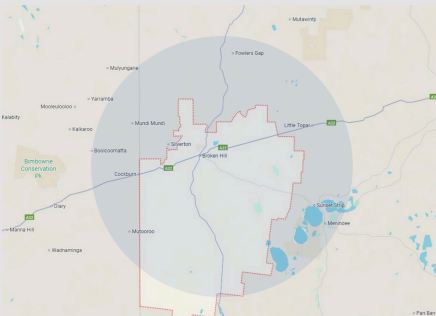




# BROKEN HILL REGION

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

The **Broken Hill Times** is the region's top regional newspaper, trusted for local news, sport, and features. It's the ideal way for businesses to reach local homes, 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 in the following areas:

- Broken Hill 2880
- Broken Hill North 2880
- Broken Hill West 2880
- South Broken Hill 2880
- Silverton 2880
- Little Topar 2880
- Pokolbin 2320
- Rothbury 2320
- Menindee 2879
- Scotia 2648



### Keeping Broken Hill and district Informed

The Broken Hill Times is the NSW western district's leading provider of local news and information, delivering the stories that matter most to the Far West. Published weekly, it offers comprehensive coverage of local news, community events, and the people and issues shaping Broken Hill and surrounding townships.

Our sport pages celebrate local achievements, from footy and netball to cricket and racing, shining a spotlight on the dedication and talent within our community.

Each edition reflects the heartbeat of the region—covering council updates, school milestones, business developments, and cultural highlights.

Produced by a passionate, locally based team, the Broken Hill Times is committed to delivering fair, accurate, and engaging journalism that keeps the community informed and connected.

For trusted weekly reporting that champions the stories of Broken Hill and its people, there's one name locals turn to – The Broken Hill Times.

PAID PUBLICATION - PUBLISHED FRIDAY - ONLINE 24/7

Weekly total audience figure of:

8,932\*

3424 Print/Digital edition readers

3338 Weekly website page views

2170 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

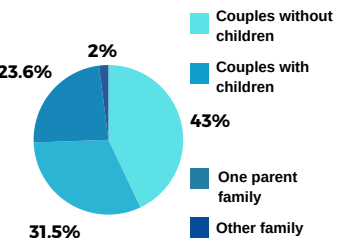
#### OCCUPATIONS

- Labourers: 10.2%
- Professionals: 16.5%
- Community Personal Services: 16.4%
- Technicians & Trades: 15.5%
- Managers: 9.4%
- Clerical & Admin: 10.5%
- Sales Workers: 8.9%
- Machinery Operators & Drivers: 10.3%

#### AGE

- UNDER 34 40.1%
- 35-49 16.1%
- 50-64 20.7%
- 65+ 23.2%

#### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by The Broken Hill Times from the 2021 Census data in relation to the Gannawarra Region, which is covered by The Broken Hill Times. 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

- AD BOOKING 11am Tuesday
- AD MATERIAL 11am Wednesday

#### Classified and Trades Advertising

- BOOKING DEADLINE - 11am Thursday
- sales@networkclassifieds.com.au