

# PORT PIRIE

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



The region's most popular community newspaper **The Recorder** 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 Pirie
- Crystal Brook
- Gladstone
- Gulnare
- Jamestown
- Laura
- Narridy
- Port Broughton
- Port Germein
- Red Hill
- Wandearah East
- Warnertown
- Wirrabara
- Yacka

Postcodes in the distribution area  
5495, 5481, 5480, 5473, 5522, 5491, 5523, 5540

## Port Pirie's first choice for local news

The Recorder is Port Pirie and surrounding district's local paid paper. Port Pirie is geared for new development and re-development.

As a solid base for the rural sector our city is a flourishing shopping centre and base for many support industries. All sections of the community receive support from The Recorder. Port Pirie is a city on the move. The Port Pirie Regional Development Board is also leading the way support for industry, both old and new in the area.

The Recorder has been serving the community for 100 years and carries local and regional news. It highlights community issues, news and achievements and a great deal of sport. It has a loyal readership, created by its consciousness of its role in the community - that of an informer, watchdog and entertainer..

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

Weekly total audience figure of: **28,778\***

**6942** Print/Digital edition readers

**10,023** Weekly website page views

**11,813** 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

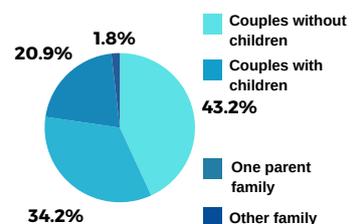
#### OCCUPATIONS

Labourers: 12.5%  
Professionals: 14.4%  
Community Personal Services: 15%  
Technicians & Trades: 14.4%  
Managers: 10%  
Clerical & Admin: 10%  
Sales workers: 10.4%  
Machinery Operators: 10.8%

#### AGE

**UNDER 34** 40.2%  
**35-49** 16%  
**50-64** 20.6%  
**65+** 23%

#### 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 Pirie region, covered by The Recorder. 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 11am  
Material Deadline: Friday 5pm

#### Classified and Trades Advertising

Deadline: Wednesday 2.30pm  
Material Deadline: Wednesday 2.30 pm