

MILLICENT

Connect your business with the community



The region's most popular community newspaper the **South Eastern 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 :

- Millicent
- Beachport
- Southend
- Rendelsham
- Tantanoola
- Glencoe
- Kalangadoo
- Nangwarry
- Furner
- Kingston
- Hatherleigh
- Robe

Postcodes in the distribution area :
5280, 5278, 5291, 5277, 5275, 5276



Millicent's first choice for local news

Since its inception in 1891, The South Eastern Times newspaper has been an integral part of the South Australian town of Millicent and its surrounding region.

Nestled in a picturesque area abundant with agriculture, fishing, forestry, and tourism, the newspaper has been a reliable source of information, faithfully reported on significant events, local news, and the latest happenings in the region.

In 2022, the masthead was given a new lease on life. TBW Today Pty Ltd, under the ownership of a group of seasoned newspaper publishers, acquired and revitalized The South Eastern Times.

Once again, it has become a crucial voice for the local population, providing news and serving as a valuable marketing platform for both local and national businesses and is a testament to power of community journalism and its role in fostering connections and growth in the region.

PAID PUBLICATION - PUBLISHED FRIDAY AND ONLINE 24/7

Weekly total audience figure of:

12,043*

- 4104** Print/Digital edition readers
- 751** Weekly website page views
- 7188** 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

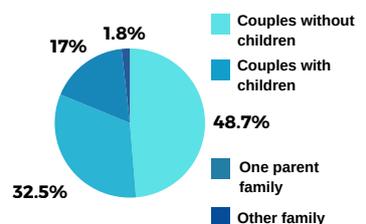
OCCUPATIONS

- Labourers: 17%
- Professionals: 9.6%
- Community Personal Services: 15.2%
- Technicians & Trades: 16%
- Managers: 12%
- Clerical & Admin: 9.7%
- Sales workers: 8.5%
- Machinery Operators: 9.7%

AGE

- UNDER 34** 34.8%
- 35-49** 15.3%
- 50-64** 22.9%
- 65+** 27.1%

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 Millicent region, covered by the South Eastern 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: Monday 4pm
Material Deadline: Tuesday 9am

Classified and Trades Advertising

Deadline: Thursday 10am
Material Deadline: Thursday 10am