

CENTRAL QUEENSLAND

Connect your business with the community

The region's most popular community newspaper **CQ 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 :

- North Rockhampton
- South Rockhampton
- Yeppoon
- Emu Park
- Marlborough
- The Caves
- Mt Morgan
- Blackwater
- Dingo
- Duaringa
- Baralaba
- Emerald
- Springsure
- Capella
- Alpha
- Clermont
- Biloela
- Thangool
- Theodore
- Moura
- Middlemount
- Gladstone

Postcodes in the distribution area
 4701, 4700, 4703, 4710, 4705, 4702, 4714, 4717, 4712, 4720, 4722, 4723, 4724, 4721, 4715, 4716, 4719, 4718, 4746 & 4680



Central Queensland's first choice for local news

Published each Wednesday and Saturday, CQ Today is Central Queensland's only printed newspaper and covers local politics, priority issues, events, social happenings combined with a comprehensive sports section, keeping readers informed of their local communities.

Rockhampton and the Capricorn Coast is centrally located in Queensland along major freight infrastructure routes. With ease of access, an hour's flight or an easy day's drive from the states capital Brisbane, enables the region to host a range of industries, including resources, mining, defence, agribusiness, education, health, tourism and events, transport and logistics making it the economic heart of Central Queensland.

Launched in August 2020, CQ Today has built a strong reputation for its accuracy and is a trustworthy source of information for their readers through printed editions, digital flipbook editions, news website and social media channels.

PAID PUBLICATION - PUBLISHED WEDNESDAYS & SATURDAY & ONLINE 24/7

Weekly total audience figure of: **61,040***

- 37,638** Print/Digital edition readers
- 6,063** Weekly website page views
- 16,800** 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

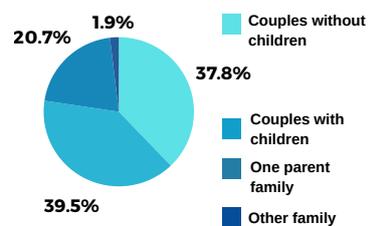
OCCUPATIONS

- Labourers: 12.3%
- Professionals: 16.6%
- Community Personal Services: 14.4%
- Technicians & Trades: 15.6%
- Managers: 8.7%
- Clerical & Admin: 12.3%
- Sales workers: 8.9%
- Machinery Operators: 9.2%

AGE

- UNDER 34** 46.8%
- 35-49** 18.5%
- 50-64** 17.9%
- 65+** 16.7%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising

Wednesday Edition

Booking Deadline: Friday 10am
 Material Deadline: Friday 5pm

Saturday Edition

Booking Deadline: Weds 10am
 Material deadline: Weds 5pm

Classified and Trades Advertising Deadlines

Wednesday Edition: Wednesday 5pm
 Saturday Edition: Thursday 5pm

