



THE OBSERVER

DEDICATED TO GLADSTONE AND SURROUNDS

The Observer has remained an integral part of the Gladstone region for 140 years, providing community-driven information and entertainment that successfully caters to the diverse interests of locals and tourists alike. As the city's sole daily newspaper, The Observer adheres to its "local news comes first" adage, combining a vibrant mix of news, events, opinions, lifestyle and travel features that reflect the local community.

MAJOR SECTIONS

- Domain incorporating PROPERTY Week
- Drive incorporating CARS
- MyCareer.com.au incorporating search4jobs
- Commercial Property
- The Guide
- Sport
- Junior Sport
- Weekend
- Better Business
- Easy Eating
- Smarter Shopping
- Topic
- NiE

PUBLISHED COVER PRICE

Daily, Monday to Saturday
\$1.10 Mon - Fri
\$1.50 Saturday

READERSHIP

19,000 Mon - Fri
24,000 Saturday

CIRCULATION

6,620 Mon - Fri#
9,726 Saturday#

CIRCULATION AREAS AND POSTCODES

Agnes Water	4677	Calliope	4680	Monto	4630
Ambrose	4695	Dysart	4745	Mount Larcom	4695
Baffle Creek	4674	Emerald	4720	Moura	4718
Benaraby	4680	Emu Park	4710	Rosedale	4674
Biloela	4715	Gin Gin	4671	Seventeen Seventy	4677
Blackwater	4717	Gladstone	4680	Tannum Sands	4680
Bororen	4678	Gracemere	4702	Turkey Beach	4678
Boyne Island	4680	Lowmead	4676	Yarwun	4694
Builyan	4680	Miriam Vale	4677	Yeppoon	4703



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 Observer office:

Phone 07 4970 3030
Fax 07 4970 3048

Source: Morgan September 2011; APN total distribution area #ABC July to September 2011



THE OBSERVER – GLADSTONE

MONDAY TO SATURDAY READER PROFILE

FILTER: GLADSTONE TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 54,000

TOTAL READERSHIP: 20,000 DAILY*

	REACH %	PUBLICATION PROFILE %	GLADSTONE AREA POPULATION PROFILE %
Primary readership	41	86	73
GENDER			
Male	36	53	52
Female	34	47	48
AGE			
14-24	23	12	18
25-34	24	14	20
35-49	47	39	29
50-64	36	23	22
65+	43	13	11
Average age		45 years	42 years
EMPLOYMENT			
Employed full-time or part-time	41	73	63
Retired	37	12	12
OCCUPATION			
Professionals / managers [†]	35	18	18
White collar workers [†]	38	18	16
Small business owner / business decision maker	29	18	22
SOCIO-ECONOMIC STATUS			
AB / C quintiles	38	46	42
HOUSEHOLD DETAILS			
Own or paying off own home	39	75	69
Main grocery buyer	35	62	62
Household decision maker	37	92	88
Children under 18 in household	30	43	50
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	32	38	42
Light / non commercial radio listeners	35	80	81
Light / non cinema attendees	34	60	62
FINANCE			
Average household income		\$120,700	\$119,800
Average savings and investments (excl. property)		\$230,700	\$229,700