

THIS WEEK IN

media kit

THIS WEEK IN'S UNIQUE HERITAGE



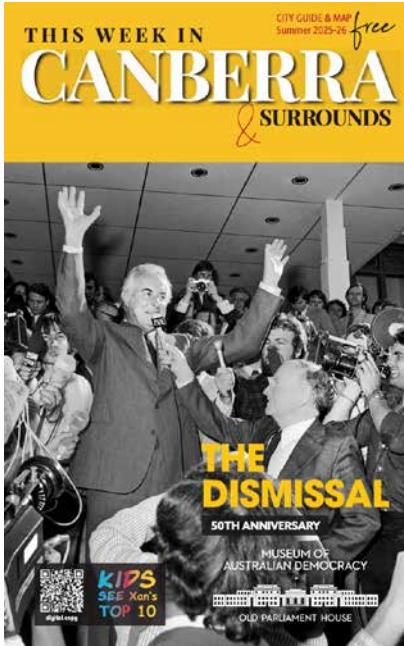
This Week In Australia's history dates back to 1957 when publisher and decorated military pilot Peter Isaacson returned from a trip to New York. Inspired by The New Yorker, he launched This Week in Australia as a weekly guide for locals in Sydney and Melbourne.

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.



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

Paul Buckley

CEO

E: ceo@datatrax.com

P: 0411 365 065

PRODUCTION ENQUIRIES

Sacha Nixon

Production Co-ordinator

E: art@datatrax.com

P: 02 6274 9900

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



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www.thisweekincanberra.com

DEADLINES

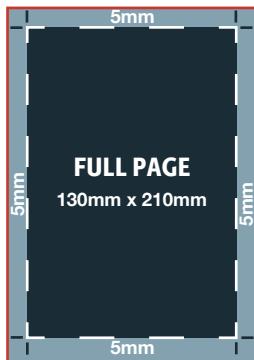
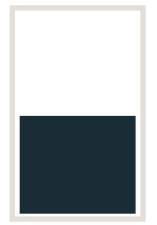
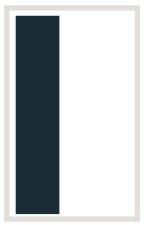
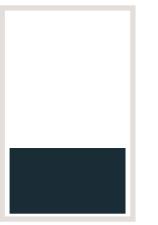
	AUTUMN 26	WINTER 26	SPRING 26	SUMMER 26/27
BOOKING DEADLINE	6 Feb 26	4 May 26	10 Aug 26	3 Nov 26
MATERIAL DEADLINE	10 Feb 26	11 May 26	17 Aug 26	10 Nov 26
DISTRIBUTED	28 Feb 26	2 June 26	4 Sep 26	2 Dec 26

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.

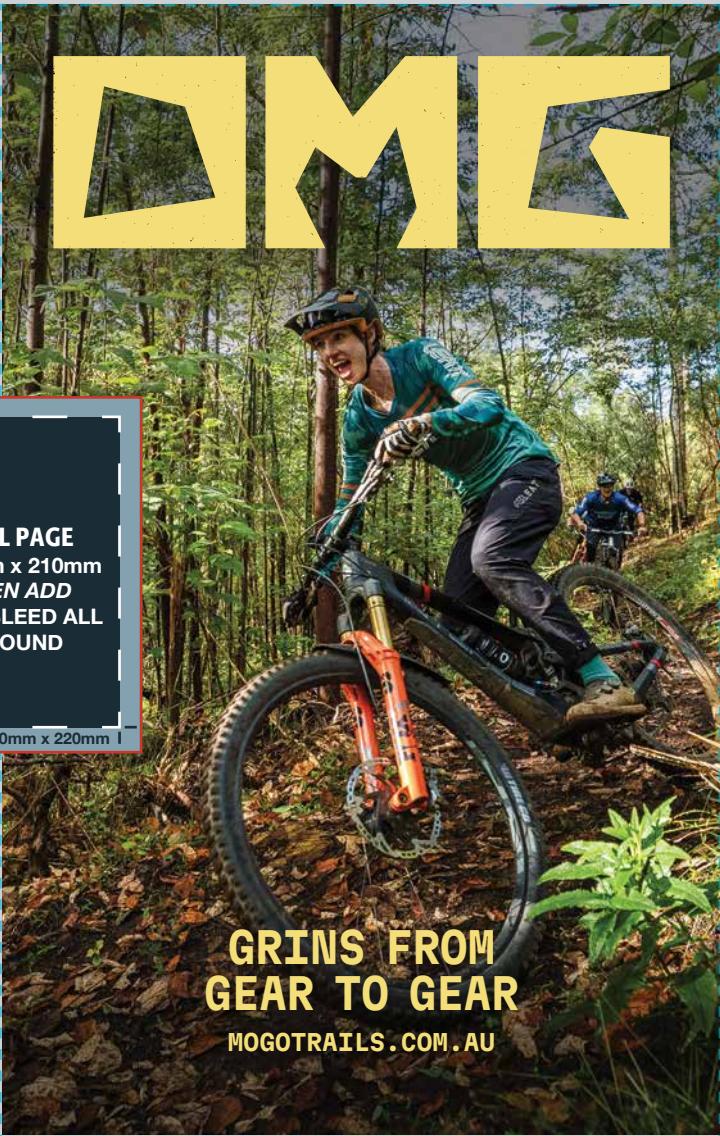
Complete advertising material must be supplied according to our Advertising specifications.



