

# 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\*

**3 MILLION**

domestic visitors

**\$4 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

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### PRODUCTION ENQUIRIES

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\*<https://www.tra.gov.au/en/domestic/domestic-tourism-results>



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[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)

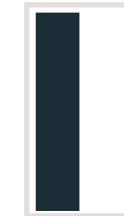
	CASUAL	2x	3x	4x
FULL PAGE	\$3,150	\$2,990	\$2,870	\$2,720
HALF PAGE	\$1,890	\$1,800	\$1,720	\$1,620
THIRD PAGE	\$1,330	\$1,265	\$1,200	\$1,140
QUARTER PAGE	\$1,050	\$1,000	\$950	\$910

\*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.