

# SOUTH COAST

Connect your business with the community



The region's most popular community newspaper **The Victor Harbor 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 :**

- Victor Harbor
- Ashbourne
- Bald Hill
- Cape Jervis
- Clayton
- Currency Creek
- Delamere
- Finnis
- Goolwa
- Hindmarsh Valley
- Hope Forest
- Inman Valley
- Middleton
- Mt Compass
- Myponga
- Myponga Beach
- Nangkita
- Normanville
- Port Elliot
- Rapid Bay
- Second Valley
- Strathalbyn
- Torrens Vale
- Waitpinga
- Yankalilla
- Yundi

**Postcodes in the distribution area**  
 5202, 5203, 5210, 5201, 5212, 5204, 5172, 5168, 5171, 5214, 5039, 5255, 5061, 5173, 5251, 5169, 5092, 5211, 5000, 5253, 5159

## The South Coast's first choice for local news

The Times is based in Victor Harbor and is one of South Australia's premium regional newspapers catering to readers across the Fleurieu Peninsula. Victor Harbor and the surrounding towns are one of the state's premier holiday areas, offering water sport activities, wineries, cafes, holiday accommodation and shopping.

The Fleurieu Peninsula has long boasted a thriving tourist industry and real estate has recorded a significant growth in recent years. The annual whale migration from May to August is a highlight.

Due to its proximity to Adelaide, the Fleurieu has a significant commuter population who take advantage of living in a country community that possesses all the advantages of suburban lifestyle. The region is attracting new business and residents annually. Only one hour's drive from Adelaide, Victor Harbor is a rich agricultural area with grazing, dairy farming, horse breeding, regular livestock markets and wineries underpinning a solid local economy.

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

Weekly total audience figure of: **45,354\***

**7158** Print/Digital edition readers  
**3674** Weekly website page views  
**34,522** 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

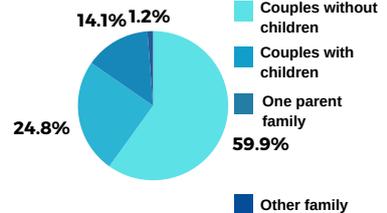
#### OCCUPATIONS

Labourers: 12.1%  
 Professionals: 16.2%  
 Community Personal Services: 17.2%  
 Technicians & Trades: 14.7%  
 Managers: 12.4%  
 Clerical & Admin: 10.4%  
 Sales Workers: 11%  
 Machinery Operators: 4.5%

#### AGE

**UNDER 34** 25.6%  
**35-49** 12.6%  
**50-64** 19.6%  
**65+** 42.2%

#### 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 Victor Harbor region, covered by The Victor Harbor 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: Wednesday 2pm

#### Classified and Trades Advertising

Deadline: Monday 10am  
 Material Deadline: Monday 10am