

# WHYALLA

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



The region's most popular community newspaper **Whyalla News** 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 :

- Whyalla
- Cowell
- Iron Baron
- Iron Knob
- Kimba

Postcodes in the distribution area

5690, 5680, 5652, 5605, 5606, 5651, 5670, 5655, 5641, 5671, 5654, 5633, 5607, 5608, 5631, 5640, 5701

## Whyalla's first choice for local news

Whyalla News is a weekly publication serving the residents of Whyalla – the third largest city in South Australia – providing them with the only detailed source of local news and information.

Whyalla has been renowned as a steel city in the past and while BHP maintains a strong presence as a major employer, the city can now justifiably say it has a much broader economic base.

With the expansion of the Westland Shopping Centre to include major retail outlets appealing to a broader section of the community, the Whyalla shopping experience caters for a wide market area.

The city also boasts sophisticated sports and recreational facilities which have been developed to satisfy a variety of interests among the city's young and energetic population.

Whyalla is a mecca for the arts, with the Middleback Arts Centre catering for theatre, cinema and performing arts while Faces of Youth Arts and Whyalla Players provide professional productions throughout the year.

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

Weekly total audience figure of:

# 25,663\*

5622 Print/Digital edition readers

3587 Weekly website page views

15,554 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

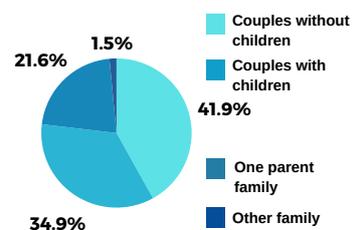
### OCCUPATIONS

Labourers: 11.6%  
 Professionals: 14.1%  
 Community Personal Services: 13.4%  
 Technicians & Trades: 17.4%  
 Managers: 8.5%  
 Clerical & Admin: 9%  
 Sales Workers: 8.5%  
 Machinery Operators: 15.2%

### AGE

UNDER 34 41.9%  
 35-49 17.7%  
 50-64 21.3%  
 65+ 18.9%

### 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 Whyalla region, covered by the Whyalla News. 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 2.30pm