	-	√	04/07/25
WC4Y/W	Eastern Region	51,390	43,167	√	-	√	04/07/25
WC5Y/W	City & Western Suburbs	34,194	28,722	√	-	√	04/07/25
W00Y/W	Perth Metro	326,919	276,458	√	-	-	04/07/25
W00R	Perth Metro Residential White Pages Only	N/A	N/A	-	-	√	04/07/25
Western Australia – Regional		Circulation ¹	Circulation ²	Initial ³	Over The Counter ⁴	Demand ⁵	Close ⁶
W01Y/W	Great Northern	40,913	32,729	√	√	√	09/01/26
W02Y/W	Central & East	32,175	25,738	√	√	√	23/01/26
W03Y/W	South Western	91,250	68,436	√	√	√	09/01/26

Definitions:

Circulation¹ means the estimated quantity for previous distribution period Oct 24 - Jul 25.

Circulation² means the estimated quantity for the next distribution period you are purchasing, commencing Oct 25 - Jul 26.

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 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.

Dated: 17 March 2025