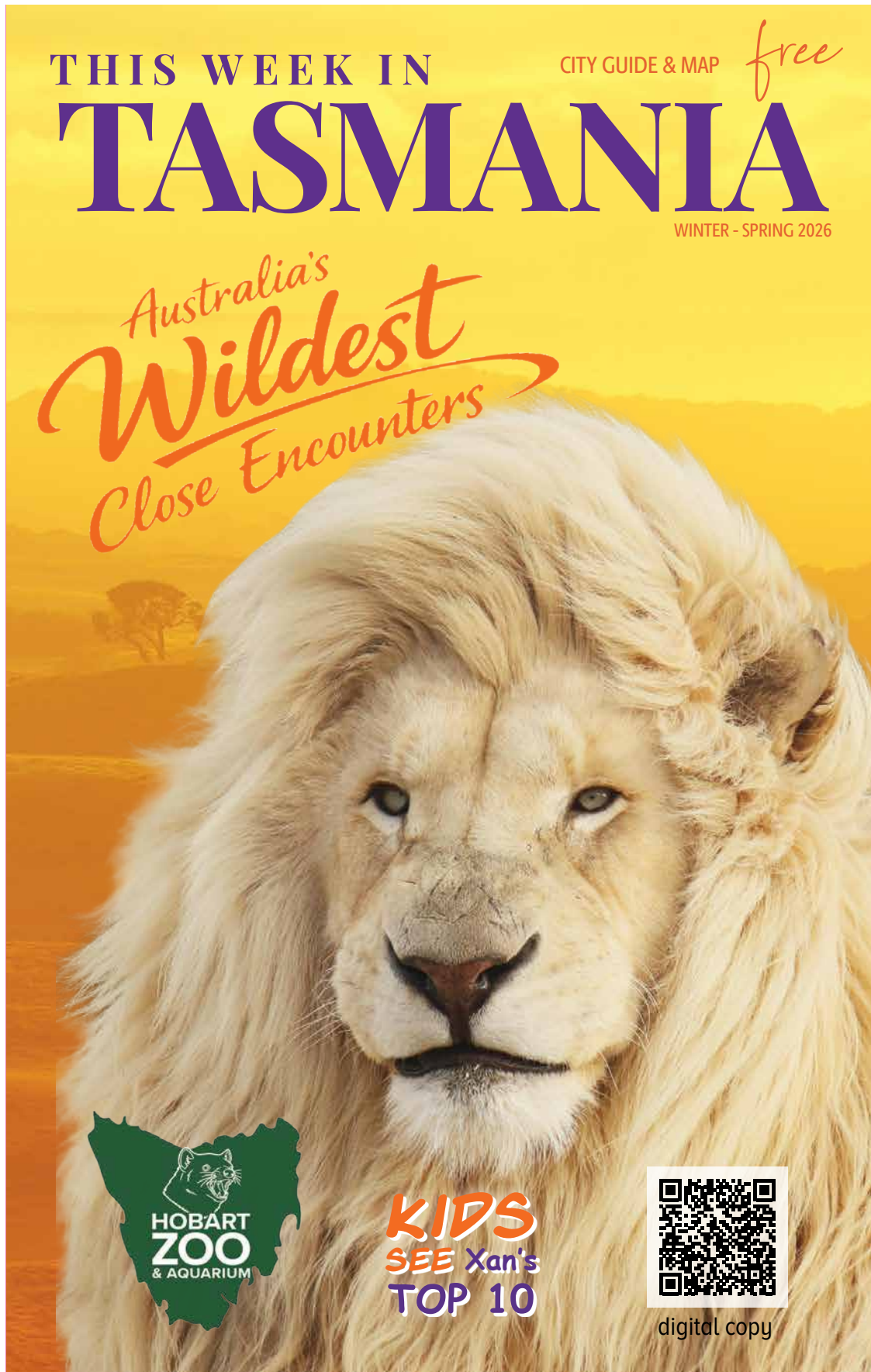


Tasmania Media Kit - Summer 2026



Tasmania's

GO-TO VISITOR GUIDE



This Week in Tasmania

The most comprehensively distributed guide to Tasmania, putting your business in front of thousands of visitors at the exact time they're deciding where to stay, shop, eat, explore and enjoy tourism experiences. Extensively distributed through premium tourism touch points including hotels, airports, car hire outlets, attractions and visitor destinations.

