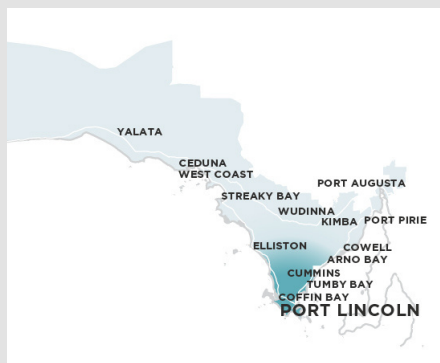


# PORT LINCOLN

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

The region's most popular community newspaper **The Port Lincoln Times** 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:

- |                   |               |
|-------------------|---------------|
| Port Lincoln      | Mount Hope    |
| Arno Bay          | Mount Wedge   |
| Cleve, Coffin Bay | North Shields |
| Colton            | Port Neill    |
| Coomunga          | Rudall        |
| Coulta            | Sheringa      |
| Cowell            | Talia         |
| Cummins           | Tooligie      |
| Darke Peak        | Tumby Bay     |
| Edillilie         | Ungarra       |
| Elliston          | Wangary       |
| Karkoo            | Wanilla       |
| Kimba             | Warramboo     |
| Kyancutta         | Warrow        |
| Lipson            | Wharminda     |
| Lock              | Wudinna       |
| Louth Bay         | Yallunda Flat |
| Mount Damper      | Yeelanna      |

**Postcodes in the distribution area**  
 5604, 5603, 5670, 5654, 5633, 5652, 5640,  
 5602, 5631, 5641, 5605, 5680, 5690, 5607,  
 5725, 5600, 5700, 5608, 5606, 5540, 5000

## Port Lincoln's first choice for local news

The Port Lincoln Times, a weekly publication is the unchallenged print medium in this market with an extremely high household penetration rate.

Port Lincoln is the focal point of Eyre Peninsula, a rural region of South Australia that is a leader in primary production and exports. The region accommodates a diverse industry base encompassing agriculture and farming practices, fishing and aquaculture, tourism and a growing retirement industry.

The city is most well known as the home of the largest fishing fleet in Australia, serving the tuna, prawn, abalone, oysters and mussels, with room for expansion into other finfish.

The region also attracts both international and interstate visitors for fishing or sightseeing adventures in a relatively untouched wilderness.

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

Weekly total audience figure of:

**50,790\***

**12,738** Print/Digital edition readers  
**20,705** Weekly website page views  
**17,347** 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

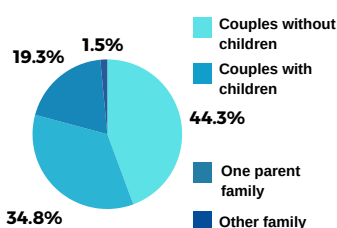
#### OCCUPATIONS

Labourers: 14.4%  
 Professionals: 16.7%  
 Community Personal Services: 14.8%  
 Technicians & Trades: 14.8%  
 Managers: 10.7%  
 Clerical & Admin: 10.5%  
 Sales workers: 10.8%  
 Machinery Operators: 5.6%

#### AGE

**UNDER 34** 41.8%  
**35-49** 17.4%  
**50-64** 19.5%  
**65+** 21.1%

#### 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 Port Lincoln region, covered by The Port Lincoln Times. 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: Wednesday 10am  
 Material Deadline: Friday 3pm

#### Classified and Trades Advertising

Deadline: Wednesday 12 noon  
 Material Deadline: Wednesday 12 noon