

EYRE PENINSULA

Connect your **business** with the **community**



The region's most popular community newspaper **The Eyre Peninsula Advocate** 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 :

- Arno Bay 5603
- Butler 5605
- Ceduna 5690
- Cleve 5640
- Coffin Bay 5607
- Cowell 5602
- Cummins 5631
- Darke Peak 5642
- Elbow Hill 5602
- Elliston 5670
- Fowlers Bay 5690
- Karkoo 5632
- Kimba 5641
- Koonibba 5690
- Kyancutta 5651
- Lipson 5607
- Lock 5633
- Louth Bay 5607
- Minnipa 5654
- Nullarbor 5690
- Nundroo 5690
- Penong 5690
- Poochera 5655
- Port Kenny 5671
- Port Lincoln 5606
- Port Neill 5604
- Rudall 5642
- Sheringa 5607
- Smoky Bay 5680
- Streaky Bay 5680
- Thevenard 5690
- Tumby Bay 5605
- Ungarra 5607
- Venus Bay 5607
- Verran 5603
- Wharminda 5603
- Wirrulla 5661
- Wudinna 5652
- Yalata 5690
- Yallunda Flat 5607

The Eyre Peninsula's first choice for local news

The Eyre Peninsula Advocate was founded in 2021 in the absence of a local newspaper presence on the Eyre Peninsula. Serving a region rich in agricultural and aquaculture production, its wheat and grain growing industries, as well as seafood sector, are famous well past the triangular peninsula. The region is also known for its mining, plus pristine beaches and natural attractions.

The main townships include Port Lincoln in the south, Whyalla in the north east and Ceduna in the north west, with tight-knit communities dotted throughout the region. Circulating throughout Eyre Peninsula, the newspaper has helped to fill a void caused by the closures of the West Coast Sentinel and Eyre Peninsula Tribune newspapers in 2020.

The Advocate has become a vital part of the Eyre Peninsula community and its dedication to providing quality journalism has helped to foster a strong sense of community among its readers.

PAID PUBLICATION - PUBLISHED THURSDAYS AND ONLINE 24/7

Weekly total audience figure of: **25,422***

15,854 Print/Digital edition readers
4531 Weekly website page views
5037 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

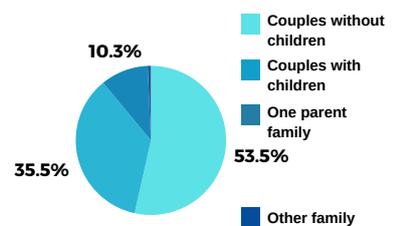
OCCUPATIONS

- Labourers: 11.9%
- Professionals: 12.3%
- Community Personal Services: 10.8%
- Technicians & Trades: 12.3%
- Managers: 26.8%
- Clerical & Admin: 9.7%
- Sales Workers: 7.6%
- Machinery Operators & Drivers: 6.5%

AGE

- UNDER 34** 34.9%
- 35-49** 16.2%
- 50-64** 23.4%
- 65+** 0.7%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising
 Booking Deadline: Friday 5pm
 Material Deadline: Monday 5pm

Classified and Trades Advertising
 Display Advert Deadline: Tuesday 2pm
 Line Advert Deadline: Tuesday 2pm