

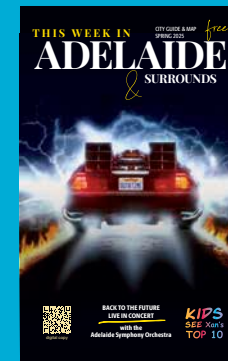
THIS WEEK IN *media kit*

THIS WEEK IN'S UNIQUE HERITAGE



This Week In Australia's history dates back to 1957 when publisher and decorated military pilot Peter Isaacson returned from a trip to New York. Inspired by The New Yorker, he launched This Week in Australia as a weekly guide for locals in Sydney and Melbourne.

Today we are guides, maps and digital platforms to show international and domestic visitors how to enjoy a week in Darwin, Tasmania, Canberra and Adelaide. Owned and operated by Australian independent publisher Datatrax, our content is thoughtfully curated to engage an audience of visitors via our printed guides.



Quality content with distinct personality and insider tips

Guides and maps across the major visitor markets: Canberra, Darwin, Adelaide, Tasmania

We offer cleverly crafted editorial opportunities to advertisers

Seasonal: allows you to update your message and include events and other time sensitive content

THIS WEEK IN TASMANIA

media kit



THIS WEEK IN TASMANIA features local insights and engaging experiences for international and domestic visitors to TASMANIA.

Published seasonally and full of up-to-date information on what's happening in the region **THIS WEEK IN TASMANIA** delivers carefully curated information on what to do and where to go straight into the hands of visitors to Tasmania.

FAST FACTS

Tourism in Tasmania 2024*

1.3 MILLION
domestic visitors

\$3.5 BILLION
total expenditure

COPIES

170,000
per annum, published seasonally

DISTRIBUTION

Accredited visitors centres throughout Tasmania
3, 4 and 5 star hotels and serviced apartments
Major tourism outlets
Business conference packs
Airports & Car rental

ADVERTISING ENQUIRIES

Paul Buckley
CEO
E: ceo@datatrax.com
P: 0411 365 065

PRODUCTION ENQUIRIES

Sacha Nixon
Production Co-ordinator
E: art@datatrax.com
P: 02 6274 9900

*Source: www.tourismtasmania.com.au/research/visitors



Published by Datatrax Pty Ltd
thisweekintasmania.com

DEADLINES

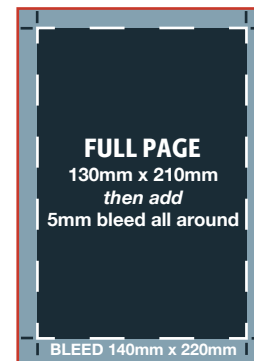
| | AUTUMN 26 Equinox | WINTER-SPRING 26 Solstice | SUMMER 26/27 Solstice |
|--------------------------|----------------------|------------------------------|--------------------------|
| BOOKING DEADLINE | 20 Feb 26 | 22 May 26 | 16 Nov 26 |
| MATERIAL DEADLINE | 26 Feb 26 | 29 May 26 | 23 Nov 26 |
| DISTRIBUTED | 23 Mar 26 | 22 Jun 26 | 18 Dec 26 |

2026 ADVERTISING RATES (excluding GST)

| | CASUAL | 2x | 3x | 4x |
|---------------------|---------|---------|---------|---------|
| FULL PAGE | \$3,150 | \$2,990 | \$2,870 | \$2,720 |
| HALF PAGE | \$1,890 | \$1,800 | \$1,720 | \$1,620 |
| THIRD PAGE | \$1,330 | \$1,265 | \$1,200 | \$1,140 |
| QUARTER PAGE | \$1,050 | \$1,000 | \$950 | \$910 |

*Feature Ad (Large editorial plus thumbnail) \$600. Preferred position loading and covers POA.
Small editorial \$250, Medium editorial \$400

AD SPECIFICATIONS



**HALF PAGE
HORIZONTAL**

113 x 92mm
(No bleed required)



**THIRD PAGE
VERTICAL**

40 x 202mm
(No bleed required)



**THIRD PAGE
HORIZONTAL**

113 x 65mm
(No bleed required)



**QUARTER PAGE
HORIZONTAL**

113 x 45mm
(No bleed required)

Advise: Please allow 5mm within the trim area for text of a **FULL PAGE** and save out with crop marks.

