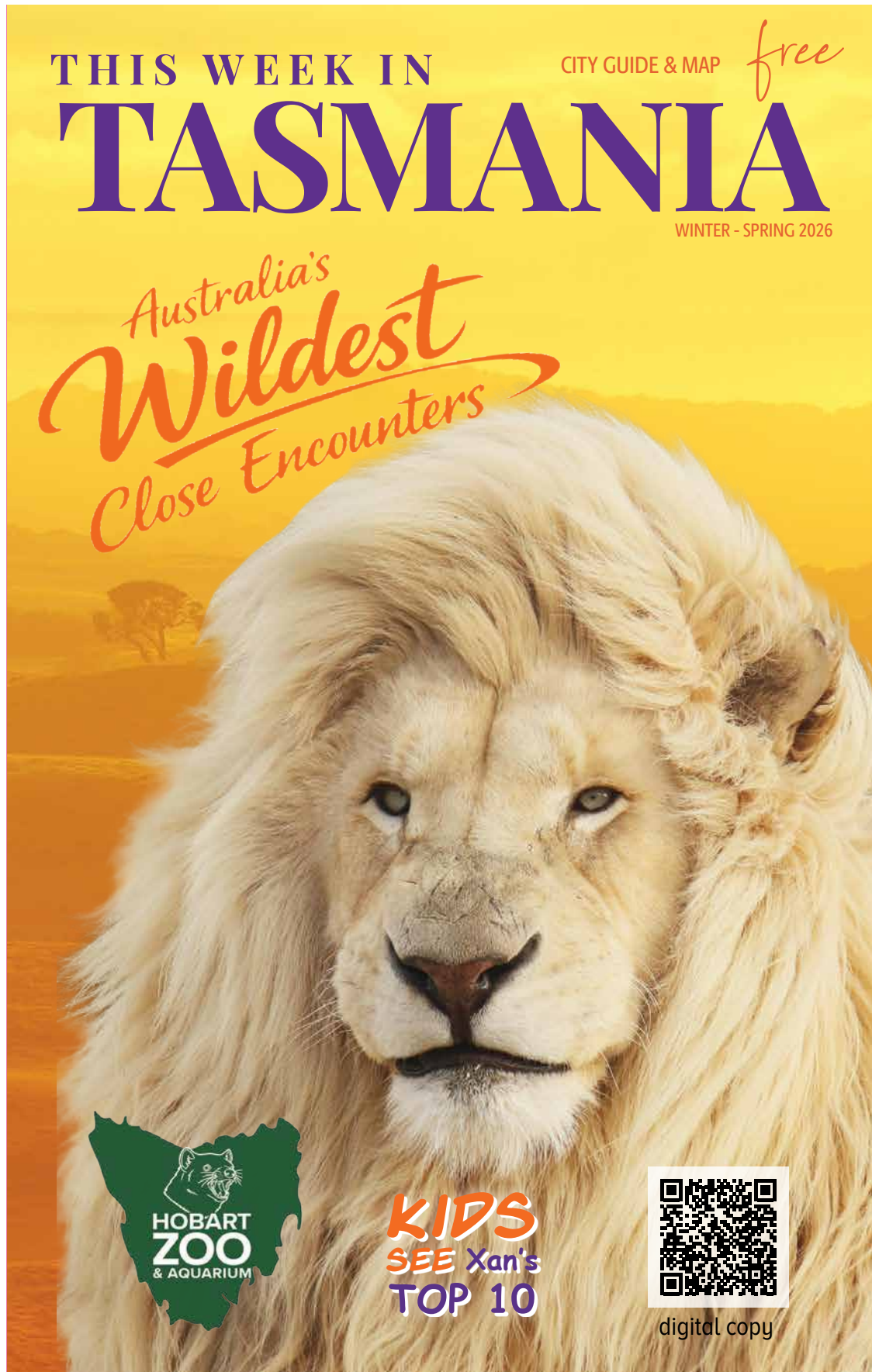


Tasmania Media Kit - Summer 2026



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
- ✓ 50,000 copies distributed every season
- ✓ 150,000 copies distributed annually
- ✓ Tasmania 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

