

# LIMESTONE COAST

Connect your business with the community



The region's emerging popular community newspaper, **Limestone Coast Today** offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



**Covering the following towns :**

- Keith **5267**
- Bordertown **5268**
- Padthaway **5271**
- Keppoch **5271**
- Naracoorte **5271**
- Coonawarra **5263**
- Penola **5277**
- Tarpeena **5277**
- Mount Gambier **5290**
- Canunda **5280**
- Beachport **5280**
- Robe **5276**
- Kingston SE **5275**
- Taratap **5275**
- Lucindale **5272**
- Greenways **5272**
- Thornlea **5280**



## The first choice for local news across the Limestone Coast

Limestone Coast Today is a regional newspaper covering the Limestone Coast Region in South Australia, which is predominantly rural, with the main city being Mount Gambier, and regional centres at Beachport, Bordertown, Keith, Kingston SE, Millicent, Naracoorte, Penola and Robe.

More than one third of the population live in the City of Mount Gambier.

The Limestone Coast is one of South Australia's true gems. Located in the south-eastern corner of the state, the Limestone Coast stretches northwards from the Victorian border near Mount Gambier, all the way to Bordertown and Kingston SE. It's a beautiful coastline area with spectacular scenery, incredible wineries, and some fantastic things to do on the Limestone Coast.

Settled by Europeans in the 1840s, now over 65,000 people live on the Limestone Coast. The newspaper highlights community issues, news and achievements and a great deal of sport.

**PAID PUBLICATION - PUBLISHED WEDNESDAY AND ONLINE 24/7**

# Audience 10,999\*

SOURCE\* Combination of estimated readership of print and digital editions as at 14 Feb 2024; Google Analytics - relevant newspaper web page views (average weekly for period 15 Nov 2023 - 14 Feb 2024) and Facebook Insights - relevant newspaper facebook page followers (as at 9 Feb 2024).

### A choice for all ages & incomes

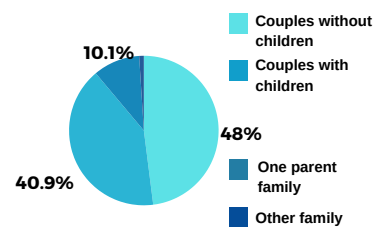
#### OCCUPATIONS

- Labourers: 21.3%
- Professionals: 11.1%
- Community Personal Services: 7.9%
- Technicians & Trades: 12.6%
- Managers: 23%
- Clerical & Admin: 8.6%
- Sales workers: 8.3%
- Machinery Operators: 5.2%

#### AGE

- UNDER 34** 41%
- 35-49** 18.8%
- 50-64** 19.7%
- 65+** 20.5%

#### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by SA Today from the 2021 Census data in relation to the Limestone Coast region, covered by Limestone Coast Today. It is a snapshot of the region and SA Today expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

#### Display Advertising

Booking Deadline: Wednesday 4pm  
Material Deadline: Friday 9am

#### Classified and Trades Advertising

Deadline: Tuesday 10.30am  
Material Deadline: Tuesday 10.30am