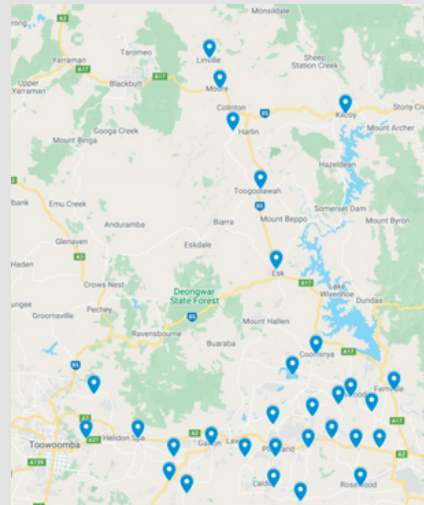


# LOCKYER & SOMERSET

Connect your business with the community



The region's most popular community newspaper **The Lockyer & Somerset Independent** 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 areas :**

- Atkinsons Dam 4311
- Brightview 4311
- Coominya 4311
- Crowley Vale 4342
- Esk 4312
- Fernvale 4306
- Forest Hill 4342
- Gatton 4343
- Glamorgan Vale 4306
- Glenore Grove 4342
- Grandchester 4340
- Grantham 4347
- Haigslea 4306
- Harlin 4314
- Hatton Vale 4341
- Helidon 4344
- Junction View 4343
- Kilcoy 4515
- Laidley 4341
- Linville 4306
- Lowood 4311
- Ma Ma Creek 4347
- Marburg 4346
- Minden 4311
- Moore 4306
- Mount Sylvania 4343
- Mulgowie 4341
- Murphys Creek 4352
- Plainland 4341
- Rosewood 4340
- Somerset Dam 4312
- Tarampa 4311
- Tenthill 4343
- Toogoolawah 4313
- Walloon 4306
- Withcott 4352

## The media of choice for the Lockyer Valley and Somerset

Nestled among mountains and creek beds is southeast Queensland's hidden gems, the Lockyer Valley and Somerset regions. The regions boast strong agricultural industries alongside country hospitality and charm. Fast becoming a desirable place to live for its country lifestyle balanced with convenient access to nearby cities, the Lockyer Valley and Somerset are dotted with charming country towns, each with its own personality.

The Lockyer Valley, known as Australia's Salad Bowl for its fertile lands and flourishing horticulture industry, covers 2,272 square kilometres and is home to more than 43,000 people. Somerset's 25,000 residents enjoy an expansive 5,382 square kilometres.

The **Lockyer & Somerset Independent** is proud to service the region with a weekly paid newspaper to inform and connect the community every Thursday. The Independent boasts local news, sports, a dedicated rural section including weather and market reports, and a community events page. Popular regular sections include real estate, motoring, TV guide, classifieds and notices, puzzles, competitions and special features.

The Independent is available to purchase from select retail outlets in all major townships. Our multi-media platform also offers an online digital edition, plus news on our website and Facebook page.

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

# Audience 30,000\*

**SOURCE\*** Combination of estimated readership of print and digital editions as at 14 June 2024

### A choice for all ages & incomes

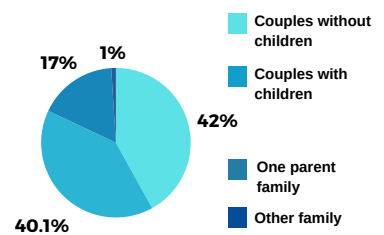
#### OCCUPATIONS

- Labourers: 18.9%
- Professionals: 11.9%
- Community Personal Services: 11.2%
- Technicians & Trades: 14.3%
- Managers: 12.8%
- Clerical & Admin: 10.9%
- Sales Workers: 8.2%
- Machinery Operators: 10%

#### AGE

- UNDER 34** 44.1%
- 35-49** 18.4%
- 50-64** 20%
- 65+** 17.5%

#### HOUSEHOLD TYPE



**Please Note:** This information was compiled based on our understanding of our readers and information obtained by **The Lockyer & Somerset Independent** from the 2021 Census data in relation to the Lockyer region. It is a snapshot of the region and **The Lockyer & Somerset Independent** expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

#### Display Advertising

Booking Deadline: Wednesday 3pm - Week Prior  
Material Deadline: Friday 12pm - Week Prior

#### Classified and Trades Advertising

Deadline: Monday 10.30am  
Material Deadline: Monday 10.30am