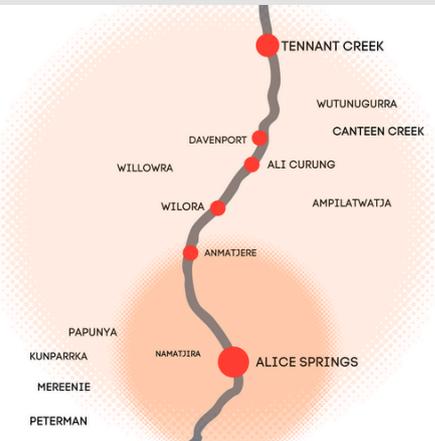


# CENTRAL AUSTRALIA

Connect your business with the community



The region's most popular community newspaper **Centralian Today** 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:

- Alice Springs
- Anmatjere
- Araluen
- Arumbera
- Braitling
- Burt Plain
- Ciccone
- Connellan
- Desert Springs
- East Side Flynn
- Gillen
- Ilparpa
- Irlpme
- Kilgariff
- Larapinta
- Mount Johns
- Mount Zeil
- Ntaria
- Ross
- Sadadeen
- Stuart
- The Gap
- Undoolya
- White Gums

Postcodes in the distribution area;  
0870, 0875, 0874, 0872,

## Central Australia's first choice for local news

Covering one of the largest news reporting patches in Australia, **Centralian Today** reaches across Central Australia from the South Australian border to Tennant Creek.

**Centralian Today** reflects the heartbeat of both Alice Springs and Central Australia and prove there's something magical about the power of a local press, setting out to capture the essence of this vibrant rural community, delivering news that truly matters to its community.

Published by Today News Group, **Centralian Today** understands the pulse of Alice Springs and every week produces objective, apolitical news with a hyper-local mantra. The newspaper has become very popular within the community and has helped bring back a sense of community.

In a place like Alice Springs, where distances are vast and traditions run deep, a community newspaper holds immeasurable value. **Centralian Today** aim is to unite neighbors, encourages local businesses, and fosters a sense of belonging. Stay connected, stay informed, with Centralian Today.

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

Weekly total audience figure of: **7460\***

**4494** Print/Digital edition readers  
**1568** Weekly website page views  
**1398** Social followers

**SOURCE\*** Combination of estimated readership of print and digital editions as at 10 June 2025; Google Analytics - relevant newspaper web page views (average weekly for period 12 May - 10 June 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 10 June 2025).

### A choice for all ages & incomes

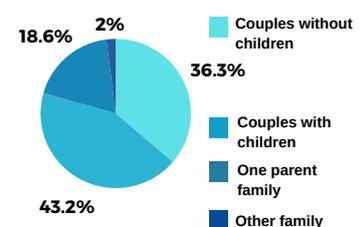
#### OCCUPATIONS

Labourers: 7.10%  
Professionals: 25.4%  
Community Personal Services: 17.6%  
Technicians & Trades: 12.6%  
Managers: 12.3%  
Clerical & Admin: 12.7%  
Sales workers: 6.2%  
Machinery Operators: 3.6%

#### AGE

**UNDER 34** 50.4%  
**35-49** 21.8%  
**50-64** 18.3%  
**65+** 9.6%

#### HOUSEHOLD TYPE



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

### Print Advertising Deadlines

#### Display Advertising

Booking Deadline: Wednesday 4pm  
Material Deadline: Thursday 2pm

#### Classified and Trades Advertising

Booking Deadline: Monday 11am  
Material Deadline: Monday 11am

