



GLADSTONE



Connect your business with the community

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

- Mt Larcom
- Yarwun
- Calliope
- Biloela
- Gladstone
- Beecher
- Clinton
- Callemondah
- West Gladstone
- Sun Valley
- Kin Kora
- New Auckland
- Kirkwood
- Telina
- Toolooa,
- Glen Eden
- South Trees
- Wurdong Heights
- Benaraby
- Boyne Island
- Tannum Sands
- Bororen
- Miriam Vale
- Agnes Water
- Seventeen Seventy

Gladstone's first choice for local news

Gladstone Today represents the residents of the greater Gladstone region from north Mt Larcom, west to Biloela and South to Agnes Water and inclusive of the suburbs and communities surrounding Gladstone.

The newspaper is a valuable and balanced link that keeps the residents and community informed of what impacts the greater Gladstone region.

The Greater Gladstone Region Gladstone, is the centre for the regions retail and has a residential base of 34,000. The region is regarded as the southern region of the great barrier reef, it offers excellent fishing offshore at the some of the well-known reefs and also on the Calliope river and at the exceptional Awoonga Dam.

Home to some of the giants of world industry, Shell, Santos and APLNG have Liquefied Natural Gas trains on Curtis Island & Rio Tinto, the region has 27,000 hectares set aside for the future large industry that will be attracted to this impressive port city.

PAID PUBLICATION - PUBLISHED THURSDAYS AND ONLINE 24/7

Weekly total audience figure of:

25,663*

5968 Print/Digital edition readers

15,782 Weekly website page views

3913 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 19 Nov - 18 Dec 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 18 December 2025).

A choice for all ages & incomes

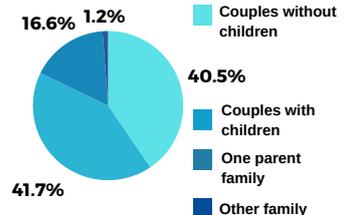
OCCUPATIONS

- Labourers: 12.4%
- Professionals: 14.4%
- Community Personal Services: 10.8%
- Technicians & Trades: 20.6%
- Managers: 9.3%
- Clerical & Admin: 10.2%
- Sales Workers: 8%
- Machinery Operators: 12.2%

AGE

- UNDER 34 45.1%
- 35-49 20.2%
- 50-64 20.8%
- 65+ 13.9%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising

Booking Deadline: Monday 3pm
Material Deadline: Monday 5pm

Classified and Trades Advertising

Deadline: Tuesday 3pm
Material Deadline: Tuesday 3pm