Highlights

- ✓ 3 consecutive editions a year
- ✓ 55,000 copies distributed every season
- ✓ 150,000 copies distributed annually
- ✓ Brisbane and Sydney Airport distribution
- ✓ Multi-edition & ongoing campaigns with iconic brands
- ✓ Comprehensive distribution across tourism and hospitality networks
- ✓ Reaching visitors where they stay, travel and explore
- ✓ This Week In Tasmania, Tasi's go-to visitor guide

“
Connecting brands with visitors actively exploring Tasmania
”

WHY ADVERTISE WITH US

Connecting Iconic Brands with Visitors Actively Exploring Tasmania

150,000

copies distributed annually across premium tourist touchpoints

300+

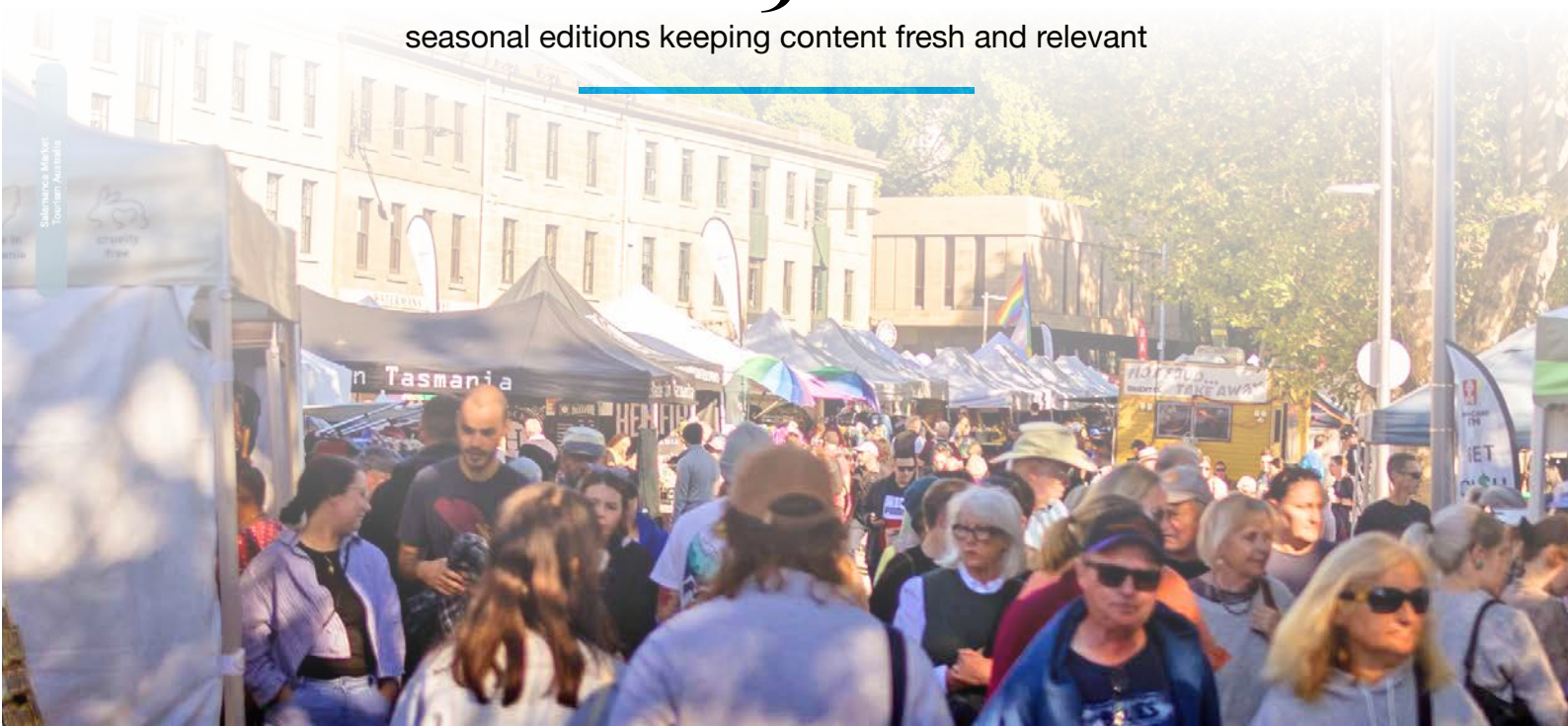
hotels, serviced apartments, accommodation providers & attractions

60+

visitor centres, airports, attractions and car rental outlets

3

seasonal editions keeping content fresh and relevant



Primary Audience

interstate + intrastate (locals) + business + event + holiday makers

Reader Interests

food & wine + events + attractions + accommodation + regional + shopping

400,000 Estimated Readership

55,000 copies x estimated 1.8 readers Per Edition = 99,000 readers per edition

Audience Environments

airport + car hire + accommodation + visitor centre + attractions

What they love

cross regional coverage + pull out maps + convenient size + editorial content



TRUSTED BY ICONIC BRANDS



ANTARCTICA
01 JULY – 11 OCT 2026 **FREE ENTRY**

Journey to the most extreme environment on Earth this winter. Featuring more than 200 objects, this exhibition will transport you to the frozen continent with stories of Australian discovery, connection and transformation.

