

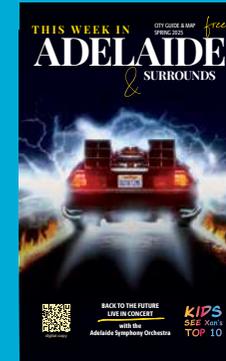
# THIS WEEK IN *media kit*

## THIS WEEK IN'S UNIQUE HERTAGE



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\*

**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

E: [ceo@datatrax.com](mailto:ceo@datatrax.com)

P: 0411 365 065

## PRODUCTION ENQUIRIES

**Sacha Nixon**

Production Co-ordinator

E: [art@datatrax.com](mailto:art@datatrax.com)

P: 02 6274 9900

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



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

## DEADLINES

	WINTER-SPRING 26 Solstice	SUMMER 26/27 Solstice	AUTUMN 27 Equinox
BOOKING DEADLINE	22 May 26	16 Nov 26	19 Feb 27
MATERIAL DEADLINE	29 May 26	23 Nov 26	25 Feb 27
DISTRIBUTED	22 Jun 26	18 Dec 26	23 Mar 27

## 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.



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

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

BLEED 140mm x 220mm

Deloraine  
Creative  
Studios inc

Open  
7 Days



Come and see  
the creative  
process  
at work

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



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](http://willfitgolf.com.au)

THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)

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 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

### BEAUCONFIELD 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.

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

Editorial  
\$250

Discover the secret life of seahorses on a fully guided 50minute 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

SEAHORSE WORLD

This Week In SAVE

### 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 Ross Rd, Kayena  
smallwonderwines.com.au



THIS WEEK IN TASMANIA 43

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

# 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 essential visitor guide covering Tasmania. Each issue provides visitors with timely information on attractions, seasonal events, shopping and eating out.

Visit [www.thisweekintassmania.com.au](http://www.thisweekintassmania.com.au) for more information on our 2023 issue, explore Tasmania's many visitor information centres in Hobart, Launceston, Devonport, Burnie, Ulverston, Queenstown, and other regional centres.



Printed on 100% recycled paper  
 4.4 million international visitors  
 4.4 million domestic visitors  
 1.8 million total visitation numbers

### REASONS FOR VISITING TASMANIA



Tasmanian Travel and Information Centre Hobart  
 I was wondering if we could please get some more of 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, music & art for the 'Tasmanian Off season' and intense joyous in the arching beams of music as it resonates through the surrounding hills of light. Held at the Bicheno Community Centre, it's a celebration of light, music & art. Held at the Bicheno Community Centre, it's a celebration of light, music & art. Held at the Bicheno Community Centre, it's a celebration of light, music & art.

### AUGUST

**TASMANIAN WHISKY WEEK**  
An annual celebration of Tasmania's whisky heritage, featuring tastings, distillery tours, and a vibrant celebration of the craft of whisky-making. Held in Hobart, it's a celebration of light, music & art.

### SEPTEMBER

**LAUNCESTON HORTECULTURAL SOCIETY SEASONAL FLOWER SHOW**  
A celebration of the horticultural society's members' talents, showcasing a variety of plants and flowers. Held in Launceston, it's a celebration of light, music & art.

4-5 / 70

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.