

# PORTLAND REGION

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

The region's most popular community newspaper **The Portland Observer and Guardian** 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 :

- Portland
- Heywood
- Narrawong
- Tyrendarra
- Hamilton
- Dartmoor
- Mt. Gambier
- Warrnambool
- Condah
- Casterton
- Bransholme
- Pt. Fairy
- Digby
- Yambuk
- Coleraine
- Merino
- Macarthur



## South West Victoria's first choice for local news since 1842

Portland is located around a deep-water port and is the major urban city in the Glenelg Shire, offering a unique balance of business and tourism. Key sectors include manufacturing, timber and forestry, fishing and aquaculture, agriculture, engineering, viticulture and horticulture.

The Portland region is developing alternative energy with new wind farms under construction. Artesian bores supply abundant fresh water to the city. While the natural geothermal (hot) water is not being presently used, studies are now underway to evaluate its practical reintroduction.

Major works are taking place in the harbour with the relocation and refurbishment of mooring facilities.

The Portland Observer & Guardian is the state's oldest non-daily newspaper and since 1842 has provided a vital link within the community. Published every Friday.

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

Weekly total audience figure of:

**23,892\***

**13,166** Print/Digital edition readers  
**7618** Weekly website page views  
**8822** Social followers

\*SOURCE: Combination of estimated readership of print and digital editions as at 19 Dec. 2024; Google Analytics - relevant newspaper web page views (average weekly for period 14 Jan - 12 Feb 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 13 Feb 2025).

## 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

**16.1%** 1.7%  
**46.3%**  
**36%**

- Couples without children
- Couples with children
- One parent family
- Other family

**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 **Portland** region, covered by **The Portland Observer**. 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

