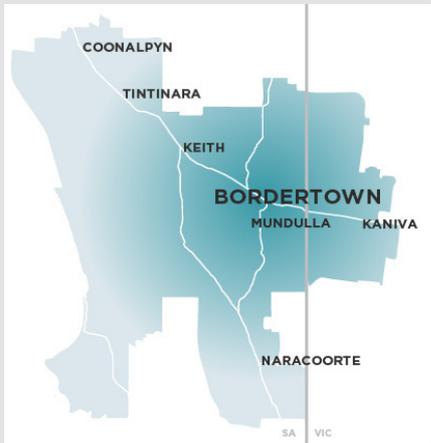


BORDERTOWN

Connect your business with the community



The region's most popular community newspaper **The Border Chronicle** 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 :

- Bordertown
- Coonalpyn
- Culburra
- Kaniva
- Keith
- Mundulla
- Padthaway
- Tintinara
- Wolseley

Postcodes in the distribution area:
 5266, 3420, 5265, 5270, 3419, 5267, 5275,
 5268, 5271, 5290



SA's Upper South East's first choice for local news

Serving the Upper South East and neighboring districts, The Border Chronicle is the trusted source for news, community stories, and regional developments. This region thrives on agricultural prosperity, with industries spanning wool, beef, wheat, barley, and Lucerne seed exports.

The rise of viticulture in Padthaway further showcases the area's adaptability and growth. More than just a newspaper, The Border Chronicle is dedicated to fostering community connections by amplifying local news, sports, and events. Our in-depth coverage keeps residents informed about key issues while celebrating the achievements and milestones that shape our region.

We take pride in upholding the values of local journalism, ensuring that every story reflects the resilience and spirit of the Upper South East. From sporting triumphs to community initiatives, we bring people closer together through the stories that matter most.

Stay connected with The Border Chronicle—your voice, your community, your news.

PAID PUBLICATION - PUBLISHED FRIDAY AND ONLINE 24/7

Weekly total audience figure of:

9680*

3020 Print/Digital edition readers

2004 Weekly website page views

4657 Social followers

*SOURCE: Combination of estimated readership of print and digital editions as at 18 December 2025; Google Analytics - relevant newspaper web page views (average weekly for period 1 Jan - 31 Dec 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 18 December 2025).

A choice for all ages & incomes

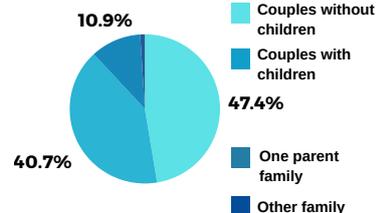
OCCUPATIONS

Labourers: 20.2%
 Professionals: 9%
 Community Personal Services: 7.1%
 Technicians & Trades: 12.8%
 Managers: 24.9%
 Clerical & Admin: 8.9%
 Sales workers: 6.3%
 Machinery Operators: 9.1%

AGE

UNDER 34 41.4%
35-49 18.3%
50-64 20.6%
65+ 19.7%

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 Taitiara region, covered by **The Border Chronicle**. 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: Monday 4pm
 Material Deadline: Tuesday 9am

Classified and Trades Advertising

Deadline: Thursday 10am
 Material Deadline: Thursday 10am

