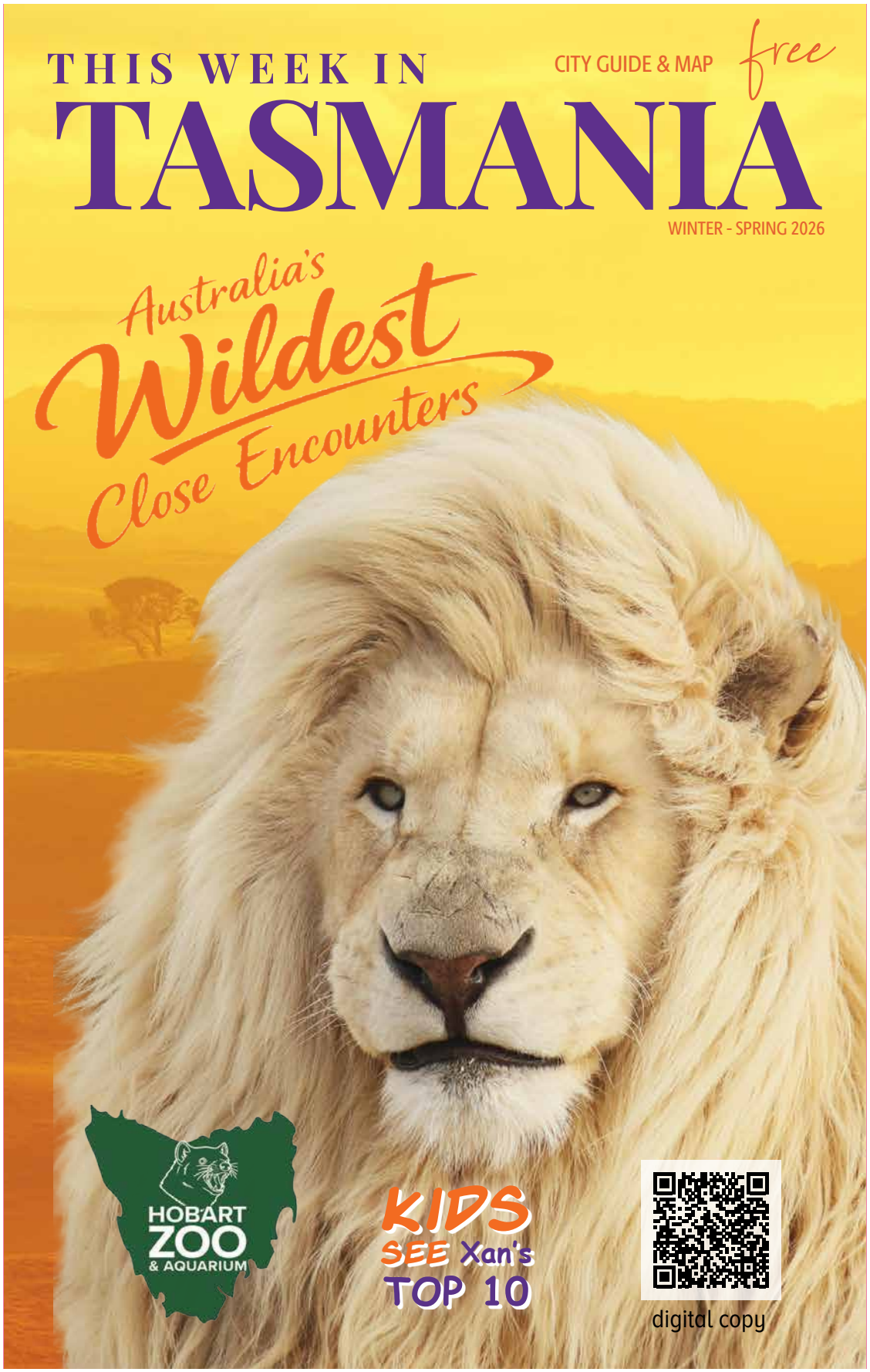
Tasmania Media Kit - Summer 2026 - 27



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.

