

# THIS WEEK IN

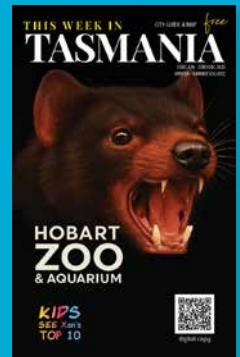
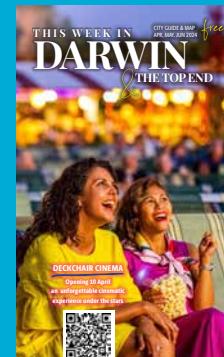
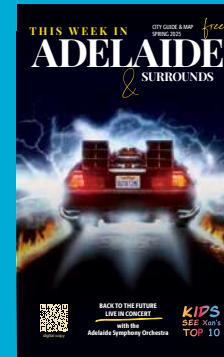
## Media Kit

### 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.



# 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](mailto:ceo@datatrax.com)

P: 0411 365 065

### PRODUCTION ENQUIRIES

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Production Co-ordinator

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\*Source: [www.tourismtasmania.com.au/research/visitors](http://www.tourismtasmania.com.au/research/visitors)



Published by Datatrax Pty Ltd  
[thisweekintasmania.com](http://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)

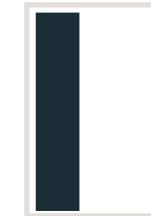
	CASUAL	2x	3x	4x
FULL PAGE	\$3,150	\$2,990	\$2,870	\$2,720
HALF PAGE	\$1,890	\$1,800	\$1,720	\$1,620
THIRD PAGE	\$1,330	\$1,265	\$1,200	\$1,140
QUARTER PAGE	\$1,050	\$1,000	\$950	\$910

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

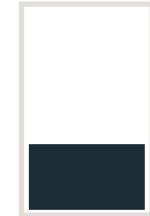
## AD SPECIFICATIONS



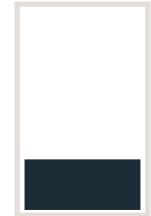
**HALF PAGE  
HORIZONTAL**  
113 x 92mm  
(No bleed required)



**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**

**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](http://TROWUNNA.COM.AU) FOR DETAILS

**I BLEED 140mm x 220mm I**

Deloraine  
Creative  
Studios inc

Open  
7 Days



Come and see  
the creative  
process  
at work

59-61 Emu Bay Rd,  
Deloraine  
[delorainecreativedstudios.com](http://delorainecreativedstudios.com)

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

**SOUTHERN  
BLUEFIN**  
CARVING CEREMONY

**mures.com.au/the-off-season**  
May to August (03)62311999  
Mures Upper Deck, Victoria Dock, Hobart TAS 7000

**POOLEY** **MURES** TASMANIA

**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!

WILLFIT GOLF  
BULLSEYE  
GOLF

Shop 2, 81 Gleadow Street, Invermay [willfitgolf.com.au](http://willfitgolf.com.au)

**THIRD PAGE HORIZONTAL** 113 x 65mm (No bleed)

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

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 Tasmanian fare lakeside at Alpenrose Bistro and stay in Alpine-styled accommodation.

7 Waldhorn Dr, Grindelwald  
tamavalleyresort.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 Grubbs 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 barbecue 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.

**SEAHORSE WORLD**

Discover the secret life of seahorses on a fully guided 50-minute tour of a working Seahorse Farm. Where you can get up close to not only seahorses but also Port Jackson Sharks, Weedy Seadragons and the Critically Endangered spotted and red handfish. On the tour you also get to experience a once in a lifetime opportunity to hold a seahorse in the palm of your hand!

Present this ad claim a discount of 10% off the entry ticket price (excludes Kids Discovery Program) Valid only until the 30th of Sept 2025

Inspection Head Wharf, Beauty Point Phone: 6383 4111 seahorseworld.com.au

**10% off**

**SAVE**

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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 / Deviot 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 barbecue 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.

145B Pipers Brook Rd, Pipers Brook  
jansz.com.au

Editorial  
\$250

### 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 1:30pm. Booking Required. Cellar Door Winter Hours: Thursday to Monday, 11am - 5pm

530 Rouse Rd, Kayena  
smallwonderwines.com.au



THIS WEEK IN TASMANIA 43

## EDITORIAL EXAMPLES

Save TAB

Feature Ad (Large Editorial with Thumbnail) \$600

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 monthly, This Week in Tasmania is a contemporary and easy to use seasonal magazine covering Tasmania. Each issue provides visitors, tourists, travellers and residents with cultural, seasonal events, shopping and eating out.

Read This Week in Tasmania at over 2000 kiosks across Tasmania from Visitor Information Centres to Hotels, Motels, Cafes, Restaurants, malls, Cinemas, Apartments, Cafes, Retail Outlets, Attractions.

To view the latest issue of This week in Tasmania click the image below

PHOTOGRAPH: JESSICA MCKEEAN/STOCK

12,000 COPIES PER MONTH

6.8 MILLION INTERNATIONAL VISITORS

6.8 MILLION DOMESTIC VISITORS

8.5 MILLION LOCAL VISITORS

To view and download This Week in Tasmania issue online

[View Online](#)

## REASONS FOR VISITING TASMANIA

**INTERNATIONAL VISITORS:**  
From 11,000, up to 62,000 International visitors to Tasmania are drawn by the natural beauty of the island, according to \$12.00 per issue.

**DOMESTIC DAYTIME VISITORS:**  
At 6.8 million up to 12,000 domestic daytime visitors to Tasmania are drawn by the natural beauty of the island, according to \$12.00 per issue.

**DOMESTIC OVERNIGHT VISITORS:**  
At 8.5 million up to 16,000 domestic overnight visitors to Tasmania are drawn by the natural beauty of the island, according to \$12.00 per issue.

Local tourism spending \$1.3 billion

Tourism Research Australia Survey 2004

2010, visiting friends and relatives

### Area Business

1000

[www.tasinfo.com](#)

1800 363 660

Visitor Pass 1000

Local Manager

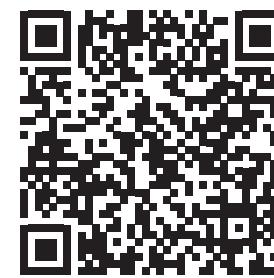
Comics \$10.00/100 per issue

[www.tasinfo.com](#)

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Tasmanian Travel and Information Centre Hobart

I was wondering if we could please get some more of the 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



## 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.