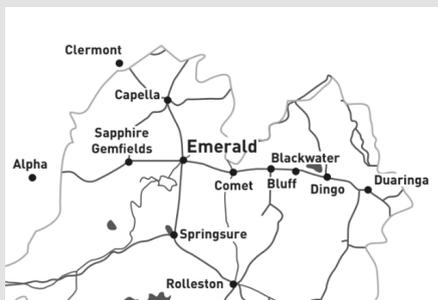


CENTRAL HIGHLANDS

Connect your business with the community



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

- Emerald
- Blackwater
- Dingo
- Duaringa
- Springsure
- Rolleston
- Sapphire Gemfields
- Capella
- Clermont
- Baralaba

Postcodes in the distribution area
 4720, 4717, 4702, 4712, 4722, 4702, 4723, 4721, 4702



Central Highlands first choice for local news

Emerald located in the Central Highlands Region lies on the Nogoa River approx. 270 kilometers west of Rockhampton. Surrounded by the best of Queensland's countryside, the town is known for its nearby sapphire Gemfields which is the largest sapphire fields in the Southern Hemisphere. This is a vibrant region with a strong and diverse economy in extensive coal mining operations, agriculture, horticultural, tourism and construction.

The region is rich in minerals and agriculture, thriving on irrigation sourced from the Fairbairn Dam, Nogoa and Comet Rivers.

The Central Highlands is an area of continuous growth and diversity, with a wide range of opportunities to live, work, invest and play. The region encompasses an area of around 60,000 square kilometres Emerald Today is a local independent weekly newspaper dedicated to servicing the region, it will inform and reconnect the community every Saturday.

Emerald Today is proud to be reporting on local issues, news, and events relevant to the people of the Central Highlands region.

PAID PUBLICATION - PUBLISHED SATURDAY AND ONLINE 24/7

Weekly total audience figure of:

5680*

2812 Print/Digital edition readers
1166 Weekly website page views
1712 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

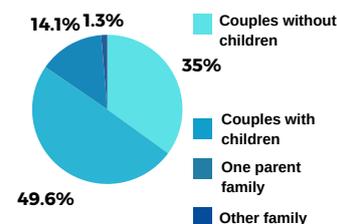
OCCUPATIONS

Labourers: 11.5%
 Professionals: 14%
 Community Personal Services: 8.4%
 Technicians & Trades: 18.5%
 Managers: 10.2%
 Clerical & Admin: 10.9%
 Sales Workers: 9.7%
 Machinery Operators: 14.9%

AGE

UNDER 34 54.6%
35-49 22%
50-64 16.4%
65+ 7.1%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising
 Booking Deadline: Weds 10am
 Material Deadline: Weds 5pm

Classified and Trades Advertising
 Deadline: Thursday 5pm
 Material Deadline: Thursday 5pm