Plains Producer

2024

MID & LOWER NORTH

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

The region's most popular community newspaper **The Plains Producer** 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 :

Pt Augusta
Wilmington
Melrose
Orroroo
Booleroo Centre
Port Germein
Wirrabara
Peterborough
Pt Pirie
Laura
Jamestown
Gladstone
Crystal Brook
Georgetown
Hallet
Gulnare
Yacka
Brinkworth
Burra
Farrell Flat
Snowtown
Wallaroo
Bute
Blyth
Clare
Mintaro
Kadina
Lochiel
Watervale
Manoora
Robertstown
Auburn
Saddleworth
Moonta
Pt Clinton
Pt Wakefield
Balaklava
Owne
Tarlee
Eudunda
Ardossan
Hamley Bridge
Mallala
Dublin
Lower Light
Roseworthy
Two Wells
Gawler
Virginia
Angle Vale
Spalding
Redhill
Pt Broughton

The Mid & Lower North's first choice for local news

The Plains Producer is a weekly newspaper that has served the mid & lower north region of South Australia since 1903.

The region is primarily agricultural, known for its grain farming and livestock production.
The newspaper covers a wide range of topics, including local news, sports, business, agriculture, and community events.

The Plains Producer encourages community engagement through letters to the editor and community announcements. The newspaper is locally refferred to as the Star of the north!

This helps to foster a sense of community and belonging, and allows residents to have their voices heard. The newspaper is a trusted and respected source of information in the region, providing readers with an in-depth look at what is happening in their community.

PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE

Audience 33,268*

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

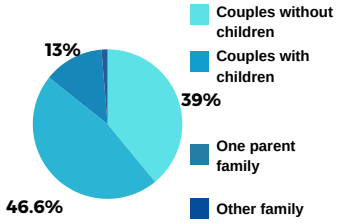
OCCUPATIONS

Labourers: 15%
Professionals: 9.3%
Community Personal Services: 10.2%
Technicians & Trades: 18%
Managers: 13.7%
Clerical & Admin: 12.4%
Sales Workers: 7.7%
Machinery Operators: 11.3%

AGE

UNDER 34	43.3%
35-49	19%
50-64	23.2%
65+	14.3%

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 Adelaide Plains region, covered by The **Plains Producer**. 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: Friday 3pm
Material Deadline: Monday 10am

Classified and Trades Advertising
Display Advert Deadline: Monday 10am
Line Advert Deadline: Monday 10am

SAToday

Advertising: (08) 8862 1977
Classifieds: 1300 666 808
sales@plainsproducer.com.au

facebook.com/plainsproducer
plainsproducer.com.au

SOUTH AUSTRALIA