

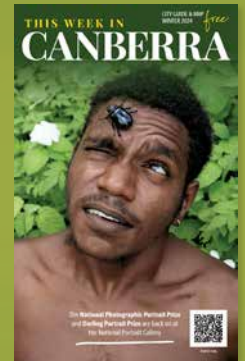
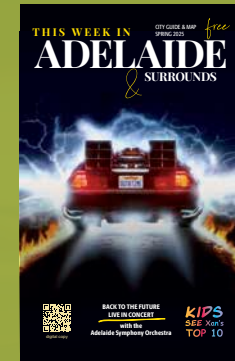
THIS WEEK IN *media kit*

THIS WEEK IN'S UNIQUE HERTAGE



This Week In Australia's history dates back to 1957 when publisher and decorated military pilot Peter Isaacson returned from a trip to New York. Inspired by The New Yorker, he launched This Week in Australia as a weekly guide for locals in Sydney and Melbourne.

Today we are guides, maps and digital platforms to show international and domestic visitors how to enjoy a week in Canberra, Darwin, Tasmania and Adelaide. Owned and operated by Australian independent publisher Datatrax, our content is thoughtfully curated to engage an audience of visitors via our printed guides.



Quality content with distinct personality and insider tips

Guides and maps across the major visitor markets: Canberra, Darwin, Adelaide, Tasmania

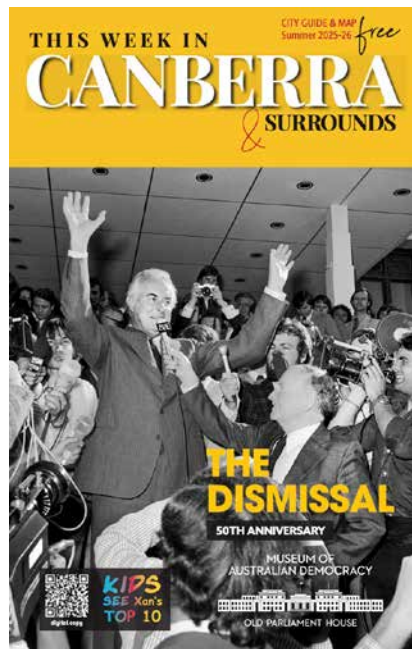
We offer cleverly crafted editorial opportunities to advertisers

Seasonal: allows you to update your message and include events and other time sensitive content

THIS WEEK IN CANBERRA

& SURROUNDS

media kit



THIS WEEK IN CANBERRA turns 66 in 2026 and we're celebrating the milestone with a fresh new look. **THIS WEEK IN CANBERRA** features local insights and engaging experiences for international and domestic visitors to Canberra.

Published seasonally and full of up-to-date information on what's happening in the territory **THIS WEEK IN CANBERRA** delivers carefully curated information on what to do and where to go straight into the hands of visitors to Canberra.

FAST FACTS

Tourism in the ACT 2022*

4.6 MILLION
domestic visitors

\$2.2 BILLION
total expenditure

COPIES

200,000
per annum, published seasonally

DISTRIBUTION

- Accredited visitors centres throughout the ACT and Southern NSW
- 3, 4 & 5 star hotels and serviced apartments
- Major tourism outlets
- Business conference packs
- Airports and car rental

ADVERTISING ENQUIRIES

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P: 0411 365 065

PRODUCTION ENQUIRIES

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Production Co-ordinator
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*Source: Tourism Research Australia International & National Visitor Survey. Year ending September 2022.



Published by Datatrax Pty Ltd
www.thisweekincanberra.com

DEADLINES

	AUTUMN 26	WINTER 26	SPRING 26	SUMMER 26/27
BOOKING DEADLINE	6 Feb 26	4 May 26	10 Aug 26	3 Nov 26
MATERIAL DEADLINE	10 Feb 26	11 May 26	17 Aug 26	10 Nov 26
DISTRIBUTED	28 Feb 26	2 June 26	4 Sep 26	2 Dec 26

2026 ADVERTISING RATES (excluding GST)

	CASUAL	2x	3x	4x
FULL PAGE	\$3,150	\$2,990	\$2,870	\$2,720
HALF PAGE	\$1,890	\$1,800	\$1,720	\$1,620
THIRD PAGE	\$1,330	\$1,265	\$1,200	\$1,140
QUARTER PAGE	\$1,050	\$1,000	\$950	\$910

*Feature Ad (Large editorial with thumbnail from \$600.)
Preferred position loading and covers POA. Small editorial \$250

AD SPECIFICATIONS

<p>FULL PAGE 130mm x 210mm</p>	<p>HALF PAGE HORIZONTAL 113 x 92mm (No bleed required)</p>	<p>THIRD PAGE VERTICAL 40 x 202mm (No bleed required)</p>	<p>THIRD PAGE HORIZONTAL 113 x 65mm (No bleed required)</p>	<p>QUARTER PAGE HORIZONTAL 113 x 45mm (No bleed required)</p>
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Advise: FULL PAGE, please allow 5mm inside the bleed area for text and save out with crop marks.

Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

Please note: All pricing excludes GST.

All advertising is subject to the approval of Datatrax.

Advertising rates are subject to revision at any time without notice.

Prices should be confirmed at the time of booking.

Complete advertising material must be supplied according to our Advertising specifications.



CONNECTING WITH OUR AUDIENCE

THIS WEEK IN CONNECTS WITH A COMBINED AUDIENCE OF OVER 1,500,000 INBOUND INTERNATIONAL AND DOMESTIC VISITORS

as they arrive through airports and through multiple channels during their journey. Beyond the airport our guides and maps are available at hotels, major transport hubs, Sydney, Tasmania, Darwin, Canberra, Adelaide and regional visitor centres and many more key areas frequently visited by travellers.

DME

FULL PAGE
130mm x 210mm
THEN ADD
5MM BLEED ALL
AROUND

BLEED 140mm x 220mm

**GRINS FROM
GEAR TO GEAR**
MOGOTRAILS.COM.AU

See you at
JOE'S
BAR
East Hotel, Kingston

**THIRD PAGE
VERTICAL**
40 x 202mm
(No bleed)

COCKINGTON GREEN GARDENS
EST. 1870

11 Gold Creek Road, Nicholls ACT | cockingtongreen.com.au
Open 7 Days 9:30 - 4:15pm (last admission)
Display closes at 5pm. Closed Xmas & Boxing Day

HALF PAGE HORIZONTAL 113 x 92mm (No bleed)

LERIDA ESTATE
Visit this thriving winery on the magnificent Cullerin Range and enjoy a tasting of the fine wines of the cellar door while you enjoy the amazing view of Lake George. The range includes award-winning Rose, Pinot Grigio, Shiraz and Pinot Noir. The cellar door and café are open seven days, 10am to 5pm, with a warm welcome, great coffee and fabulous food.

FEDERAL HIGHWAY,
LAKE GEORGE
(VIA GURNEY VC REST AREA)
WINE@LERIDAESTATE.COM
LERIDAESTATE.COM.AU
(02) 4848 0231

THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)

Birthday parties
School holiday classes
Wendy's
Licensed Harry Potter march
Ford Anglia Flying car
Older - buttery beer

Quizzic Alley
Australia's most magical quiz
P.O. Box 1, Fyshwick, Canberra
QuizzicAlley.com

QUARTER PAGE HORIZONTAL 113 x 45mm (No bleed)

AD SIZE EXAMPLES

Advise: FULL PAGE, please allow 5mm within the trim area for text and save out with crop marks.
Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

Editorial
\$250



Department of the Exterior

INNER south

MANUKA
LOCATED @ GRIFFITH ACT

KNOWN FOR ITS MANUKA OVAL, UPSCALE DINING AND BOUTIQUE SCENE, MANUKA IS AN AFFLUENT AND SOPHISTICATED SHOPPING AREA

CAPH'S RESTAURANT \$\$\$

A popular venue for locals and tourists alike and one of Canberra's longest continually running eateries, Caph's Cafe Bar & Restaurant offers a wide variety of meals and drinks on its menu, with Australian classics and modern spins with steaks, seafood, pasta, schnitzels and more available. Caph's features a full bar, with a wide selection of cocktails, wines and beers available.

36 Franklin St, Manuka
caphscanberra.com.au

PUBLIC BAR \$\$\$\$

A vibrant pub dining experience with modern Australian cuisine, an unrivalled wine list and craft cocktails. It's the perfect spot to enjoy delicious food, refreshing drinks, and lively atmosphere with family and friends.

1-33 Flinders Way, Manuka
publicbar.com.au

HOME IN STYLE

Specialising in the best designed

homewares, gifts, lifestyle and personal products, sourced from within Australia and around the world. Inspiring you to make your house a home that reflects your style. Whether you desire vibrant colours to energise and invigorate or serene hues to calm and relax the senses. Come Home In Style.

Shop 9 & 10 Style Arcade, Franklin St
Manuka

MOMENTO DEZIGNS

Fashion go-to destination in Manuka. Momento Designs / Frockaholics.com will have all your style needs covered with individually curated styles from deliciously different Australian and overseas fashion labels. From casual everyday attire and accessories to the formal end of cocktail/ evening for all ages. Effortless shopping experience with second-to-none customer care. Visit in-store or online.