On show at the National Museum of Australia, Canberra.

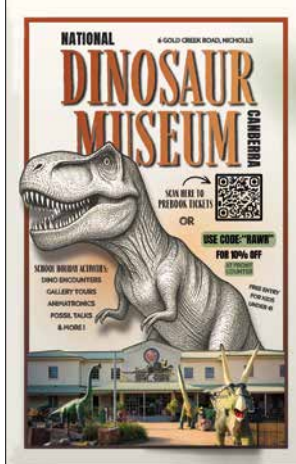
Bookings essential
nma.gov.au/antarctica

national museum australia



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The Press Gallery

Discover the people and moments that shaped Australian political journalism at the Museum of Australian Democracy at Old Parliament House. Step into the Press Gallery and explore the original rooms where history was reported.

FREE EXHIBITION NOW OPEN

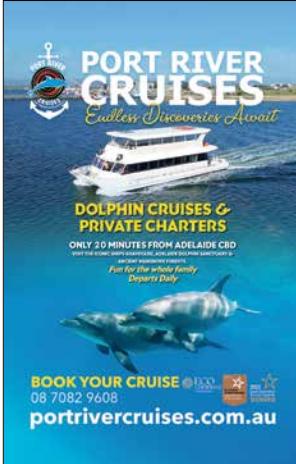
moadph.gov.au
Open daily at Old Parliament House



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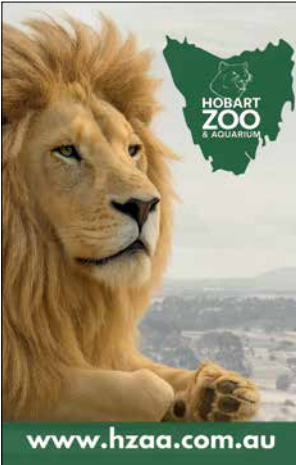


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Katherine Outback Experience celebrates the Northern Territory's rich agricultural roots through real horse taming and working dog demonstrations entwined with stories from the people who call the outback home.

2HR OUTBACK SHOW

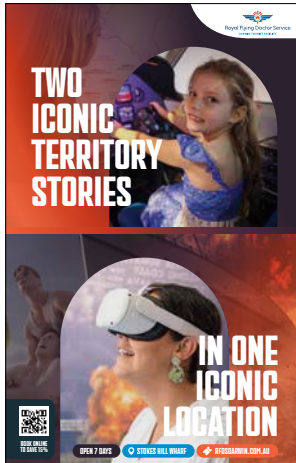
Tuesday	5:30pm
Wednesday	2:00pm (+ 5:30pm on selected dates)
Friday	5:30pm
Saturday	2:30pm (+ 4:30pm on selected dates)

Adult: \$80.00 (Retail)
Senior: \$70.00 (Retail)
Student: \$70.00 (Retail)
Children 5-yr and under: charge

10% OFF SHOW

Email: bookings@katherineoutback.com.au
Web: katherineoutbackexperience.com.au

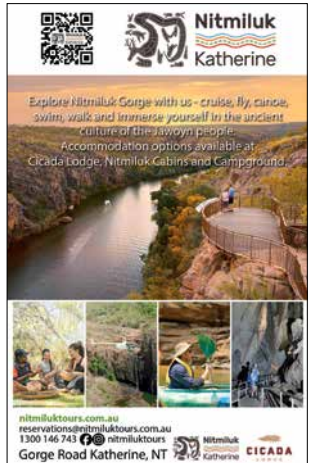
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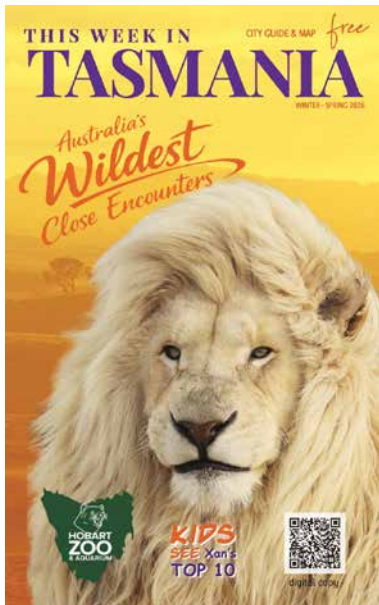
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1300 146 743 @nitmiluk_tours

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THIS WEEK IN TASMANIA

STRATEGICALLY BRINGING BRANDS AND VISITORS TOGETHER
Published seasonally and full of up to date information on what's happening in Tasmania.

