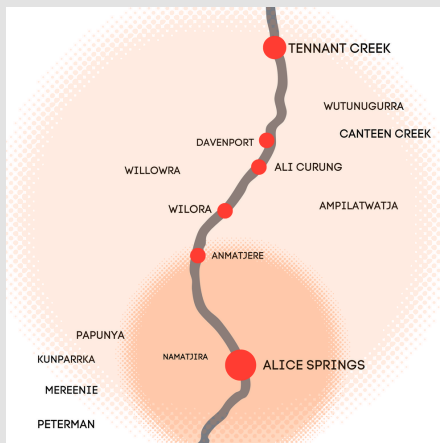


# CENTRAL AUSTRALIA

Connect your business with the community



The region's most popular community newspaper The **Centralian Today & Tennant Creek Today** offer local businesses the opportunity to get 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
- Ti Tree
- Irlpme
- Kilgariff
- Larapinta
- Mount Johns
- Mount Zeil
- Ntaria
- Ross
- Sadadeen
- Stuart
- The Gap
- Undoolya
- White Gums
- Tennant Creek

Postcodes in the distribution area;  
0870, 0875, 0874, 0872, 0862

## Central Australia's first choice for local news

Covering one of the largest news reporting patches in Australia, The **Centralian Today & Tennant Creek Today** reach across Central Australia.

The **Centralian Today & Tennant Creek Today** aim to be the heartbeat of these vibrant communities and prove there's something magical about the power of a local press, setting out to capture the essence of this important part of Australia, delivering news that truly matters.

Published by SA Today, The **Centralian Today & Tennant Creek Today** understand the pulse of Alice Springs & Central Australia and aims to produce objective, apolitical news with a hyper-local mantra.

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

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

Weekly total audience figure of:

**10499\***

**6822** Print/Digital edition readers  
**1974** Weekly website page views  
**1704** 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**

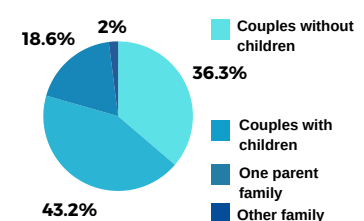
### OCCUPATIONS

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 & Tennant Creek Today from the 2021 Census data in relation to the Alice Springs & Tennant Creek LGA region, covered by The Centralian Today & Tennant Creek Today. It is a snapshot of the region and The Centralian Today & Tennant Creek Today expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

#### Display Advertising

Booking Deadline: Wednesday 12 noon  
Material Deadline: Thursday 10am

#### Classified and Trades Advertising

Deadline: Monday 10am  
Material Deadline: Monday 10am

