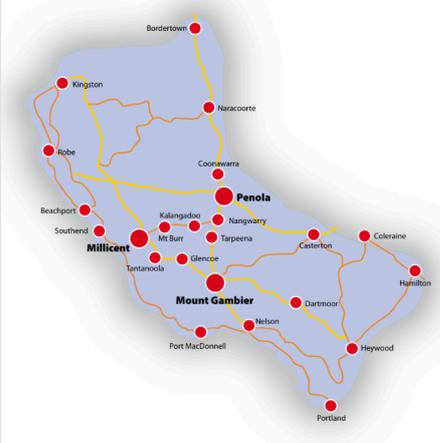


# MOUNT GAMBIER

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



The region's most popular community newspaper the **Border Watch** 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 :**

- Mount Gambier
- Kingston
- Robe
- Coonawarra
- Beachport
- Southend
- Millicent
- Tantanoola
- Kalangadoo
- Naracoorte
- Bordertown
- Glencoe
- Mt Burr
- Tarpeena
- Penola
- Port MacDonnell
- Victoria
- Casterton
- Dartmoor
- Nelson
- Hamilton

**Postcodes in the distribution area**

5290, 5275, 5276, 5263, 5280, 5278, 5271, 5268, 5291, 5279, 5277, 5291, 3311, 3304, 3292, 3300

## Mount Gambier's first choice for local news

The Border Watch newspaper in South Australia holds a significant place in the region's media landscape. Established in 1861, it boasts a rich history of 162 years, making it one of the oldest newspapers in the state.

Published every Friday, the Border Watch has remained a consistent and essential part of daily life for residents, delivering comprehensive coverage of local news, sports events, and human interest stories. Its pages are filled with the latest happenings, showcasing the heartbeat of the community and keeping readers informed and engaged.

The region is known for its diversity of economic activity, and is conveniently situated half way between Adelaide and Melbourne. Agriculture, fishing, forestry, tourism and secondary industries together make important contributions to the local economy and provide a sound base for continued economic growth.

Being deeply rooted in the region's heritage, the Border Watch remains possibly the fourth oldest business still running under its original name in Mount Gambier. Its enduring presence has fostered a strong sense of identity and connection among the people of Mount Gambier, making it a symbol of unity and community spirit.

**PAID PUBLICATION - PUBLISHED FRIDAY - ONLINE 24/7**

Weekly total audience figure of:

**55,590\***

**25,556** Print/Digital edition readers

**7866** Weekly website page views

**22,169** Social followers

\*SOURCE: Combination of estimated readership of print and digital editions as at 18 December 2025; Google Analytics - relevant newspaper web page views (average weekly for period 1 Jan - 31 Dec 2025) and Facebook Insights - relevant newspaper facebook page followers (as at 18 December 2025).

### A choice for all ages & incomes

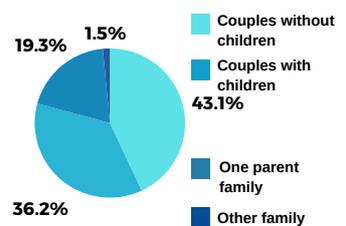
#### OCCUPATIONS

- Labourers: 13.1%
- Professionals: 14.8%
- Community Personal Services: 15%
- Technicians & Trades: 14.4%
- Managers: 10.10%
- Clerical & Admin: 10.5%
- Sales workers: 11.4%
- Machinery Operators: 9.2%

#### AGE

- UNDER 34** 42.6%
- 35-49** 17%
- 50-64** 19.1%
- 65+** 21.4%

#### 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 Mount Gambier region, covered by the Border Watch. 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 4pm  
 Material Deadline: Tuesday 9am

**Classified and Trades Advertising**  
 Deadline: Thursday 10am  
 Material Deadline: Thursday 10am