

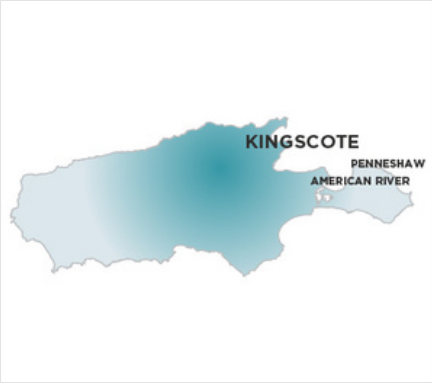


KANGAROO ISLAND

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



The region's most popular community newspaper **The Islander** 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 :

- Kingscote
- American River
- Cygnet River
- Emu Bay
- Karatta
- Middle River
- Parndana
- Penneshaw
- Stokes Bay
- Vivonne

Postcodes in the distribution area
5220, 5221, 5222, 5223, 5211, 5000

The first choice for local news on Kangaroo Island

The Islander newspaper, in one incarnation or another, has been operating on Kangaroo Island for more than 50 years and continues to be the lifeblood of island life. Kangaroo Island is larger than many people realise. It's 155kms long and 55kms wide, and while Kingscote is the main business and retail hub, there are four other main towns - Penneshaw (where the ferry comes in), American River, Parndana and Emu Bay. It's published weekly and readers often queue to buy it. As the only media across the island, The Islander is a valuable vehicle to keep people in far-flung areas of the island abreast of everything that's going on.

It has a strong readership for its sport pages, along with community groups, not-for-profits, local Council and government agencies. The island derives its income in two main areas - farming and agriculture, and tourism and hospitality and we cater to farmers with regular farming pages.

PAID PUBLICATION - PUBLISHED THURSDAYS AND ONLINE 24/7

Audience 29,514*

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

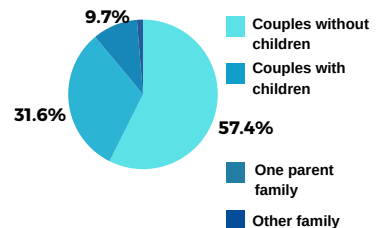
OCCUPATIONS

- Labourers: 15.2%
- Professionals: 11.6%
- Community Personal Services: 11.7%
- Technicians & Trades: 12.4%
- Managers: 24.5%
- Clerical & Admin: 9.6%
- Sales workers: 8.3%
- Machinery Operators: 4.7%

AGE

- UNDER 34 33.1%
- 35-49 15.7%
- 50-64 24%
- 65+ 27.1%

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 Kangaroo Island, covered by The Islander. 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: Monday 5pm
Material Deadline: Tuesday Noon

Classified and Trades Advertising

Deadline: Tuesday 11.30am
Material Deadline: Tuesday 11.30am