

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

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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

DEADLINES

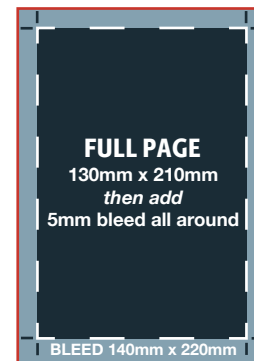
	WINTER-SPRING 26 Solstice	SUMMER 26/27 Solstice	AUTUMN 27 Equinox
BOOKING DEADLINE	22 May 26	16 Nov 26	19 Feb 27
MATERIAL DEADLINE	29 May 26	23 Nov 26	25 Feb 27
DISTRIBUTED	22 Jun 26	18 Dec 26	23 Mar 27

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.