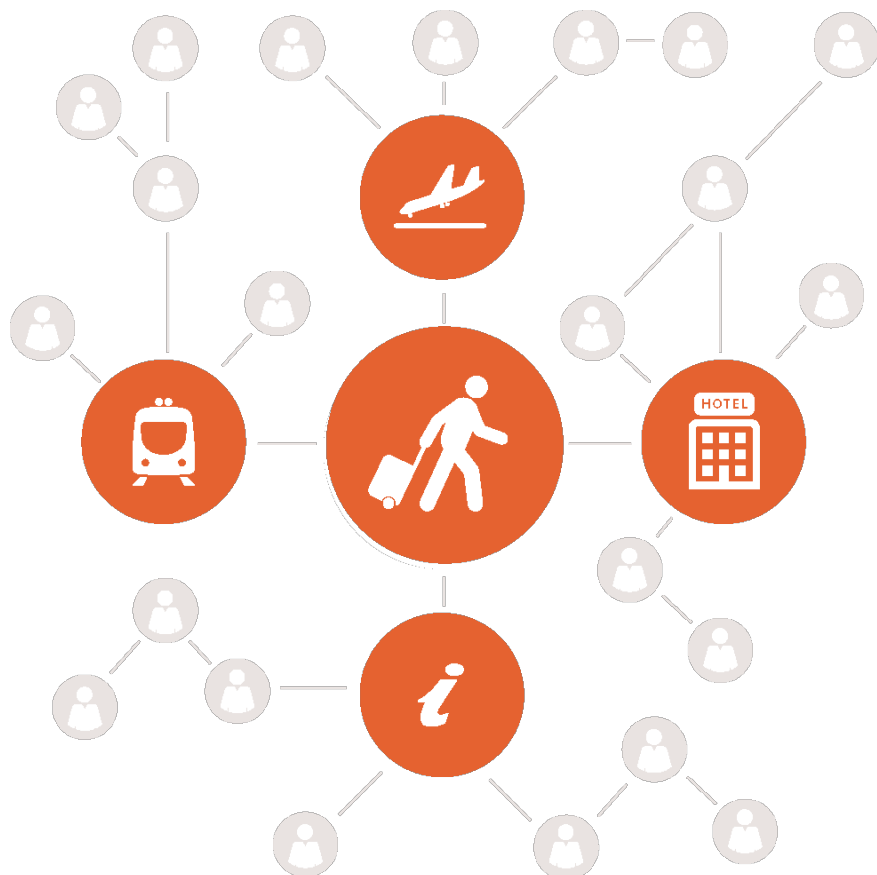
Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

Please note: All pricing excludes GST.

All advertising is subject to the approval of This week in Tasmania.
Advertising rates are subject to revision at any time without notice.

Prices should be confirmed at the time of booking.

Complete advertising material must be supplied according to our Advertising specifications.



CONNECTING WITH OUR AUDIENCE

THIS WEEK IN CONNECTS WITH A COMBINED AUDIENCE OF OVER 1,500,000 INBOUND INTERNATIONAL AND DOMESTIC VISITORS

as they arrive through airports and through multiple channels during their journey. Beyond the airport our guides and maps are available at hotels, major transport hubs, Sydney, Tasmania, Darwin, Canberra, Adelaide and regional visitor centres and many more key areas frequently visited by travellers.

FULL PAGE
130mm x 210mm
THEN ADD
5MM BLEED ALL
AROUND

BLEED 140mm x 220mm



TROWUNNA
WILDLIFE SANCTUARY

Mole Creek
TASMANIA


**AT THE HEART OF TASMANIAN
WILDLIFE CONSERVATION**
SINCE 1979


OPEN 9AM - 5PM EVERY DAY (EXCLUDING CHRISTMAS DAY)
FREE INTERACTIVE TOURS AT 11AM, 1PM & 3PM INCLUDED WITH ENTRY


PLEASE VISIT **TROWUNNA.COM.AU** FOR DETAILS

Deloraine
Creative
Studios inc

Open
7 Days







Come and see
the creative
process
at work

59-61 Emu Bay Rd,
Deloraine
delorainecreativestudios.com

**THIRD PAGE
VERTICAL**
40 x 202mm
(No bleed)

**SOUTHERN
BLUEFIN**
CARVING CEREMONY



mures.com.au/the-off-season

May to August (03)6231 1999

Mures Upper Deck, Victoria Dock, Hobart TAS 7000



POOLEY

TASMANIA Mures

HALF PAGE HORIZONTAL 113 x 92mm (No bleed)

**YOUR GAME
HAS NEVER
LOOKED
BETTER**

Practice like the pros and play the best courses in the world without losing a ball!



Shop 2, 81 Gleadow Street, Invermay willfitgolf.com.au

THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)

CIDER & JUICE TASTINGS | BAR & KITCHEN | KIDS PLAYGROUND
APPLES & CHERRIES

Spreyton



OPEN DAILY (CLOSED ON PUBLIC HOLIDAYS)

QUARTER PAGE HORIZONTAL 113 x 45mm (No bleed)

AD SIZE EXAMPLES

Advise: FULL PAGE, please allow 5mm within the trim area for text and save out with crop marks.

Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

or tennis. Kids love the peddle cars and canoes or paddle boats on the lake. Then relax with an array of fresh Tassie fare lakeside at Alpenrose Bistro and stay in Alpine-styled accommodation.

7 Waldhorn Dr, Grindelwald
tamarvalleyresort.com.au

EXPERIENCE

WEST TAMAR VISITOR CENTRE EXETER

Get insider tips from the friendly Tamar Visitor Centre staff. Their expert knowledge will save you time and money! Grab the wine trail and wine map booklets, local gifts or souvenirs. They can also book accommodations, attractions, and statewide experiences.

81 Main Rd, Exeter
wtc.tas.gov.au

BEAUCONSFIELD MINE & HERITAGE CENTRE

Step back in time and play with Tasmania's history with captivating interactive experiences. Connect with

Beaconsfield's vibrant past. Get lost in the enchanting tales of yesteryear, crawl through tunnels, search for animals, pull levers, and push buttons. There's a different story around every corner. Lose yourself in history, play with treasures from the past and embark on a historical journey. Originally the Grubb Shaft Gold Mine and Heritage Museum, it was renamed in 2006 after the Beaconsfield Mine Rescue next door. Open 10am to 4pm daily.

West St, Beaconsfield
beaconsfieldheritage.com.au

LAVENDER HOUSE PERFUMERY

Nestled in Rowella along the scenic Tamar Valley Wine Route, a short drive from Launceston, discover a world-class range of natural lavender skin and body care, therapeutic balms, perfumes, aromatherapy, culinary and sewn products, inspired by our love of lavender, roses, and herbs, all curated on site. Explore the therapeutic

properties of lavender and roses, scent extraction techniques, and sample the superb products. Check the website for opening times.

32 Waterton Hall Road, Rowella
lavenderhouse.com.au

BRADY'S LOOKOUT

Once the hideout of bushranger Mathew Brady, this spectacular lookout is a great place to relax and absorb the history and surroundings. Enjoy a picnic or barbeque and soak up the sights from the cliff-edge viewing platform offering a vista extending to the Ben Lomond massif, the coast, and Bass Strait.

West Tamar Hwy, Rosevears
enjoytasmania.com.au

PLATYPUS HOUSE

Be amazed by Tasmania's unique Platypuses and Echidnas. Watch them feeding and playing as you wander through the platypus ponds and echidna garden. Join an unforgettable, fun, and educational tour for all ages.



Afterwards, browse the gift shop and grab a café coffee overlooking the Tamar River. Open 10am to 3.30pm daily.
200 Flinders St, Beauty Point
platypushouse.com.au

BATMAN BRIDGE

Opened in 1968, the Batman Bridge was Australia's first cable-stay bridge. At 206m long and 91m high, it spans the Tamar River, joining the east between Whirlpool Reach, Hillwood and Sidmouth / Deviots midpoint on west bank.

LILYDALE FALLS

Comprising two waterfalls a short distance from each other set amongst the verdant rainforest, Lilydale Falls Reserve is just two kilometres outside Lilydale township and a 25-minute drive from Launceston. The falls are easily accessible via a well-maintained path. It's a popular spot for campers and motor homes with barbeque areas, toilets and a children's playground.

228 Golconda Rd, Lilydale

TASTE

JANSZ TASMANIA

Tasmania's cool climate and rich soils produce some of Australia's premier sparkling wines. Pop a little sparkle into your life at Jansz, the birthplace of Méthode Tasmanoise. It's where the Hill-Smith Family's love affair with Tasmania began. Tasting Thur – Sun 10am to 5pm.

1758 Pipers Brook Rd, Pipers Brook
jansz.com.au

SMALL WONDER

Go beyond the glass with a guided tour of our Tamar Valley winery. Start with a glass of Blanc de Blancs before exploring the production halls, barrel rooms and bottling line. Learn how we craft cool-climate wines with precision and care. Finish at the Cellar Door with a guided tasting and the option to add a locally sourced gourmet platter. Tours run daily at 10:30am and 2:30pm. Booking Required. Cellar Door Winter hours: Thursday to Monday, 11am – 5pm

