



# THE QUEENSLAND TIMES

DEDICATED TO IPSWICH AND SURROUNDS

As the state's oldest surviving provincial newspaper, The Queensland Times has informed and entertained the diverse Ipswich population for over 150 years, and remains a local institution for the residents of Ipswich and surrounding areas. The affectionately titled 'QT' is a modern, vibrant daily newspaper that has been carefully designed and constructed to reflect the opinions and suggestions of its readers.

### MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- Weekend
- The Guide
- Sport
- Junior Sport
- Better Business
- Easy Eating
- Smarter Shopping
- NiE - Education Matters
- Rural Weekly (Southern edition)

### PUBLISHED COVER PRICE

Daily, Monday to Saturday  
\$1.10 Mon - Fri  
\$1.60 Saturday

### READERSHIP

19,000 Mon - Fri

22,000 Saturday

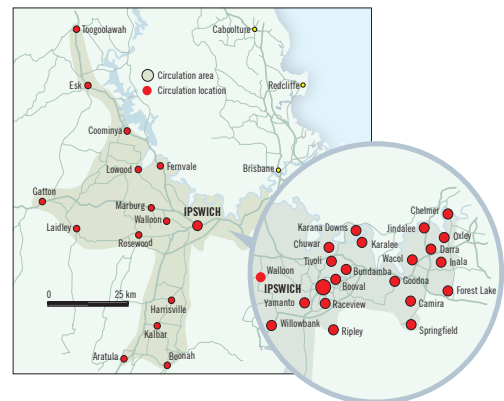
### CIRCULATION

9,287 Mon - Fri#

13,080 Saturday#

### CIRCULATION AREAS AND POSTCODES

Amberley	4306	Fernvale	4306	Redbank	4301
Basin Pocket	4305	Flinders View	4305	Redbank Plains	4301
Bellbird Park	4300	Gailes	4300	Ripley	4306
Blackstone	4304	Gatton	4343	Riverview	4303
Boonah	4310	Goodna	4300	Rosewood	4340
Booval	4304	Harrisville	4307	Sadliers Crossing	4305
Brassall	4305	Ipswich	4305	Silkstone	4304
Bundamba	4304	Kalbar	4309	Springfield	4300
Camira	4300	Karalee	4306	Tivoli	4305
Churchill	4305	Karana Downs	4306	Toogoolawah	4313
Chuwar	4306	Laidley	4341	Walloon	4306
Coalfalls	4305	Leichhardt	4305	West Ipswich	4305
Collingwood Park	4301	Lowood	4311	Willowbank	4306
Coominya	4311	Marburg	4346	Woodend	4305
Dinmore	4303	Moore's Pocket	4305	Yamanto	4305
East Ipswich	4305	Newtown	4305		
Eastern Heights	4305	North Booval	4304		
Ebbw Vale	4304	North Ipswich	4305		
Esk	4312	Raceview	4305		



### ADVERTISING DEADLINES

ROP Booking	12pm, 2 working days prior
ROP Material	5pm, 2 working days prior
Classified Booking	5pm, 2 working days prior
Classified Material	5pm, 2 working days prior
Insert Booking	7 working days prior
Insert Material	5 working days prior

### CONTACT DETAILS

For bookings and information, contact your Media Sales Consultant, or the QT office:

Phone 07 3817 1717  
Fax 07 3817 1720



# QT THE QUEENSLAND TIMES – IPSWICH

## MONDAY TO SATURDAY READER PROFILE

<b>FILTER: IPSWICH TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 173,000</b>	<b>REACH %</b>	<b>PUBLICATION PROFILE %</b>	<b>IPSWICH AREA POPULATION PROFILE %</b>
<b>TOTAL READERSHIP: 20,000 DAILY*</b>	11	100	-
Primary readership	20	61	33
<b>GENDER</b>			
Male	13	57	50
Female	9	43	50
<b>AGE</b>			
14-24	5	8	20
25-34	7	11	17
35-49	9	23	28
50-64	16	31	22
65+	22	26	13
Average age		52 years	43 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	10	55	59
Retired	18	28	17
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	7	11	18
White collar workers <sup>†</sup>	12	27	25
Small business owner / business decision maker	13	18	15
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	7	20	31
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	12	78	69
Main grocery buyer	12	71	65
Household decision maker	12	89	83
Children under 18 in household	7	32	48
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	7	31	46
Light / non commercial radio listeners	10	67	75
Light / non cinema attendees	12	60	57
<b>FINANCE</b>			
Average household income		\$75,800	\$84,300
Average savings and investments (excl. property)		\$280,300	\$168,700