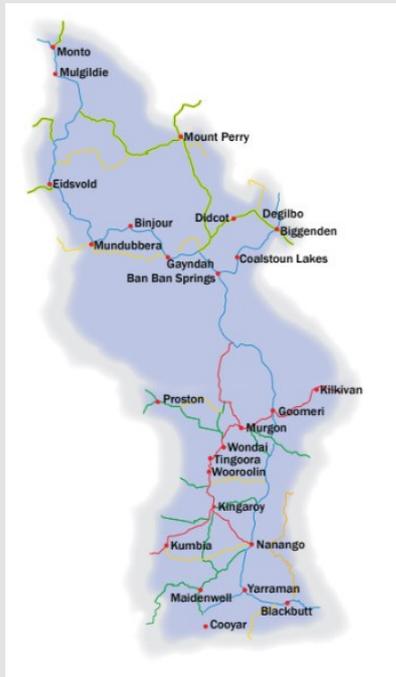


# BURNETT REGION

Connect your business with the community

The region's most popular community newspaper **Burnett 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 areas:**

- Ban Ban Springs 4625
- Biggenden 4621
- Binjour 4625
- Blackbutt 4314
- Coalstoun Lakes 4621
- Cooyar 4402
- Degilbo 4621
- Didcot 4621
- Eidsvold 4627
- Gayndah 4625
- Goomeri 4601
- Kilkivan 4600
- Kingaroy 4610
- Kumbia 4610
- Maidenwell 4615
- Monto 4630
- Mulgildie 4630
- Murgon 4605
- Mount Perry 4671
- Mundubbera 4626
- Nanango 4615
- Proston 4613
- Tingoorra 4608
- Wondai 4606
- Wooroolin 4608
- Yarraman 4614

## Burnett's first choice for local news

We are home to Australia's peanut and navy bean industries, large cattle farms, cotton and corn crops and major coal mines. The Burnett region also offers a blend of temperate weather, fine cuisine, wineries, tourist attractions, art and crafts and many other relaxed lifestyle benefits. Our many towns of the Burnett offers a thriving mixture of small business, meat production, agricultural and service-based industries. Bega, Bean Growers of Australia, Citrus Farming, Swickers Kingaroy Bacon Factory, Sunpork, Regional Councils and Tarong Mine and Power Stations are our major local employers. There are nine district towns providing major shopping and educational facilities including private & public schools, a regional hospital and major shopping centres. With population, of 43,000 people, it offers existing and new residents a place to proudly call home. The South, Central & North Burnett region covers an area of nearly 28,052 square kilometres including the major towns of Kingaroy, Nanango, Murgon, Wondai, Blackbutt, Monto, Gayndah, Mundubbera, Biggenden as well as other district.

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

Weekly total audience figure of: **34,083\***

**16,544** Print/Digital edition readers  
**5493** Weekly website page views  
**12,046** 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

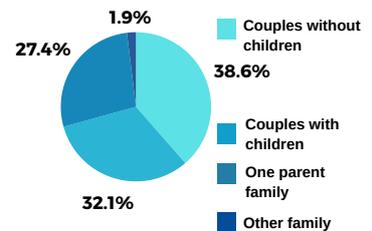
#### OCCUPATIONS

- Labourers: 18.9%
- Professionals: 14.9%
- Community Personal Services: 14.1%
- Technicians & Trades: 14.4%
- Managers: 9.6%
- Clerical & Admin: 10.2%
- Sales Workers: 9.8%
- Machinery Operators: 6.5%

#### AGE

- UNDER 34** 46.6%
- 35-49** 16.3%
- 50-64** 16.2%
- 65+** 21%

#### HOUSEHOLD TYPE



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

### Print Advertising Deadlines

**Display Advertising**  
 Booking Deadline: Friday 3pm  
 Material Deadline: Friday 5pm

**Classified and Trades Advertising**  
 Deadline: Monday 3pm  
 Material Deadline: Monday 3pm