Shop 4 11-17 Bougainville St, Manuka
frockaholics.com.au

DEPARTMENT OF THE EXTERIOR

Tucked away in Manuka Court, fashionistas in the know make a bee-line for this beautiful and unique fashion boutique that has championed the best of Australian and New Zealand design for over twenty-one years. Specialising in innovative daywear, honest advice and edgy style. New stock arriving weekly.

@deptoftheexterior_manuka
Ph: 02 62394225 Shop 1, Manuka Court
11-17 Bougainville St Manuka

MBE MANUKA

Mail Boxes Etc. Manuka has been a trusted business centre for 30 years. Part of a global network and leaders in business solutions, they support small to medium businesses with logistics, printing, marketing, and communication services. They also offer scanning, email, and graphic design, plus 200 virtual addresses for local, interstate, and international clients.

M Centre, 11 Palmerston Lane, Manuka
mbe.com.au

THAI CORNAR

Boasting an extensive menu from entrée to mains and desserts, Thai Cornar is a foodie favourite in the Manuka area, known for its authentic Thai cuisine, with soups, curries, stir fry, noodles, house specials and more available in-house or takeaway. The almond prawns is a local favourite, and the green curry one of the tastiest. You can expect good service as well.

16 Furneaux St, Manuka
thaicornar.com.au



WOOLSHED

Woolshed at Manuka is a specialist for knitting and crochet, and has been in Manuka for over 20 years. Heading into Spring their range shifts focus from wool to cotton, and cotton blends. Perfect for light weight garment and accessory creation. Our staff are all experienced crafters and are always keen to help you with yarn and colour choices, amounts needed, and troubleshooting patterns with you. Alternatively, we offer small group lessons for a variety of skills.

Shop 2b, Manuka Court 11-17 Bougainville St, Manuka
woolshed.com.au

LILLY COOPER

Stepping into Lilly Cooper Homewares & Gifts is always a delight! The store offers a wonderful selection of joyful gifts for everyone, making it the ideal place to find a thoughtful present for someone special – or even a little something for yourself. Discover this locally owned gem at Style Arcade in the heart of Manuka.

Style Arcade, 16 Franklin St, Manuka
lillycooper.com.au



FRENCH FLAIR

Love France? Come and discover our independent family import business in the heart of Manuka. Straight from their French cellar door to ours. Boutique wines, spirits & liqueurs, carefully selected cheese, pâté, condiments and gift hampers. Wine tasting available daily.

M Centre, 12 Palmerston Lane, Manuka
frenchflair.com.au

KURA MANUKA

Kura brings the best of Japanese tableware and gifts to you. A treasure trove of finely crafted and one-off products, including glasses, mugs, bowls, chopsticks, Japanese fabrics or clothing and accessories handmade from stunning upcycled kimono material, Kura Manuka offers frequently updated and utterly unique gift options.

Shop 9, Manuka Court, Bougainville Street, Manuka
kuramanuka.com.au

URBAN PANTRY \$\$\$\$

Located on the Manuka lawns, Urban Pantry is a Canberra Institution in great food and great service. The new management is continuing that tradition and provides for your brunch and coffee needs, served creatively and with high-quality ingredients. With interior vintage furnishings, Urban Pantry holds a relaxed environment that's perfect for a catch-up with friends.

5 Bougainville St, Griffith
urbanpantrymanuka.com.au



HOME IN STYLE

FINK + CO MISSONI INTERNATIONAL DESIGN

Shops 9 & 10 Style Arcade, 14-16 Franklin St Griffith ACT

28



Urban Pantry

5 BOUGAINVILLE ST GRIFFITH
(02) 6162 3556

urbanpantrymanuka.com.au

This Week In SAVE 10% off meals

29

Save TAB

EDITORIAL EXAMPLES

PRODUCT ESSENTIALS	PUBLICATION	FREQUENCY	CIRCULATION
GUIDES	THIS WEEK IN CANBERRA	SEASONAL	200,000 PER ANNUM
	THIS WEEK IN DARWIN	TRI-ANNUAL	150,000 PER ANNUM
	THIS WEEK IN ADELAIDE	SEASONAL	200,000 PER ANNUM
	THIS WEEK IN TASMANIA	TRI-ANNUAL	150,000 PER ANNUM

THIS WEEK IN CANBERRA

THE ULTIMATE CITY GUIDE TO AUSTRALIA'S CAPITAL

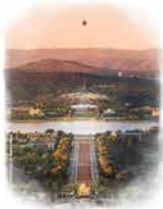


This Week in Canberra is a must have for international and domestic visitors seeking expert advice and guidance to travelling within the nation's capital.

