

# WESTERN DOWNS

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



The region's most popular community newspaper, **Western Downs Today**, offers local businesses the opportunity to get their advertising message into homes alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



**Covering the following towns & populations**

- Bell 544
- Brigalow 404
- Chinchilla 5,487
- Condamine 426
- Dalby 12,299
- Drillham 217
- Dulacca 249
- Glenmorgan 385
- Jandowae 1,246
- Jimbour 185
- Kaimkillenbun 566
- Kogan 355
- Miles 1854
- Moonie 253
- Tara 2,211
- The Gums 170
- Wandoan 665
- Warra 318



## The Western Downs' first choice for local news

Just under three hours from Brisbane you will enter the Western Downs, a region the size of 37,937 square kilometres and a population of 34,467. Spanning from Dalby, Chinchilla to Meandarra, Wandoan and Moonie. The area is home to prime farming land and hence agriculture is a major industry in the area.

In fact, agriculture from the Western Downs earns its place as Queensland's largest producer of beef pork, sorghum, wheat, oats, barley and mung beans. Dalby, the biggest town in the region and is home to the second largest cattle saleyards in Australia. This region can boast of wildlife that carries the beat of the bush, landscapes that spring to life and a proud heritage with an appreciation of the land.

Tourism is now an important industry for many communities, fuelling economic activity for much of the year. The Western Downs host many cultural festivals and events – such as camel racing and a melon festival not forgetting the annual local shows that are held in the smaller towns.

Boasting of its local renowned historical villages, vibrant sunsets, art and culture it's the people of the Western Downs that make the region what it is.

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

Weekly total audience figure of:

# 4853\*

- 3897** Print/Digital edition readers
- 656** Weekly website page views
- 300** 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

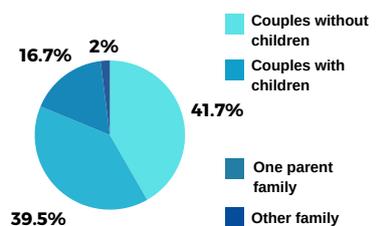
#### OCCUPATIONS

- Labourers: 14.9%
- Professionals: 11.5%
- Community Personal Services: 9.2%
- Technicians & Trades: 15.4%
- Managers: 19.2%
- Clerical & Admin: 10.8%
- Sales Workers: 7.7%
- Machinery Operators: 9.5%

#### AGE

- UNDER 34** 46.2%
- 35-49** 17.9%
- 50-64** 25%
- 65+** 10.9%

#### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by Western Downs Today from the 2021 Census data in relation to the Western Downs region. It is a snapshot of the region and Western Downs Today expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

#### Display Advertising

Booking Deadline: Monday 2pm  
Material Deadline: Tuesday 12pm

#### Classified and Trades Advertising

Deadline: Tuesday 3pm  
Material Deadline: Tuesday 3pm