400+

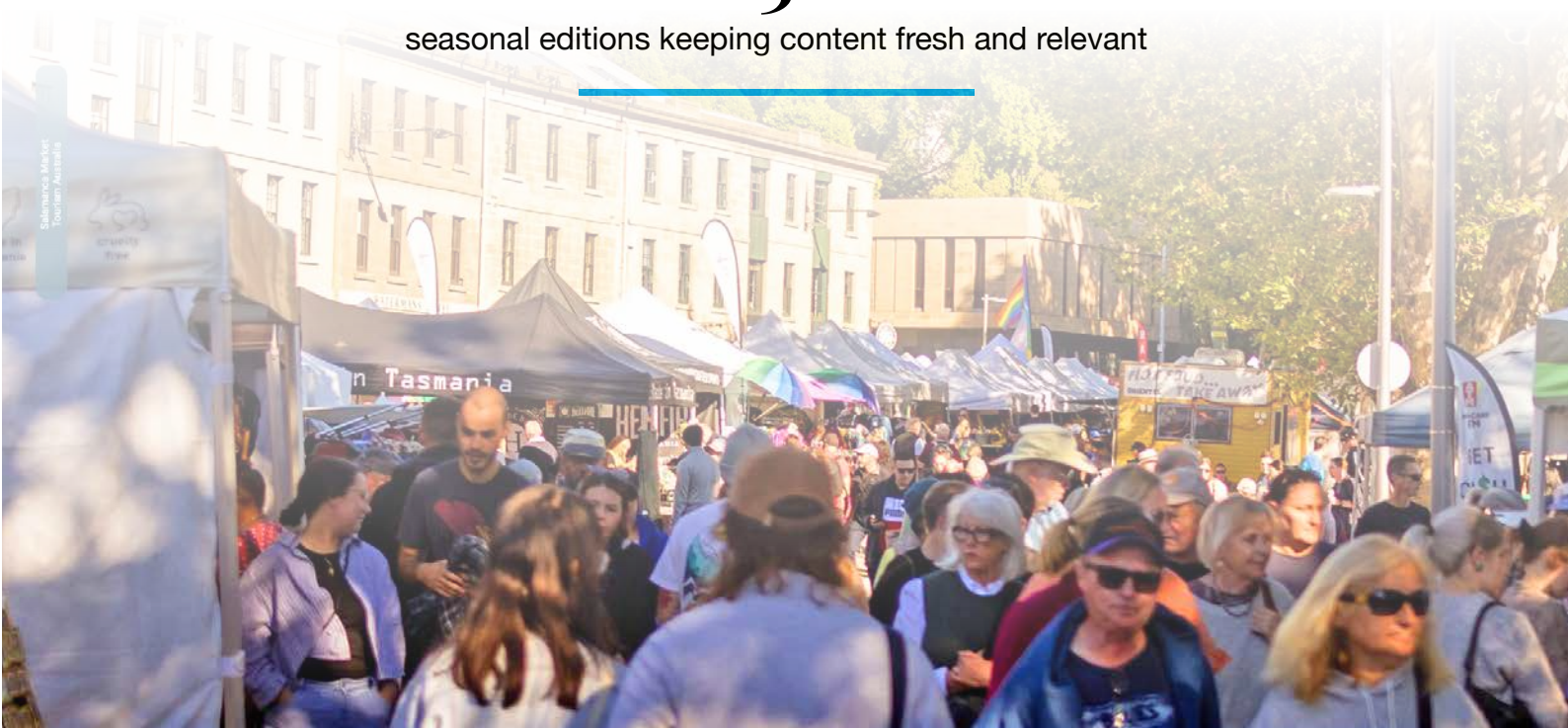
hotels, serviced apartments, accommodation providers & attractions

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

270,000 Estimated Readership

50,000 copies x estimated 1.8 readers Per Edition = 90,000 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

BRADY'S
AT PERRY ROAD

CHECK OUR WEBSITE FOR CURRENT OPENING HOURS
1 Bridge Road Launceston TAS 7250 - 05 6332 0055
www.perryroad.com.au

BRADY'S TAVERN
FUEL YOUR ADVENTURE WITH WOOD FIRED
PIZZA, PARMIS, PINTS

PRESENT THIS
VOUCHER FOR **10% OFF** FOOD & DRINK

TROWUNNA
WILDLIFE SANCTUARY
Mole Creek
TASMANIA

AT THE HEART OF TASMANIAN
WILDLIFE CONSERVATION
SINCE 1979

OPEN 9AM - 5PM EVERY DAY (EXCLUDING CHRISTMAS DAY)
FREE INTERACTIVE TOURS AT 10AM, 1PM & 2PM INCLUDED WITH ENTRY

PLEASE VISIT TROWUNNA.COM.AU FOR DETAILS

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AT PERRY ROAD

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FULLY GUIDED TOUR, INCLUDING A FASCINATING
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www.perryroad.com.au

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ACTIVITIES

**EXPERIENCE
a MAGICAL
WINTER**

Snow-covered cabins. Crisp alpine air.
Moments you'll never forget.

Located at the entrance to Cradle Mountain
National Park, experience one of the five places
in Australia where winter comes to life.