Published quarterly, This Week in Canberra is a contemporary and easy-to-use seasonal visitor guide covering Australia's capital city. Each issue provides visitors with timely information on attractions, seasonal events, shopping and dining out.

This Week in Canberra guides have been distributed each year since 1980.

The guide is available at accredited ACT and NSW visitor information centres, selected 5 and 6 star hotels and serviced apartments, major tourist outlets, car rental companies, Canberra State, and in business conference packs.



10 years This Week in Canberra has helped shape the nation



PUBLISHED SEASONALLY
200,000 COPIES PER ANNUM

1.5 million visitors
1.5 million visitors
1.5 million visitors

10 years and counting! This Week in Canberra has helped shape the nation

10 years and counting!

REASONS FOR VISITING THE CANBERRA REGION

International Visitors

In the 5 years up to 2015/16, international visitors to the Canberra Region were more likely to be visiting on holiday, accounting for 81.2% of all visitors.



Domestic Overnight Visitors

In the 5 years up to 2015/16, domestic overnight visitors to the Canberra Region were more likely to be visiting on holiday, accounting for 81.2% of all visitors.



Domestic Day Visitors

In the 5 years up to 2015/16, domestic day visitors to the Canberra Region were more likely to be visiting on holiday, accounting for 47% of all visitors.



Data Source: Canberra - Growth and Development
2015 - Working Group and Research

What's THIS SPRING

OCTOBER

NATIONAL MUSEUM OF AUSTRALIA - MR SQUIGGLY AND FRIENDS
Turn up Mr Squiggle and turn the page into the vibrant world of Norman Macdonald, the artist behind Mr Squiggle.
10/10, OCT 10
National Museum of Australia, Level 1, Canberra, ACT 2600
www.nma.gov.au

CANBERRA NABA CANDLE FESTIVAL
Celebrate the sister city relationship between Canberra and Napa, Japan, with a beautiful display of candles, Japanese lanterns, and cultural activities.
10/10, OCT 10
Canberra Napa Park, Napa Drive, Canberra, ACT 2600
www.canberra.napa.gov.au

WINDOWS TO THE WORLD
This annual event allows you to embark on a cultural journey as you explore the 30th anniversary of the Mabo decision. The display model offers a very glimpse into the country's traditions and values. (Not for sale, please do not touch)
Canberra, OCT 18, 19
www.canberra.gov.au

SEPTEMBER

FLOKSADE
Spring into Canberra's vibrant music scene with Floksade, the city's biggest celebration of Spring. Enjoy live music, markets, and family-friendly activities.
SEP 13 - OCT 12
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

NEA - CEZANNE TO GAGLIARDI
Turn up Cezanne to explore the impact of European modernism on the art world. The exhibition features works by Cezanne, Picasso, Matisse, and others.
SEP 13 - OCT 12
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

SUMMIT SOCCER VS NZ
Catch the live action as the New Zealand All Whites take on the New Zealand All Whites in a friendly match.
SEP 13 - OCT 12
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

CSO - MOZART'S REQUIEM
Featuring the world's best vocal soloists, the Canberra Symphony Orchestra performs Mozart's Requiem.
SEP 13 - OCT 12
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

THE CAPITAL FILM FESTIVAL
Now in its fourth year, Canberra's premier international film festival is back. Two nights only - SEP 24 and 25.
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

RICKY MARTIN LIVE
Enjoy a high-energy performance by global music icon Ricky Martin, with dancing, singing, and more.
SEP 24 - 25
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

ACT SPEEDWAY - NOVEMBER CLASSIC
Spectators are back at ACT Speedway for a SUNDAY Championship event and a night of racing.
OCT 28 - 29
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

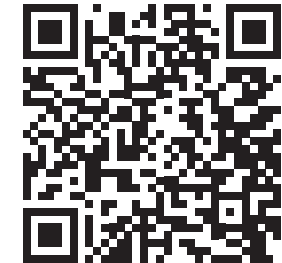
THE GOOD EARTH PSYCHIC FAIR
A day of spiritual healing, psychic readings, and more.
SEP 24 - 25
Canberra State, Canberra, ACT 2600
www.canberra.gov.au

Electric BIKE HIRE
Book at cyclingcanberra.com.au or phone: 0449 557 838

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Publish for free



PUBLISHED ONLINE

THIS WEEK IN connects with audiences online as well as in print. Each edition includes a digital version, easily accessed by scanning the QR code on the Magazine cover for each edition.