



## HAMILTON REGION

Connect your business with the community

The region's most popular community newspaper **The Hamilton Spectator** offers local businesses the opportunity to get their message into homes with their advertising message alongside the latest unique local news, sport results and local information.



Covering the following towns :

- Ararat
- Branxholme
- Balmoral
- Byaduk
- Caramut
- Casterton
- Cavendish
- Chetwynd
- Coleraine
- Condah
- Dartmoor
- Digby
- Dunkeld
- Edenhope
- Glenthompson
- Hamilton
- Harrow
- Hawkesdale
- Heywood
- Horsham
- Kororoit
- Lake Bolac
- Macarthur
- Merino
- Millicent
- Mortlake
- Mt. Gambier
- Narrawong
- Penshurst
- Port Fairy
- Stawell
- Tyrendarra
- Warrnambool
- Westmere
- Willaura
- Winnap
- Yambuk



### South West Victoria's first choice for local news since 1859

The Hamilton Spectator is a weekly Australian newspaper that serves a diverse region which is home to some 34,000 people.

Published every Friday the Spectator reaches the heartland of the wool, meat production (sheep and cattle), dairying, forestry, along with cereals and specialist seed growing industries.

Hamilton is at the centre of the southwest of Victoria, ideally placed on the highways linked to Portland, Mount Gambier, Warrnambool and Horsham. The Spectator provides southwest Victoria with the best and most comprehensive local news, sport and views coverage.

Each edition is filled with a variety of news articles, following the local events. In a district passionate for sport, the Spectator is the premier sports newspaper and since 1859 has provided a vital link within the community.

**PAID PUBLICATION - PUBLISHED FRIDAYS AND ONLINE 24/7**

Weekly total audience figure of:

**31,790\***

**17,068**  
**2902**  
**11,820**

Print/Digital edition readers  
Weekly website page views  
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

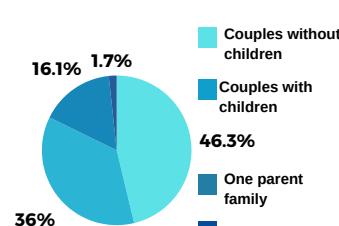
#### OCCUPATIONS

Labourers: 12.1%  
Professionals: 18%  
Community Personal Services: 13.4%  
Technicians & Trades: 15.2%  
Managers: 12.4%  
Clerical & Admin: 11.1%  
Sales Workers: 10.6%  
Machinery Operators & Drivers: 5.6%

#### AGE

<b>UNDER 34</b>	39%
<b>35-49</b>	15.7%
<b>50-64</b>	19%
<b>65+</b>	26.3%

#### 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 Hamilton region, covered by The Hamilton Spectator. 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: 2pm Monday  
Material Deadline: 11am Tuesday

#### Classified and Trades Advertising

Booking & copy Deadline: 11.30am Thursday prior