> ***Connecting brands with visitors actively exploring Tasmania***

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 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

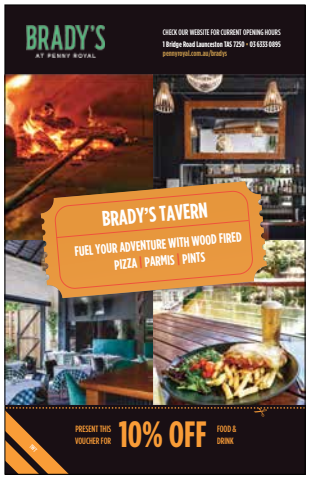
airport + car hire + accommodation + visitor centre + attractions

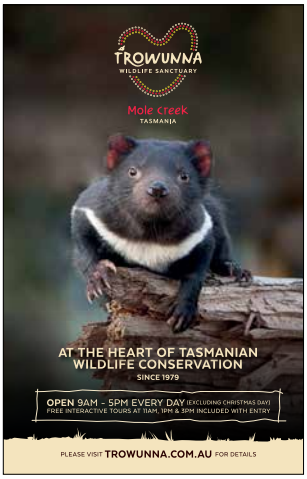
What they love

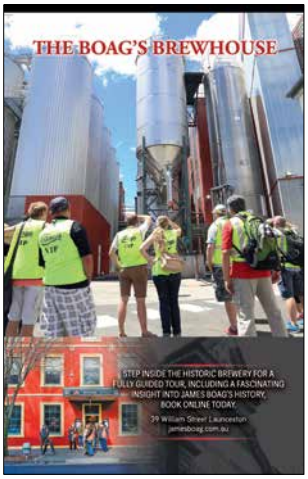
cross regional coverage + pull out maps + convenient size + editorial content



