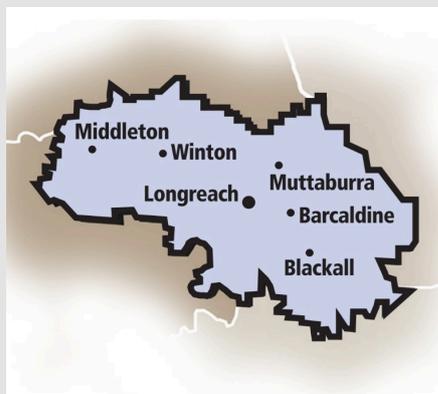


# CENTRAL WEST

Connect your business with the community

The region's most popular community newspaper **The Leader** offers local businesses the opportunity to get their advertising message into homes alongside the latest unique local news, sport results, local information and special features on topics of interest to locals.



**Covering the following areas :**

- Alpha
- Aramac
- Barcardine
- Blackall
- Capella
- Emerald
- Longreach
- Rockhampton
- Winton
- Yeppoon

**Postcodes in the distribution area**  
 4724, 4726, 4725, 4472, 4723, 4720, 4730, 4700, 4735, 4703



## The Central West's first choice for local news

The Leader is an independent weekly newspaper dedicated to reporting issues affecting people of the Central West and Western Queensland. The paper was founded in 1923. Its footprint includes the shires of Longreach, Flinders, McKinlay, Boulia and Diamantina. Outback Queensland's Central West is the birthplace of Qantas, Waltzing Matilda and Australia's Labor Party. The area has a strong economic outlook with industry strengths in mining and gas, food and agribusiness, vocational and tertiary education, tourism and manufacturing. The Central West is home to a multi-million dollar agriculture industry that includes beef, cotton, grain and fruit production. Tourism is now an important industry for many communities, fuelling economic activity for much of the year. This includes galloping horse-drawn stagecoaches, sunset river cruises and live performances at the Stockman's Hall of Fame and the world's largest collection of Australian dinosaur fossils at the Australian Age of Dinosaurs Museum in Winton.

**PAID PUBLICATION - PUBLISHED FRIDAYS AND ONLINE 24/7**

Weekly total audience figure of:

**12,148\***

**3510** Print/Digital edition readers  
**1205** Weekly website page views  
**7433** 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

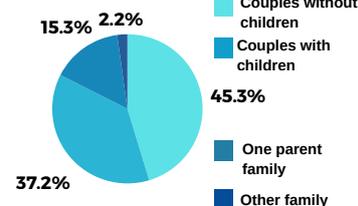
#### OCCUPATIONS

Labourers: 13.7%  
 Professionals: 14.9%  
 Community Personal Services: 12.1%  
 Technicians & Trades: 13.3%  
 Managers: 18.9%  
 Clerical & Admin: 12.9%  
 Sales Workers: 6%  
 Machinery Operators: 6%

#### AGE

**UNDER 34** 42.5%  
**35-49** 17.9%  
**50-64** 22%  
**65+** 17.5%

#### HOUSEHOLD TYPE



Please Note: This information was compiled based on our understanding of our readers and information obtained by The Leader from the 2021 Census data in relation to the Longreach region. It is a snapshot of the region and The Leader expects you to rely on your own commercial judgement when using this information.

### Print Advertising Deadlines

**Display Advertising**  
 Booking Deadline: Monday 3pm  
 Material Deadline: Monday 5pm

**Classified and Trades Advertising**  
 Deadline: Wednesday 1pm  
 Material Deadline: Wednesday 1pm

