

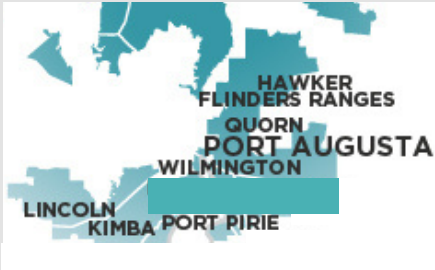


# PORT AUGUSTA



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

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

- Port Augusta
- Stirling North
- Andamooka
- Beltana
- Blinman
- Copley
- Hawker
- Lyndhurst
- Marree
- Orroroo
- Parachilna
- Pimba
- Quorn
- Wilmington
- Wilpena
- Woomera

**Postcodes in the distribution area**  
5700, 5433, 5701, 5485, 5431, 5540, 5434, 5731, 5725, 5608, 5732, 5482, 5600, 5495, 5720

## Port Augusta's first choice for local news

The Transcontinental enjoys a strong following in the Port Augusta region and endeavours to maintain its broad reaching appeal.

The weekly paid publication enjoys a high household penetration rate due to its close involvement and reporting of the issues which affect its community.

Situated at the head of the Spencer Gulf - the "Crossroads of Australia"- at the junction of the Stuart and Eyre highways which has historically contributed much to the state and nation wealth, Port Augusta is the nerve centre for a huge area of the state which takes in agriculture, pastoral and tourist regions.

Because of its specific position, Port Augusta also supports offices of most state and commonwealth government departments, has excellent retail facilities and a thriving service industry infrastructure.

**PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE**

# Audience 16,644\*

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

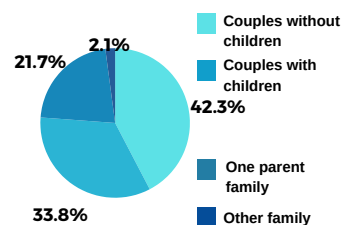
#### OCCUPATIONS

- Labourers: 13.1%
- Professionals: 15%
- Community Personal Services: 17.5%
- Technicians & Trades: 14%
- Managers: 8.5%
- Clerical & Admin: 11.2%
- Sales workers: 9.3%
- Machinery Operators: 9.3%

#### AGE

- UNDER 34** 44.7%
- 35-49** 17.8%
- 50-64** 25.7%
- 65+** 17.8%

#### 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 Port Augusta region, covered by The Transcontinental. 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 10am  
Material Deadline: Thursday 5pm

#### Classified and Trades Advertising

Deadline: Wednesday 9.30am  
Material Deadline: Wednesday 9.30am

