

GOONDIWINDI

Connect your business with the community



The region's most popular community newspaper **The Goondiwindi Argus** 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.



Goondiwindi's first choice for local news

The **Goondiwindi Argus** has been serving the community for many years, and remains the primary source of news for the local area. It is published each Wednesday, and The Argus also has a strong online presence which is a trusted site for breaking news.

Goondiwindi is located on the Queensland/NSW border, and sits at the junction of six major highways, the Cunningham, Newell, Bruxner, Barwon, Leichhardt and Gore. It is a modern and vibrant community, while retaining the simplicity and charm of a traditional rural town. Agricultural production is the mainstay of the local economy.

The fertile, heavy clay soils of the river valleys ensure a strong demand for farming and grazing land. Cotton is the major industry, along with substantial quantities of oats, barley, sorghum, chickpeas and soybeans.

PAID PUBLICATION - PUBLISHED WEDNESDAYS AND ONLINE

Audience 20,702*

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

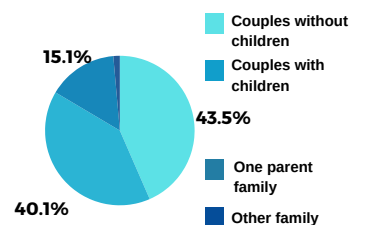
OCCUPATIONS

- Labourers: 15.6%
- Professionals: 12%
- Community Personal Services: 9.5%
- Technicians & Trades: 12%
- Managers: 20.8%
- Clerical & Admin: 10.5%
- Sales Workers: 9.5%
- Machinery Operators: 10.3%

AGE

- UNDER 34** 43.1%
- 35-49** 17.4%
- 50-64** 20%
- 65+** 19.5%

HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by the Goondiwindi Argus from the 2021 Census data in relation to the Goondiwindi region, covered by The Goondiwindi Argus. 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: Thursday 10am
Material Deadline: Thursday 10am

Classified and Trades Advertising

Deadline: Monday 12.30PM
Material Deadline: Monday 12.30pm

Covering the following towns:

- Goondiwindi
- Ashley
- Boggabilla
- Coolatai
- Croppa Creek
- Dirranbandi
- Garah
- Gravesend
- Inglewood
- Moree
- Mungindi
- North Star
- St. George
- Talwood
- Tarawera
- Texas
- Thallon
- Toobeah
- Warialda
- Yelarbon
- Yetman

Postcodes in the distribution area

4498, 2410, 4496, 4388, 2406, 2409, 4385, 4387, 4357, 4487, 4390, 2400, 4350