

PORT AUGUSTA

Connect your business with the community

The region's most popular community newspaper **The Transcontinental** 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 Augusta
- Stirling North
- Andamooka
- Beltana
- Blinman
- Copley
- Hawker
- Lyndhurst
- Marree
- Orroroo
- Parachilna
- Pimba
- Quorn
- Wilmington
- Wilpena
- Woomera

Postcodes in the distribution area
5700, 5433, 5701, 5485, 5431, 5540, 5434, 5731, 5725, 5608, 5732, 5482, 5600, 5495, 5720



Port Augusta's first choice for local news

The Transcontinental enjoys a strong following in the Port Augusta region and endeavours to maintain its broad reaching appeal.

The weekly paid publication enjoys a high household penetration rate due to its close involvement and reporting of the issues which affect its community.

Situated at the head of the Spencer Gulf - the "Crossroads of Australia" - at the junction of the Stuart and Eyre highways which has historically contributed much to the state and nation wealth, Port Augusta is the nerve centre for a huge area of the state which takes in agriculture, pastoral and tourist regions.

Because of its specific position, Port Augusta also supports offices of most state and commonwealth government departments, has excellent retail facilities and a thriving service industry infrastructure.

PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE

4516 Print/Digital edition readers

2603 Weekly website page views

10,252 Social followers

Weekly total audience figure of: **17,370***

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

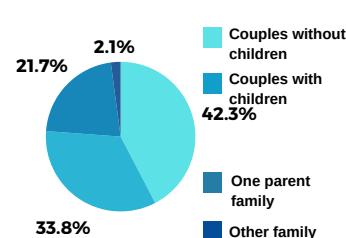
OCCUPATIONS

Labourers: 13.1%
 Professionals: 15%
 Community Personal Services: 17.5%
 Technicians & Trades: 14%
 Managers: 8.5%
 Clerical & Admin: 11.2%
 Sales workers: 9.3%
 Machinery Operators: 9.3%

AGE

UNDER 34 44.7%
35-49 17.8%
50-64 25.7%
65+ 17.8%

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 Augusta region, covered by The Transcontinental. 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: Thursday 5pm

Classified and Trades Advertising

Deadline: Wednesday 12 noon
 Material Deadline: Wednesday 12 noon