

BUNDABERG

Connect your business with the community

The region's most popular community newspaper, **Bundaberg Today**, offers local businesses the opportunity to get their advertising message into homes alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



Covering the following towns & postcodes:

- Bundaberg
- Bargara
- Innes Park
- Elliot Heads
- Burnett Heads
- Bundaberg Port
- Alloway
- Avondale
- Bingera
- Gooburrum
- Moore Park
- South Kolan
- Childers
- Miriam Vale
- Agnes Water
- 1770
- Bullyard
- Gin Gin
- Wallaville
- Rosedale
- Yandaran

Postcodes in the distribution area
4670, 4660, 4677, 4671, 4674, 4673



Bundaberg's first choice for local news

Bundaberg's first choice for local news Just four hours' drive or 45 minutes by plane from the bustling metropolis of Brisbane, Bundaberg is the start of the Southern Barrier Reef and each year hundreds of marine turtles hatch their babies at Mon Repos turtle conservation site. With a thriving agriculture industry, worth an estimated \$500 million per annum, the region is considered the food bowl capital of Australia and its internationally recognised leading brands of Bundaberg Brewed Drinks.

Macadamia Australia and Bundaberg Rum are just some of the innovative companies to call this region home. The region is building up to become the front runner in food technology and processing, renewable energy, advanced manufacturing and agricultural technology.

In the Bundaberg Regional Council, Health Care and Social Assistance is the largest employer. Bundaberg has three hospitals, each planning major expansions over the coming years, including a new level 5 hospital. Bundaberg's proximity to both Brisbane and the Great Barrier Reef, combined with its diverse attractions including the Mon Repos turtle conservation site, the Hinkler Hall of Aviation, the Botanic Gardens and the Bundaberg Rum Distillery among others, make the region a popular tourist destination.

PAID PUBLICATION - PUBLISHED FRIDAYS AND ONLINE 24/7

Weekly total audience figure of: **38,832***

22,430 Print/Digital edition readers
6261 Weekly website page views
10,141 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

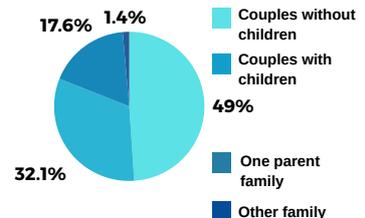
OCCUPATIONS

Labourers: 15.5%
Professionals: 15.3%
Community Personal Services: 14%
Technicians & Trades: 13.6%
Managers: 11.2%
Clerical & Admin: 11.2%
Sales workers: 9.2%
Machinery Operators: 8.1%

AGE

UNDER 34 36.9%
35-49 16.8%
50-64 20.9%
65+ 25.9%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising

Booking Deadline: Monday 12pm
Material Deadline: Tuesday 5pm

Classified and Trades Advertising

Deadline: Thursday 12 Noon
Material Deadline: Thursday 12 Noon

