

PENOLA

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



The region's most popular community newspaper **The Penola Pennant** 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 towns :

- Penola
- Coonawarra
- Mt Burr
- Kalangadoo
- Nangwarry
- Tarpeena

Postcodes in the distribution area
5277, 5263, 5279, 5278,



Penola's first choice for local news

Published every Friday, **The Penola Pennant** is the trusted voice of the Penola and Coonawarra communities.

Located in one of South Australia's most renowned wine-growing regions, Penola is also a town of historical significance, closely linked to the life of Australia's first saint, Mary MacKillop.

Since 1946, The Penola Pennant has been an integral part of the community, delivering local news with a strong focus on sports, events, and human interest stories. Our extensive coverage of local sports fosters a strong sense of pride and connection, while our reporting on community events helps bring residents together, raising awareness of the many activities and initiatives shaping the region.

Committed to keeping locals informed and engaged, we provide in-depth storytelling that celebrates the people and achievements of our vibrant community.

Stay connected with The Penola Pennant—your essential source for local news, events, and community spirit.

PAID PUBLICATION - PUBLISHED FRIDAY AND ONLINE 24/7

Weekly total audience figure of:

4117*

- 1638 Print/Digital edition readers
- 911 Weekly website page views
- 1568 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

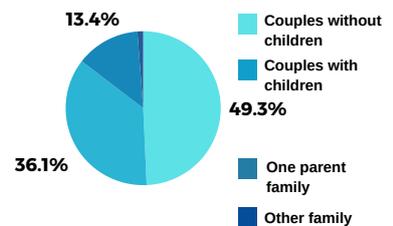
OCCUPATIONS

- Labourers: 19.2%
- Professionals: 10.9%
- Community Personal Services: 8%
- Technicians & Trades: 11.1%
- Managers: 26.8%
- Clerical & Admin: 8.1%
- Sales workers: 6.6%
- Machinery Operators: 7.4%

AGE

- UNDER 34 36%
- 35-49 18.2%
- 50-64 23.2%
- 65+ 22.5%

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 Penola region, covered by the Penola Pennant. 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: Monday 4pm
Material Deadline: Tuesday 9am

Classified and Trades Advertising

Deadline: Thursday 10am
Material Deadline: Thursday 10am