- ✓ CAR RENTAL OUTLETS AND AIRPORTS
- ✓ ACCOMMODATION
- ✓ ATTRACTIONS
- ✓ INFORMATION CENTRES

Media Kit

ADVERTISING ENQUIRIES Paul Buckley
0411 365 065 | ceo@datatrax.com

PUBLICATION SCHEDULE 2026/27	SUMMER 26/27	AUTUMN 27	WINTER-SPRING 27
	Solstice	Equinox	Solstice
BOOKING DEADLINE	16 Nov 26	19 Feb 27	21 May 27
MATERIAL DEADLINE	23 Nov 26	25 Feb 27	28 May 27
DISTRIBUTED	18 Dec 26	23 Mar 27	22 Jun 27

DISPLAY ADVERTISING RATES Rates exclude GST	FULL PAGE 130mm x 210mm +5mm bleed	HALF PAGE 113mm x 92mm	THIRD PAGE VERTICAL 40mm x 202mm HORIZONTAL 113mm x 65m	QUARTER PAGE 113mm x 45mm	FEATURE AD (EDITORIAL WITH PHOTO)	SMALL EDITORIAL
ISSUE	\$3,150	\$1,890	\$1,330	\$1,050	\$600 +GST per edition	\$400 +GST per edition
2 ISSUES	\$2,990	\$1,800	\$1,265	\$1,000		
3 ISSUES	\$2,870	\$1,720	\$1,200	\$950		
4 ISSUES	\$2,720	\$1,620	\$1,140	\$910		

AD FORMAT GUIDE

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THIRD PAGE HORIZONTAL

113mm x 65mm

QUARTER PAGE

113mm x 45mm

FEATURE AD
(EDITORIAL WITH PHOTO)

60 words

SMALL EDITORIAL

40 words

PREMIUM OPPORTUNITIES

Pricing available on request.

FRONT COVER EXCLUSIVE

INSIDE COVER

BACK COVER

WHATS ON

PREMIUM PLACEMENTS
(loadings apply)

LET'S TALK

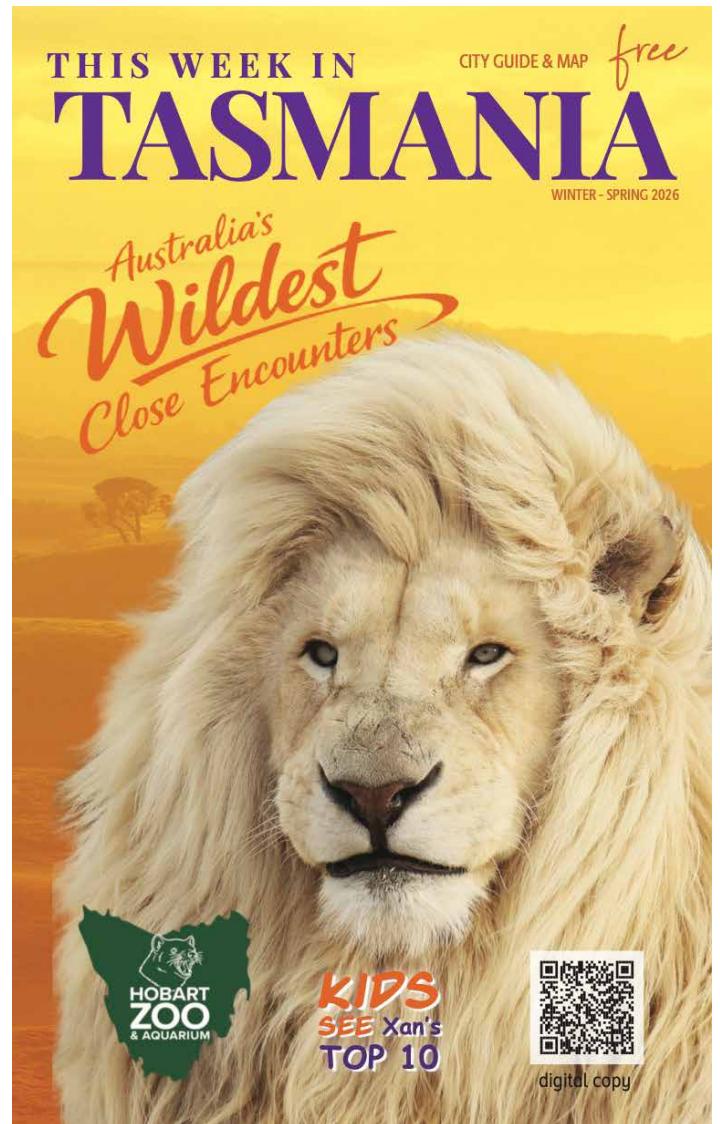
Queensland's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT
PAUL BUCKLEY - PUBLICATION PARTNERSHIPS

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