

SWAN HILL & THE RIVERINA

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



The Guardian is the region's top regional newspaper, trusted for local news, sport, and features. It's the ideal way for businesses to reach local homes, placing your ad alongside the stories locals care about most. Get your message seen, connect with your audience, and make an impact where it matters.

Swan Hill Guardian - Your Local Voice Since 1888

The Swan Hill Guardian has proudly kept the Swan Hill and surrounding Mallee communities informed since 1888. With a rich legacy of delivering trusted local journalism, the Guardian remains the go-to source for breaking news, community stories, sport, and rural affairs.

Published twice weekly, the newspaper is deeply connected to the region's people, capturing the spirit, achievements, and challenges of everyday life.

Whether it's local council matters, grassroots footy, school highlights, or vital farming updates, the Guardian reflects the heartbeat of the Swan Hill district. It continues to champion local voices, support regional progress, and celebrate the stories that define this vibrant community.

In a changing media landscape, the Swan Hill Guardian stays true to its purpose: keeping locals informed, connected, and proud of where they live. For more than 135 years, it has been more than just a newspaper—it's a trusted part of daily life across the region.

PAID PUBLICATION - PUBLISHED TUESDAY & FRIDAY - ONLINE 24/7

Weekly total audience figure of: **119,935***

31,876 Print/Digital edition readers
71,673 Weekly website page views
15,846 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

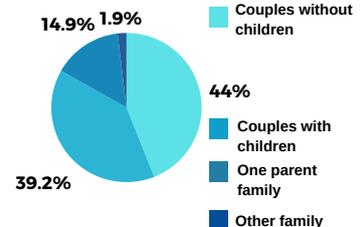
OCCUPATIONS

Labourers: 19.2%
 Professionals: 13.2%
 Community Personal Services: 10.7%
 Technicians & Trades: 12.3%
 Managers: 17.8%
 Clerical & Admin: 9.9%
 Sales Workers: 7.7%
 Machinery Operators & Drivers: 6.4%

AGE

UNDER 34 43.8%
35-49 17.6%
50-64 19%
65+ 19.5%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by The Guardian from the 2021 Census data in relation to the Swan Hill & Riverina region, which is covered by The Guardian. It is a snapshot of the region and Star News Group expects you to rely on your own commercial judgement when using this information.

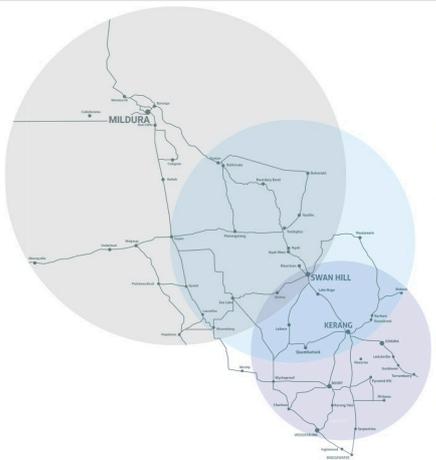
Print Advertising Deadlines

Display Advertising

Tuesday Edition: Booking 3pm Thurs prior
 Friday Edition: Booking 3pm Mon prior

Classified Advertising

Tuesday Edition: Booking Deadline 1pm Mon
 Friday Edition: Booking Deadline 1pm Mon
sales@networkclassifieds.com.au



Available in the following areas:

- Balranald
- Barham
- Birchip
- Boort
- Boundary Bend
- Charlton
- Cohuna
- Culgoa
- Deniliquin
- Donald
- Euston
- Gannawarra
- Hopetoun
- Kerang
- Koondrook
- Koraleigh
- Lake Boga
- Lascelles
- Manangatang
- Moulamein
- Nandaly
- Nullawil
- Nyah
- Nyah West
- Ouyen
- Piangil
- Quambatook
- Robinvale
- Sea Lake
- Swan Hill
- Tooleybuc
- Ultima
- Wood Wood
- Woorinen South
- Wycheproof