530 Kyneton Rd, Kyneton
smallwonderwines.com.au



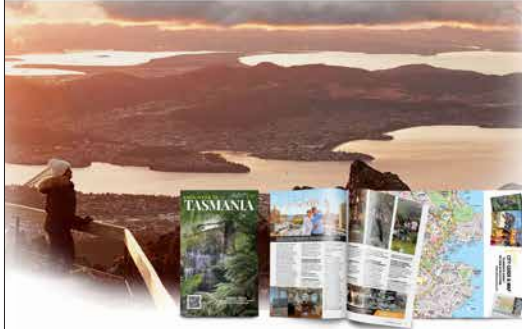
THIS WEEK IN TASMANIA 43

Editorial
\$250

| PRODUCT ESSENTIALS | PUBLICATION | FREQUENCY | CIRCULATION |
|-------------------------------|------------------------------|-------------------|--------------------------|
| GUIDES | THIS WEEK IN CANBERRA | SEASONAL | 200,000 PER ANNUM |
| | THIS WEEK IN DARWIN | TRI-ANNUAL | 150,000 PER ANNUM |
| | THIS WEEK IN ADELAIDE | SEASONAL | 200,000 PER ANNUM |
| | THIS WEEK IN TASMANIA | TRI-ANNUAL | 170,000 PER ANNUM |

THIS WEEK IN TASMANIA

The most comprehensively distributed guide to Tasmania



This Week in Tasmania is a must-have for international and domestic visitors seeking expert advice and guidance to travelling within Tasmania.

Published quarterly, This Week in Tasmania is a contemporary and easy-to-use seasonal visitor guide covering Tasmania. Each issue provides visitors with timely information on attractions, seasonal events, shopping and eating out.

Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.



To view the latest issue of This Week in Tasmania visit the magazine below



Printed quarterly, This Week in Tasmania is a contemporary and easy-to-use seasonal visitor guide covering Tasmania. Each issue provides visitors with timely information on attractions, seasonal events, shopping and eating out.

Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.

To view the latest issue of This Week in Tasmania visit the magazine below

REASONS FOR VISITING TASMANIA



INTERNATIONAL VISITORS
Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.



DOMESTIC DAYTRIP VISITORS
Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.



DOMESTIC OVERNIGHT VISITORS
Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.

Printed quarterly, This Week in Tasmania is a contemporary and easy-to-use seasonal visitor guide covering Tasmania. Each issue provides visitors with timely information on attractions, seasonal events, shopping and eating out.

Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.

To view the latest issue of This Week in Tasmania visit the magazine below

Over 200 cities across Tasmania have a Visitor Information Centre for Hotels & Accommodation, car hire, rental cars, car hire, rental, car hire, rental.

11

Tasmanian Travel and Information Centre Hobart

I was wondering if we could please get some more of this This Week in Tasmania guides as they are quite popular here at the Hobart Visitor Centre and we have had a few people come in and ask for them. Kind regards,

What's on THIS WINTER

JULY

BICHENO BEAMS
A family friendly spectacular and a vibrant celebration of light, Bicheno Beams is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Bicheno Beams.

LIGHTWAVE FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Lightwave Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Lightwave Festival.

agRICULTURED
A family friendly spectacular and a vibrant celebration of light, agRICULTURED is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, agRICULTURED.

FLINDERS ISLAND RUNNING FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Flinders Island Running Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Flinders Island Running Festival.

LAUNCESTON HISTORICAL SOCIETY SEASONAL FLOWER SHOW
A family friendly spectacular and a vibrant celebration of light, Launceston Historical Society Seasonal Flower Show is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Launceston Historical Society Seasonal Flower Show.

JUNCTION ARTS FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Junction Arts Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Junction Arts Festival.

AUGUST

TASMANIAN WHISKY WEEK
A family friendly spectacular and a vibrant celebration of light, Tasmanian Whisky Week is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Tasmanian Whisky Week.

BEAKER STREET FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Beaker Street Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Beaker Street Festival.

SEPTEMBER

FLINDERS ISLAND RUNNING FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Flinders Island Running Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Flinders Island Running Festival.

LAUNCESTON HISTORICAL SOCIETY SEASONAL FLOWER SHOW
A family friendly spectacular and a vibrant celebration of light, Launceston Historical Society Seasonal Flower Show is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Launceston Historical Society Seasonal Flower Show.

JUNCTION ARTS FESTIVAL
A family friendly spectacular and a vibrant celebration of light, Junction Arts Festival is the Tasmanian Off season and summer festival of light. It features a variety of light installations, including a large-scale light sculpture by local artist, Junction Arts Festival.



Tubs of Tasmania
a curated collection of the state's most designed, bath-worthy stays.
tubsoftasmania.com.au



4-5 / 70

issuu

Search icon

More options icon

Fullscreen icon

Flipbook created with issuu

Publish for free



PUBLISHED ONLINE

THIS WEEK IN connects with audiences online as well as in print. Each edition includes a digital version, easily accessed by scanning the QR code on the Magazine cover for each edition.