Book direct for the best rates.
CRADLEHIGHLANDER.COM.AU

CRADLE HIGHLANDER
MOUNTAIN CABINS - TASMANIA

LEGO

TASMANIA'S
FIRST LEGO® STORE IS
NOW OPEN

38 Elizabeth St. Hobart

Visit us to discover custom brick models
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43,533 Bricks | 219 Hours
10 species of native Australian
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Customise your message!
FREE Personalisation
when you purchase a LEGO® Keyring 24x18cm.
Present this voucher in-store to redeem.

Bridestowe
Lavender Estate

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PLEASE VISIT
bridestowelavender.com.au
to book an off-season
tour. Free entry from
March to November

Opens all year round, enjoy a
visit to our cafe and farm shop

236 Gillespies Road, Nabowla, Tasmania
05 6322 8162 | bridestowelavender.com.au

adventures.
AT PERRY ROAD

CHECK OUR WEBSITE FOR CURRENT OPENING HOURS
1 Bridge Road Launceston TAS 7250 - 05 6332 0055
www.perryroad.com.au

PENNY ROYAL ADVENTURES
ZIP LINES, 20M CLIFF JUMP, ROCK CLIMBING, CLIFF WALK,
BARGE, DARK ROPE, BOAT CRUISE & GHOST TOUR,
BARBECUE, SKATEBOARD & GOLD PANNING

PRESENT THIS
VOUCHER FOR **15% OFF** ON ALL
ACTIVITIES

THE WALL
Australia's most ambitious self-funded art project

Step into a story...

A commemoration of those who helped shape the past and present... History in the making.

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www.thewalltasmania.com

HOBART ZOO & AQUARIUM

www.hzaa.com.au

Tamar Valley
LAUNCESTON

Alpenrose Bldg, Bakery Cafe, Ice Creamery, Lolly Shop

SPLASH
GRINDELWALD
Splash Golf, Shopping Village, Mini Golf, Buns

Water Views, Self-Contained, Hotel Pool, Sauna, Spa & Gym
15 mins from Launceston Open to the public 7 days

GRINDELWALD SWISS VILLAGE
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7 Waldhorn Drive Grindelwald

FESTIVAL OF VOICES

3-12 JULY 2026

FESTIVALOFVOICES.COM

ALIDA
AT PERRY ROAD

An Australian contemporary
restaurant brought to you by
Joel Oliver

Our seasonal menus offer the very
best of Tasmania's produce, carefully
prepared by one of the state's
most talented chefs,
complemented by our extensive
wine cellar and served by our
knowledgeable professional staff

10% Discount
WITH THIS VOUCHER WHEN DINING AT ALIDA

alidarestaurant.com.au
1 Bridge Road Launceston TAS 7250 - 05 6332 0055

**LAUNCESTON
CENTRAL**
YOUR GUIDE TO THE CITY

Launnie locals know that the
best way to beat the autumn
chill is to embrace it.

From seasonal menus to enjoying the
simple beauty of the changing leaves,
here are our top picks for beating the
cool season blues:

- Grab a coffee and head to City
Park to enjoy the autumn colours
- Curl up with a book in the
reading room of Quillotic Books -
Repulse included
- Taste your way around the world
at World Street Eats
- Visit the upper floor of Bread -
Butter for a beautiful view of the
trees in Pinhoe Square
- Head to Miel Apple for a bite of
their new seasonal menu
- Enjoy the fireplaces at the Royal
Oak and Tandy's Alehouse

For the only full directory of
business and events in Launceston,
visit launcestoncentral.com.au

Immerse yourself in
**ART, HISTORY
& SCIENCE**
at Hive

The heart of your North-West Adventure

Ignite the joy of discovery...
Travel through space and time and lose
yourself in the wonders of art, science, and
history, all under one roof. Here is your
gateway to exploration in Tasmania's
stunning North West.

Discover:

- An Inspiring Science Centre
- Tasmania's largest Planetarium
- Uverstone Museum & Art Gallery
- Uverstone Visitor Information Centre
- Gift shop with local gifts and souvenirs
- Community Arts & Crafts
- Delicious coffee and treats at the on-site Cafe

Plan your visit

hiveatlasmania.com.au
#hiveatlasmania
p: (03) 6425 2850
50 Main Street
Uverstone, Tasmania

Opening Hours: 10am - 4pm daily

**HISTORY
THAT
MOVES
YOU**

CRYPTIC EXPRESS
DEPARTS STRAHAN
DURATION 1.45 hours

Step onboard at Regatta Point
Station in Strahan and travel
along Macquarie Harbour before
following the King River inland into
the West Coast rainforest. Enjoy
onboard commentary throughout
the trip, with a local honey tasting
included on the Standard carriage.

