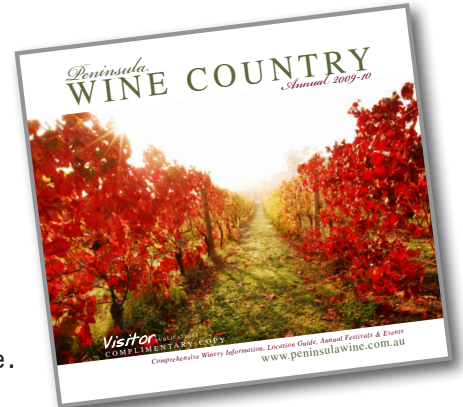


Peninsula WINE COUNTRY ANNUAL 2010-2011

NEW SIZE SPECIFICATIONS

DISTRIBUTION

70,000 copies including 17,500 letterboxed to households in Toorak, Sth Yarra, Armadale and Middle Brighton, 5000 through cafes, wine bars and quality liquor outlets in suburbs across Melbourne, country and interstate tourist information centres through Murray Media, Federation Square, Melbourne Airport and more than 700 outlets on the Peninsula and including Bellarine.



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