

MID & LOWER NORTH

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



The region's most popular community newspaper **The Plains Producer** 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:

- Pt Augusta
- Wilmington
- Melrose
- Orroroo
- Boomer Centre
- Wirrabara
- Peterborough
- Pt Pirie
- Laura
- Jamestown
- Gladstone
- Crystal Brook
- Georgetown
- Hallet
- Gulnare
- Yacka
- Spalding
- Redhill
- Pt Broughton
- Brinkworth
- Burra
- Farrell Flat
- Walleroo
- Bute
- Blyth
- Clare
- Mintaro
- Kadina
- Lochiel
- Watervale
- Manoora
- Robertstown
- Saddleshworth
- Moonta
- Pt Clinton
- Pt Wakefield
- Owen
- Tarlee
- Eudunda
- Kapunda
- Ardrossan
- Dublin
- Mallala
- Roseworthy
- Two Wells
- Lower Light
- Gawler
- Virginia
- Angle Vale
- Pt Clinton
- Pt Wakefield
- Balaklava
- Owne
- Tarlee
- Eudunda
- Ardrossan
- Hamley Bridge
- Mallala
- Dublin
- Lower Light
- Roseworthy
- Two Wells
- Gawler
- Virginia
- Angle Vale
- Spalding
- Redhill
- Pt Broughton

The Mid & Lower North's first choice for local news

The Plains Producer is a weekly newspaper that has served the mid & lower north region of South Australia since 1903.

The region is primarily agricultural, known for its grain farming and livestock production. The newspaper covers a wide range of topics, including local news, sports, business, agriculture, and community events.

The Plains Producer encourages community engagement through letters to the editor and community announcements. The newspaper is locally referred to as the Star of the north!

This helps to foster a sense of community and belonging, and allows residents to have their voices heard. The newspaper is a trusted and respected source of information in the region, providing readers with an in-depth look at what is happening in their community.

PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE

Weekly total audience figure of:

36,382*

17,066 Print/Digital edition readers

5199 Weekly website page views

14,117 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

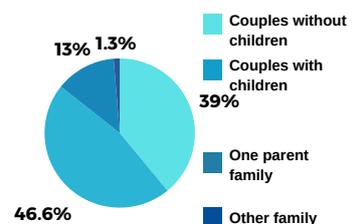
OCCUPATIONS

- Labourers: 15%
- Professionals: 9.3%
- Community Personal Services: 10.2%
- Technicians & Trades: 18%
- Managers: 13.7%
- Clerical & Admin: 12.4%
- Sales Workers: 7.7%
- Machinery Operators: 11.3%

AGE

- UNDER 34 43.3%
- 35-49 19%
- 50-64 23.2%
- 65+ 14.3%

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 Adelaide Plains region, covered by The Plains Producer. 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: Friday 3pm
Material Deadline: Monday 10am

Classified and Trades Advertising

Display Advert Deadline: Monday 10am
Line Advert Deadline: Monday 10am