RINADEENA & THE RACK
DEPARTS QUEENSTOWN
DURATION 3 hours

This steam train experience will
take you deep into the rainforest,
stopping at Lynchford and
Rinadeena Stations and returning
to Queenstown Station. Experience
a 3km section of the Abitack and
prison and admire the wilderness
that surrounds you.

051 8471 0100
enquiries@westcoast.com.au

WEST COAST RAILWAY
TASMANIA

**HOBART
CURRENT**

14 NOV 2025 -
26 APR 2026

HERE.

MARION ABRAHAM
JODI HAINES
ADRI WINTER
JADE IRVINE
JENNI LARKE
SARA NORDRETT
JOHNNY SCHOLLES
MARY SCOTT
DYLAN SHELDON
PETER WALLER

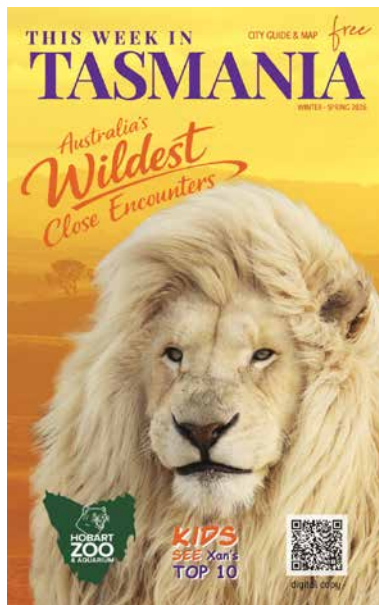
**CONTEMPORARY ART
EXHIBITION + PROGRAM**

FREE ENTRY

Tasmanian Museum and Art Gallery
and Hobart CBD
hobartcurrent.com

Presented by
**CREATIVE
HOBART**

TASMANIAN
MUSEUM &
ART GALLERY



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 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

FULL PAGE



130mm x 210mm
+ 5mm bleed

HALF PAGE



113mm x 92mm

THIRD PAGE
VERTICAL



40mm x 202mm

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

Tasmania's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

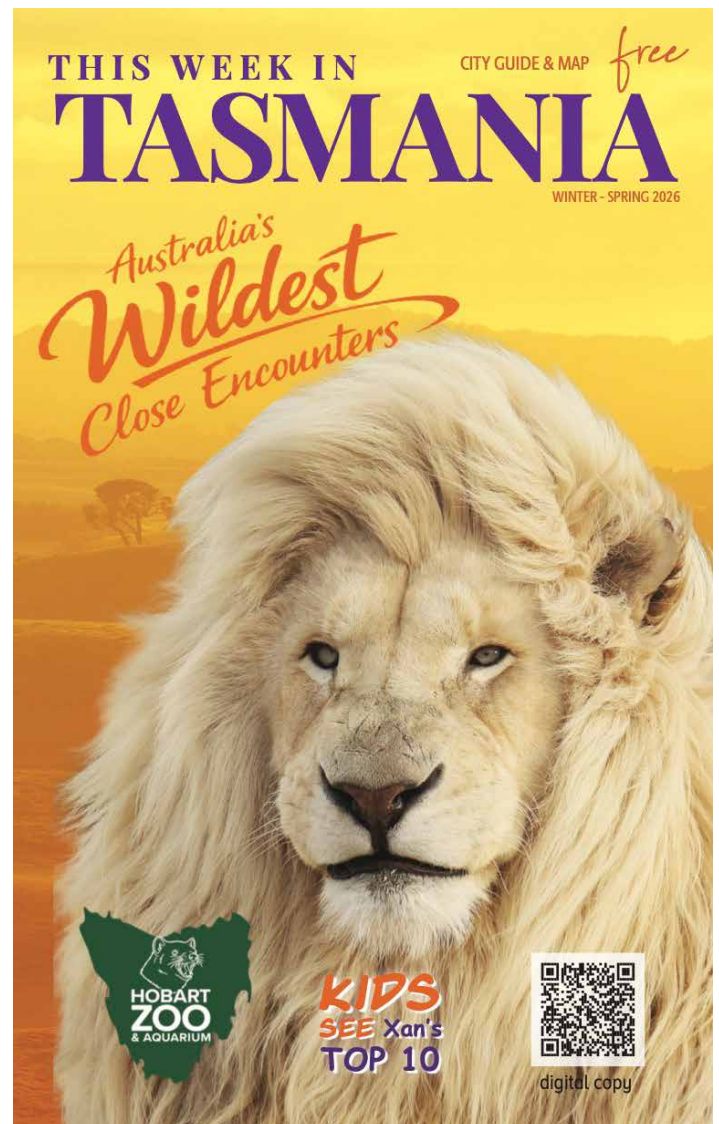
PAUL BUCKLEY

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CEO@DATATRAX.COM

PHONE

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