

# PENOLA



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

The region's most popular community newspaper **The Penola Pennant** 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 :

- Penola
- Coonawarra
- Mt Burr
- Kalangadoo
- Nangwarry
- Tarpeena

Postcodes in the distribution area  
5277, 5263, 5279, 5278,



## Penola's first choice for local news

The **Penola Pennant** is a paid community newspaper published every Wednesday. Penola is the major town in the Coonawarra which is one of South Australia's most productive wine growing areas. The town is also famous as a hugely important location in the life of Mary McKillop, Australia's first saint.

The newspaper has been operating since 1946 and has become an integral part of the community with it's focus on local news, with a particular emphasis on local sports, community events, and human interest stories. The Penola Pennant is committed to keeping locals connected to their community, and it achieves this by providing in-depth coverage of local sports. This coverage helps to foster a sense of community spirit.

The Penola Pennant also provides extensive coverage of community events, helping to bring the community together and raise awareness of the many activities and initiatives taking place in the region.

Overall, the Penola Pennant is a vital part of the local community, providing a source of news and information that connects residents and fosters a sense of community spirit.

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

# Audience 3,346\*

**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

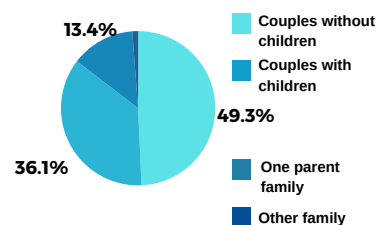
### OCCUPATIONS

- Labourers: 19.2%
- Professionals: 10.9%
- Community Personal Services: 8%
- Technicians & Trades: 11.1%
- Managers: 26.8%
- Clerical & Admin: 8.1%
- Sales workers: 6.6%
- Machinery Operators: 7.4%

### AGE

- UNDER 34 36%
- 35-49 18.2%
- 50-64 23.2%
- 65+ 22.5%

### 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 Penola region, covered by the Penola Pennant. 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