

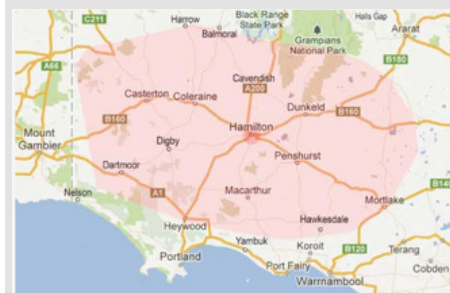


HAMILTON REGION

Connect your **business** with the **community**



The region's most popular community newspaper **The Hamilton Spectator** offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results and local information.



Covering the following towns :

- Ararat
- Branxholme
- Balmoral,
- Byaduk
- Caramut
- Casterton
- Cavendish
- Chetwynd
- Coleraine
- Condah
- Dartmoor
- Digby
- Dunkeld
- Edenhope
- Glenthompson
- Hamilton
- Harrow
- Hawkesdale
- Heywood
- Horsham
- Koroit
- Lake Bolac
- Macarthur
- Merino
- Millicent
- Mortlake
- Mt. Gambier
- Narrawong
- Penshurst
- Port Fairy
- Stawell
- Tyrendarra
- Warrnambool
- Westmere
- Willaura
- Winnap
- Yambuk

South West Victoria's first choice for local news since 1859

The Hamilton Spectator is a weekly Australian newspaper that serves a diverse region which is home to some 34,000 people.

Published every Friday the Spectator reaches the heartland of the wool, meat production (sheep and cattle), dairying, forestry, along with cereals and specialist seed growing industries.

Hamilton is at the centre of the southwest of Victoria, ideally placed on the highways linked to Portland, Mount Gambier, Warrnambool and Horsham. The Spectator provides southwest Victoria with the best and most comprehensive local news, sport and views coverage.

Each edition is filled with a variety of news articles, following the local events. In a district passionate for sport, the Spectator is the premier sports newspaper and since 1859 has provided a vital link within the community.

PAID PUBLICATION - PUBLISHED FRIDAY AND ONLINE 24/7

Audience 18,000*

SOURCE* Publishers estimate January 2024 - Includes printed and digital editions, web site page views and social media followers of the Hamilton Spectator

A choice for all ages & incomes

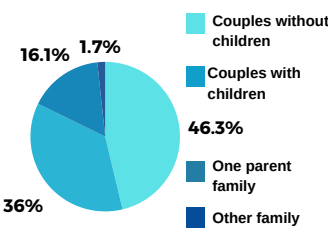
OCCUPATIONS

- Labourers: 12.1%
- Professionals: 18%
- Community Personal Services: 13.4%
- Technicians & Trades: 15.2%
- Managers: 12.4%
- Clerical & Admin: 11.1%
- Sales Workers: 10.6%
- Machinery Operators & Drivers: 5.6%

AGE

- UNDER 34** 39%
- 35-49** 15.7%
- 50-64** 19%
- 65+** 26.3%

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 Hamilton region, covered by The Hamilton Spectator. 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: 2pm Monday
 Material Deadline: 11am Tuesday

Classified and Trades Advertising
 Booking & copy Deadline: 11.30am Thursday prior