

IPSWICH

Connect your business with the community

The region's most popular community newspaper the **Ipswich Tribune 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:

- Amberley
- Augustine Heights
- Barellan Point
- Basin Pocket
- Bellbird Park
- Blacksoil
- Boonah
- Booval
- Brassall
- Brookwater
- Bundamba
- Camira
- Churchill
- Chuwar
- Coalfalls
- Deebing Heights
- Dinmore
- East Ipswich
- Eastern Heights
- Ebbw Vale
- Esk
- Fernvale
- Flinders View
- Gailes
- Glamorgan Vale
- Goodna
- Haigslea
- Harrisville
- Ipswich
- Ironbark
- Karalee
- Karana Downs
- Leichhardt
- Lowood
- Marburg
- Muirlea
- Mt Crosby
- New Chum
- Newtown
- North Booval
- North Ipswich
- North Tivoli
- Peak Crossing
- Pine Mountain
- Purga
- Raceview
- Redbank
- Redbank Plains
- Ripley
- Riverview
- Rosewood
- Sadliers Crossing
- Silkstone
- South Ripley
- Spring Mountain
- Springfield
- Swanbank
- Thagoona
- Tarampa
- Walloon
- West Ipswich
- White Rock
- Willowbank
- Woodend
- Wulkuraka
- Yamanto

Ipswich's first choice for local news

Located on the Bremer River, Ipswich sits around 40 kilometres west of Brisbane and began in 1827 as a thriving mining settlement. Today, the city has grown to more than 225,000 residents and is projected to expand rapidly in the years ahead, with its economy expected to reach \$12.7 billion by 2026.

The region is now served by the **Ipswich Tribune Today**, created through the amalgamation of Ipswich West Moreton Today and the Ipswich Tribune in December 2025, proudly serving the community with reliable, locally focused journalism.

Ipswich is home to major national and global employers, including RAAF Base Amberley – the Royal Australian Air Force's largest operational base – and General Electric's Queensland headquarters in Springfield. The city's strong health care, retail and manufacturing sectors support thousands of jobs, with more than 14% of locals employed in manufacturing alone. Renowned for its rich architectural, natural and cultural heritage, Ipswich features over 6000 heritage-listed sites and more than 500 parks.

PAID PUBLICATION - PUBLISHED THURSDAYS AND ONLINE 24/7

Weekly total audience figure of:

17,076*

6714 Print/Digital edition readers
671 Weekly website page views
9691 Social followers

SOURCE* Combination of estimated readership of print and digital editions as at 10 June 2025; Google Analytics - relevant newspaper web page views (average weekly for period 12 May - 10 June 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 10 June 2025). NB: This information is all based on Ipswich West Moreton Today. TBA when new data becomes available.

A choice for all ages & incomes

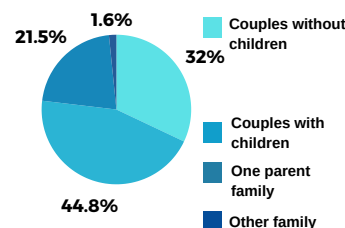
OCCUPATIONS

Labourers: 11.5%
 Professionals: 16.4%
 Community Personal Services: 14%
 Technicians & Trades: 14.3%
 Managers: 9.6%
 Clerical & Admin: 13.7%
 Sales Workers: 8.7%
 Machinery Operators: 9.8%

AGE

UNDER 34 52.2%
35-49 20.5%
50-64 15.7%
65+ 11.4%

HOUSEHOLD TYPE



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

Print Advertising Deadlines

Display Advertising

Booking Deadline: Friday 3pm
 Material Deadline: Friday 3pm

Classified and Trades Advertising

Deadline: Monday 3pm
 Material Deadline: Monday 3pm

