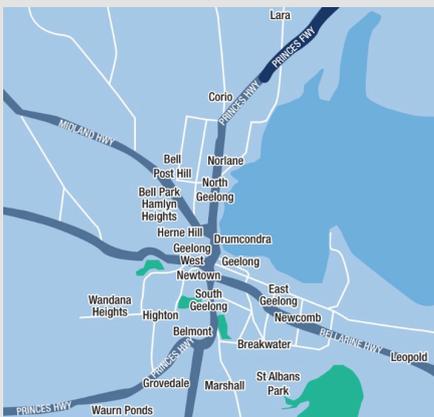


GREATER GEELONG

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

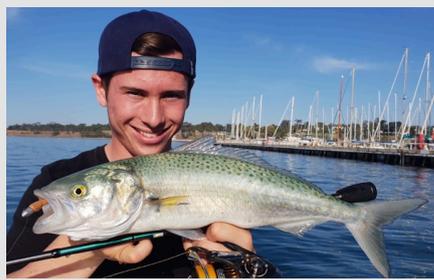


The region's most popular community newspaper **The Geelong Independent** offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



Covering the following suburbs:

- Manifold Heights
- Geelong West
- Geelong
- Geelong South
- Lara
- Bell Post Hill
- Bell Park
- Geelong North
- Drumcondra
- East Geelong
- St Albans Park
- Grovedale
- Waurnd Ponds
- Belmont
- Highton
- Newtown
- Corio



Geelong's first choice for local news

Unbeatable lifestyle Geelong enjoys an unbeatable lifestyle location between Melbourne and the Great Ocean Road, with access to some of Victoria's best beaches, golf courses and food & wine trail.

The new ring road, a flood of business investment and work on suburbs to house around 60,000 extra residents prove Geelong is booming.

Victoria's second largest city has earned State Government recognition as one of the state's premier growth centres.

The Geelong Independent truly connects people and communities in the region. The new Geelong ring road coupled with significant development and investment in the area means that Torquay, Anglesea, Aireys Inlet and Jan Juc now offer families the residential and roads infrastructure to complement their beach lifestyle.

FREE PUBLICATION - PUBLISHED FRIDAYS AND ONLINE 24/7

Weekly total audience figure of:

79,050*

52,529 Print/Digital edition readers

7558 Weekly website page views

18,964 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

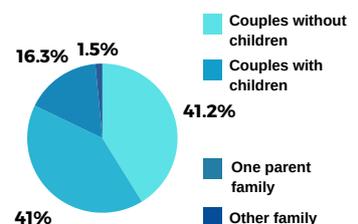
OCCUPATIONS

- Labourers: 9.6%
- Professionals: 22.7%
- Community Personal Services: 13.6%
- Technicians & Trades: 14.5%
- Managers: 11.6%
- Clerical & Admin: 11.4%
- Sales Workers: 8.9%
- Machinery Operators & Drivers: 6.1%

AGE

- UNDER 34** 43.8%
- 35-49** 18.9%
- 50-64** 17.8%
- 65+** 19.6%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by **The Geelong Independent** from the 2021 Census data in relation to the Greater Geelong Region, covered by **The Geelong Independent**. It is a snapshot of the region and Star News Group expects you to rely on your own commercial judgement when using this information.

Print Advertising Deadlines

Display Advertising

Booking Deadline: 5pm Monday prior
Material Deadline: 5pm Monday prior

Classified and Trades Advertising

Deadline: 5pm Monday prior
Material Deadline: 2pm Wednesday



Advertising: 03 5249 6700

Classifieds: 1300 666 808



advertising@geelongindependent.com.au



facebook.com/GeelongIndy



geelongindy.com.au