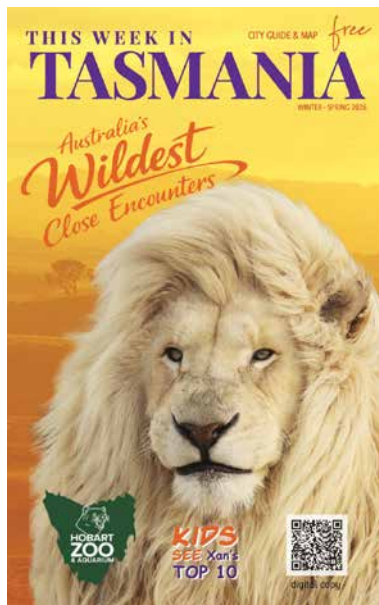




THIS WEEK IN TASMANIA

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 2027/28

	AUTUMN 27	WINTER 27	SPRING 27	SUMMER 27/28
BOOKING DEADLINE	18 Feb 27	24 May 27	17 Aug 27	16 Nov 27
MATERIAL DEADLINE	25 Feb 27	31 May 27	23 Aug 27	23 Nov 27
DISTRIBUTED	23 Mar 27	22 Jun 27	21 Sep 27	21 Dec 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
1 EDITION	\$3,530	\$2,120	\$1,490	\$1,180	\$680 +GST per edition	\$450 +GST per edition
2 EDITIONS	\$3,350	\$2,020	\$1,420	\$1,120		
3 EDITIONS	\$3,220	\$1,930	\$1,350	\$1,070		
4 EDITIONS	\$3,050	\$1,820	\$1,280	\$1,020		

AD FORMAT GUIDE

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FEATURE AD
(EDITORIAL WITH PHOTO)



60 words

SMALL EDITORIAL



40 words

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Pricing available on request.



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INSIDE COVER



BACK COVER



WHATS ON



PREMIUM PLACEMENTS
(loadings apply)