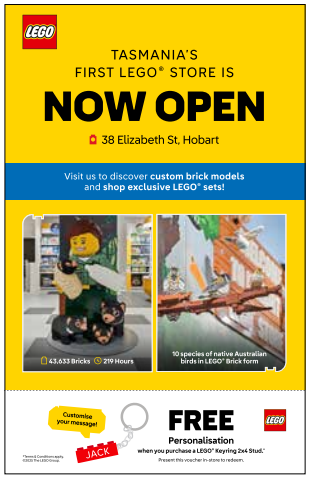
TRUSTED BY ICONIC BRANDS

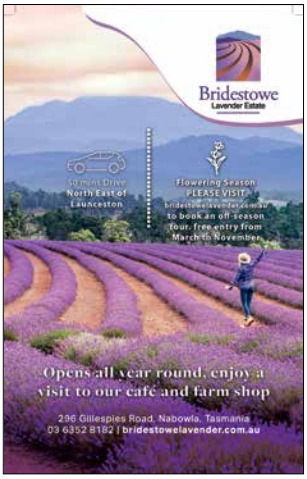


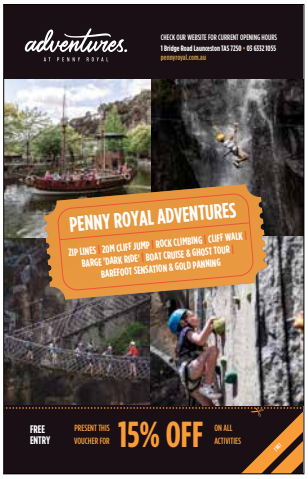


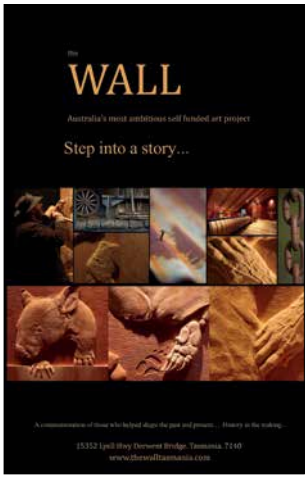


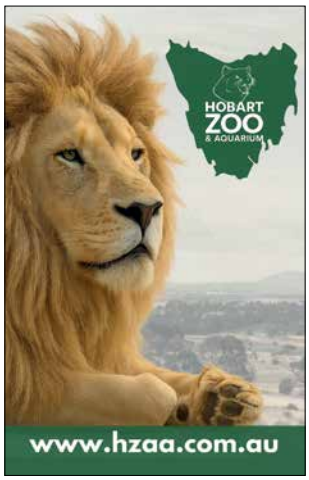




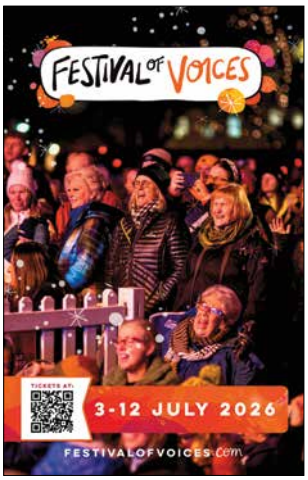












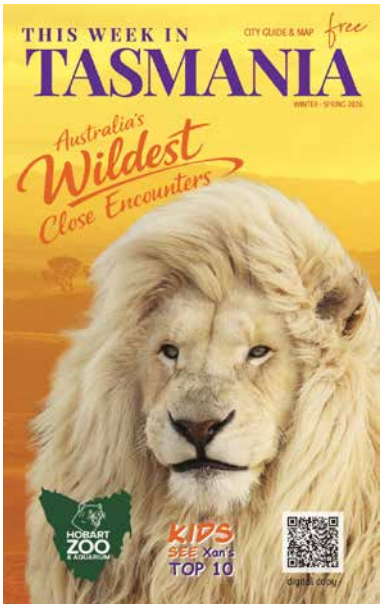












THIS WEEK IN TASMANIA

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

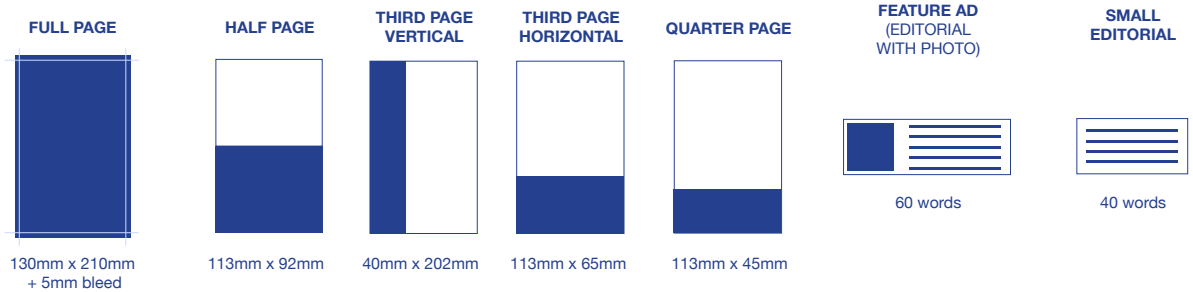
Media Kit

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 65m	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	$2,990	$1,820	$1,280	$990		

AD FORMAT GUIDE



PREMIUM OPPORTUNITIES

Pricing available on request.

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

LET'S TALK

Tasmania's

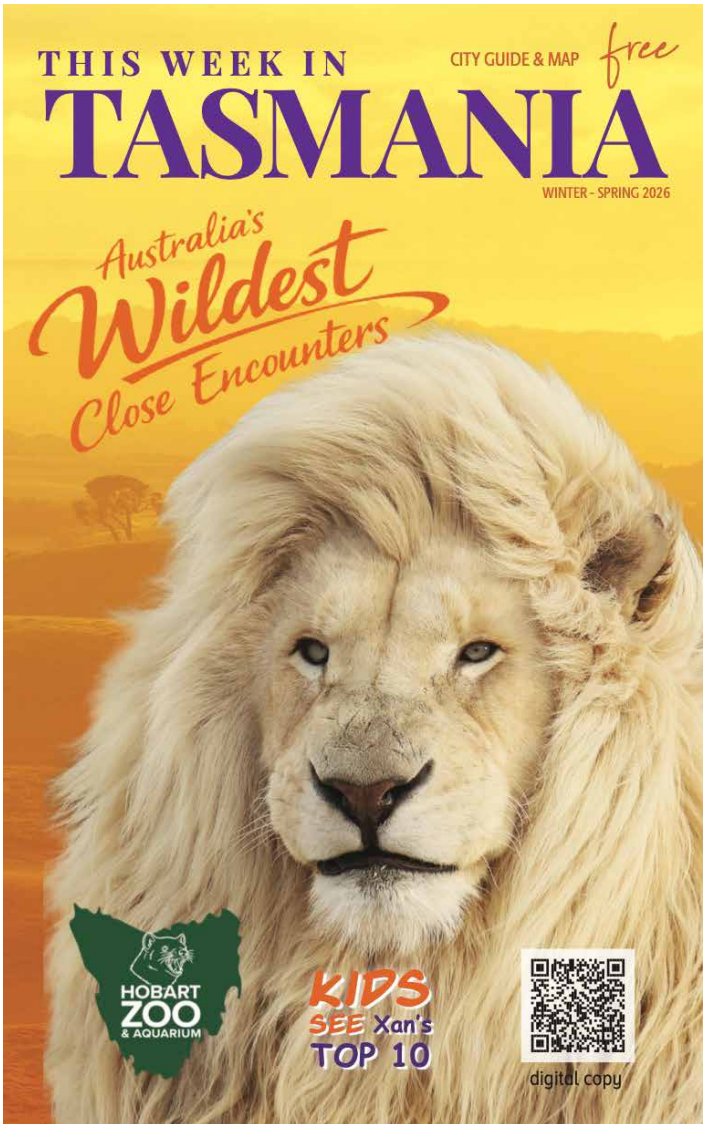
GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

PAUL BUCKLEY

E-MAIL
CEO@DATATRAX.COM
PHONE
0411 365 065





Interstate Publications