



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
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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 65mm	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

FULL PAGE	HALF PAGE	THIRD PAGE VERTICAL	THIRD PAGE HORIZONTAL	QUARTER PAGE	FEATURE AD (EDITORIAL WITH PHOTO)	SMALL EDITORIAL
130mm x 210mm + 5mm bleed	113mm x 92mm	40mm x 202mm	113mm x 65mm	113mm x 45mm	60 words	40 words

PREMIUM OPPORTUNITIES

Pricing available on request.

FRONT COVER EXCLUSIVE	INSIDE COVER	BACK COVER	WHATS ON	PREMIUM PLACEMENTS (loadings apply)