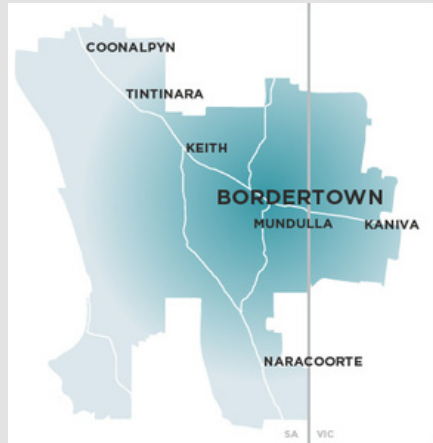


BORDERTOWN

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



The region's most popular community newspaper **The Border Chronicle** 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 :

- **Bordertown**
- **Coonalpyn**
- **Culburra**
- **Kaniva**
- **Keith**
- **Mundulla**
- **Padthaway**
- **Tintinara**
- **Wolseley**

Postcodes in the distribution area

5266, 3420, 5265, 5270, 3419, 5267, 5275, 5268, 5271, 5290

SA's Upper South East's first choice for local news

The Border Chronicle binds the Upper South East and neighboring districts, spotlighting agricultural prosperity, including wool, beef, wheat, barley, and Lucerne seed exports. Padthaway's viticulture surge underscores regional adaptability.

Beyond reporting, The Border Chronicle fosters community cohesion, upholds local journalism, and amplifies news and sports coverage.

More than a newspaper, the Border Chronicle embodies resilience and community spirit, epitomizing the essence of the Upper South East and bordering locales in South Australia.

PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE

Audience 8677*

SOURCE* Combination of estimated readership of print and digital editions as at 14 Feb 2024; Google Analytics - relevant newspaper web page views (average weekly for period 15 Nov 2023 - 14 Feb 2024) and Facebook Insights - relevant newspaper facebook page followers (as at 9 Feb 2024).

A choice for all ages & incomes

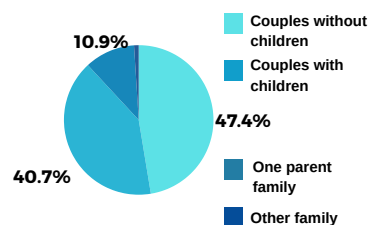
OCCUPATIONS

Labourers: 20.2%
 Professionals: 9%
 Community Personal Services: 7.1%
 Technicians & Trades: 12.8%
 Managers: 24.9%
 Clerical & Admin: 8.9%
 Sales workers: 6.3%
 Machinery Operators: 9.1%

AGE

UNDER 34 41.4%
35-49 18.3%
50-64 20.6%
65+ 19.7%

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 Tatiara region, covered by The Border Chronicle. 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 4pm
 Material Deadline: Friday 9am

Classified and Trades Advertising
 Deadline: Tuesday 10.30am
 Material Deadline: Tuesday 10.30am