

GYMPIE

Connect your business with the community



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

- Gympie
- Amamoor
- Kandanga
- Imbil
- Widgee
- Curra
- Gunalda
- Goomborian
- Tin Can Bay
- Coooloola Cove
- Rainbow Beach
- Goomeri
- Kilkivan

Postcodes in the distribution area
4570, 4580, 4581, 4601, 4600



Gympie's first choice for local news

Gympie - a beautiful city surrounded by rolling green hills, flanked by the Mary River. As the heritage and cultural centre of the Gympie Region, Gympie city boasts a tradition that few areas in Queensland can offer. It has the warm hospitality of a country town with all the modern conveniences and with affordable housing and a laid-back atmosphere, Gympie is fast becoming a popular place to live, work, invest and play.

The Gympie region covers an area of some 6898 square kilometres and features many different landscapes ranging from white powder beaches to majestic natural hinterland areas and inspiring heritage townships.

Gympie Today is proud to service the region with a weekly paid newspaper that informs and re-connects the community every Friday. Readers have the convenience of a home delivered paper within Gympie town area & copies are available from many outlets across the region including local convenience stores, selected newsagents & service stations

PAID PUBLICATION - PUBLISHED FRIDAYS AND ONLINE 24/7

Weekly total audience figure of:

39,569*

22,084 Print/Digital edition readers

4519 Weekly website page views

12,966 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

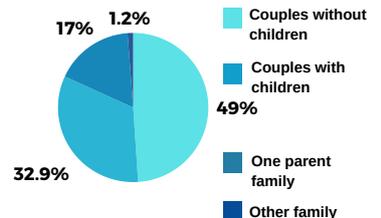
OCCUPATIONS

Labourers: 14.8%
Professionals: 12.5%
Community Personal Services: 12.9%
Technicians & Trades: 15.3%
Managers: 12.3%
Clerical & Admin: 11.2%
Sales Workers: 9.8%
Machinery Operators: 9%

AGE

UNDER 34 35.5%
35-49 16.2%
50-64 22.8%
65+ 25.4%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising

Booking Deadline: Monday 11am
Material Deadline: Tuesday 12 noon

Classified and Trades Advertising

Deadline: Tuesday 2pm
Material Deadline: Tuesday 2pm

