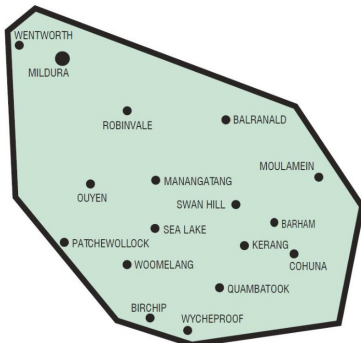


THE MALLEE'S FARMING NEWSPAPER

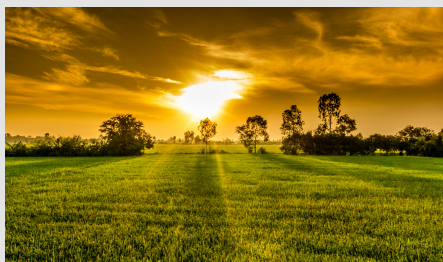
Connect your **business** with the **community**

North West Farmer is the region's top regional agricultural newspaper, trusted for news, industry updates and topical features. It's the ideal way for businesses to reach farmers by placing your ad alongside the stories locals care about most. Get your message seen, connect with your audience, and make an impact where it matters.



Available across the following regions:

- Wentworth
- Mildura
- Robinvale
- Ouyen
- balranald
- Manangatang
- Swan Hill
- Moulmein
- Patchewollock
- Woomelang
- Kerang
- Birchip
- Cohuna
- Quambatook
- Wycheproof
- Sea Lake



North West Farmer - Your farming Voice

The North West Farmer is a regional agricultural publication in Victoria that serves as a key information resource for farmers, especially in the Mallee, Wimmera, Sunraysia and adjacent dryland farming areas.

It reports on agronomy, land values, rural technology, environmental management and farm business issues. For example, articles cover topics like nutrient management after harvest, rodent threats in grain regions, and how farmers are adapting to low rainfall.

In the Mallee region, North West Farmer has a close connection: it publishes stories relevant to local farmers (e.g. the effects of drought and frost, soil health, crop and grazing practices) and tracks farmland values there.

Through its free monthly distribution and digital editions, it helps keep the farming community informed, fosters sharing of local innovations and supports resilience under variable climatic and economic pressures.

North West Farmer is inserted into leading regional newspapers, The Guardian (Swan Hill), Sunraysia Daily (Mildura) and Gannawarra Times (Kerang/Cohuna).

FREE PUBLICATION - PUBLISHED MONTHLY - ONLINE 24/7

Monthly total audience figure of:

11,500*

SOURCE* Combination of estimated readership of print and digital editions as at 15 October 2025

A choice for all ages & incomes

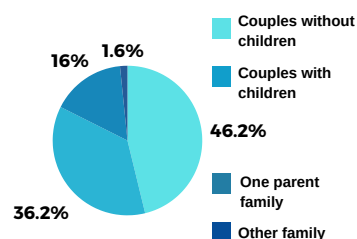
OCCUPATIONS

Labourers: 14.9%
Professionals: 14.5%
Community Personal Services: 11.9%
Technicians & Trades: 12.8%
Managers: 18.5%
Clerical & Admin: 9.8%
Sales Workers: 8.3%
Machinery Operators & Drivers: 7.1%

AGE

UNDER 34 39.1%
35-49 16.2%
50-64 21%
65+ 23.8%

HOUSEHOLD TYPE



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

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