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.



THIRD PAGE
VERTICAL
40 x 202mm
(No bleed)



HALF PAGE HORIZONTAL 113 x 92mm (No bleed)



THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)



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.

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 Dezigns / 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 beeline 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, 12 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 special place 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



Editorial
\$250

HOME IN STYLE

FINK + CO MISSONI INTERNATIONAL DESIGN

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

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 comprehensive city guide to the best things 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 across Australia since 1985.

The guide is available at accredited ACT and NSW tourism information centres (refugees), if you'd like to buy and receive a copy, contact us. We'll send you a copy via airmail, accompanied by a postage label, and a business conference pack.

10 issue This Week in Canberra in the magazine

2018



2019



PUBLISHED SEASONALLY
200,000 COPIES PER ANNUM

4.5 million readers
3.5 million print readers
2.5 million digital readers

10 issue This Week in Canberra in the magazine

2020



10 issue This Week in Canberra in the magazine

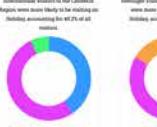
2021



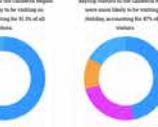
10 issue This Week in Canberra in the magazine

REASONS FOR VISITING THE CANBERRA REGION

International Visitors
In the 9 years up to 2020/21, International visitors to the Canberra Region were more likely to be visiting on holiday accounting for 40.2% of all visitors.



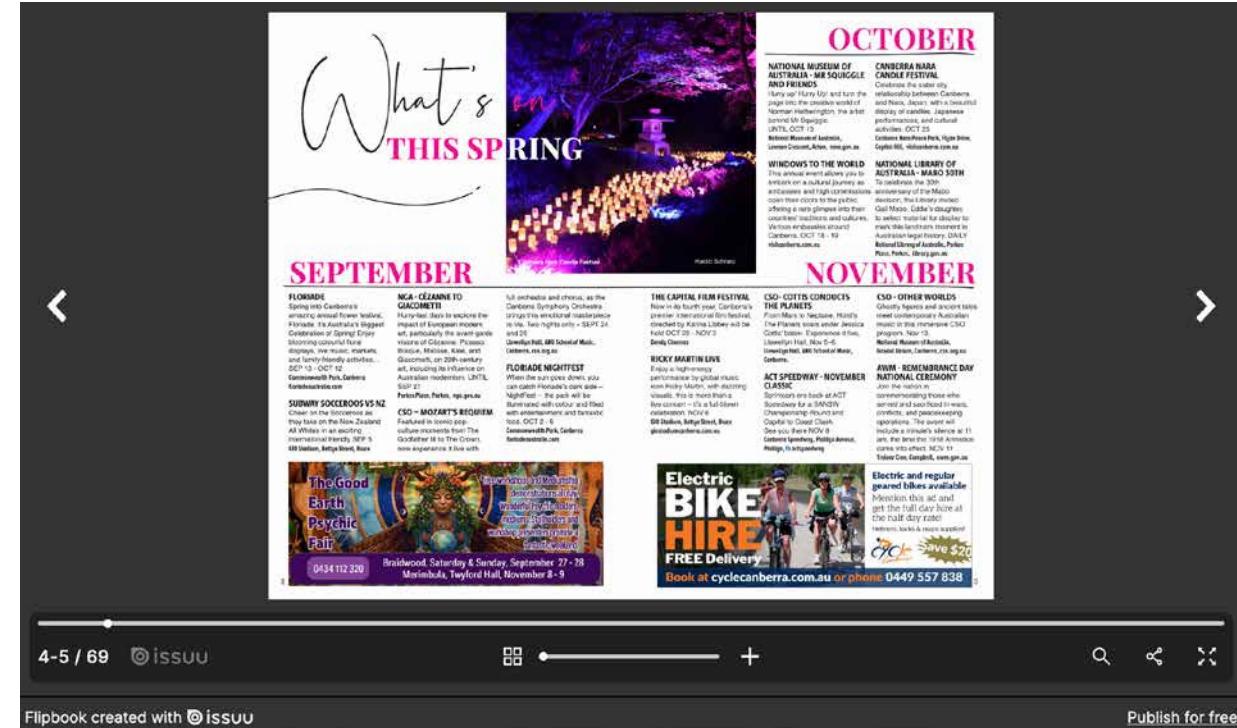
Domestic Overnight Visitors
In the 9 years up to 2020/21, Domestic overnight visitors to the Canberra Region were more likely to be visiting on holiday accounting for 31.2% of all visitors.



Domestic Day Visitors
In the 9 years up to 2020/21, Domestic day visitors to the Canberra Region were more likely to be visiting on holiday accounting for 87.6% of all visitors.



Data source: ABS (2020-21)
Tourism Research Australia - Group Data
2020, except where otherwise stated



OCTOBER

NATIONAL LIBRARY OF AUSTRALIA - MR SQUIGGLE AND FRIENDS
Come see the city's relationship between Canberra and the rest of Australia in a brand new display of candles, Japanese performances and more. OCT 23
Canberra Mint Park, right bank, Lake Burley Griffin, ACT 2601

WINGING TO THE WORLD
An exhibition allows you to embark on a cultural journey as it explores the art and craft of international flight. Until OCT 29
National Museum of Australia, 110 Northbourne Avenue, ACT 2600

NATIONAL LIBRARY OF AUSTRALIA - MAKO 50TH
To celebrate the 50th anniversary of the Mako, the first submarine to cross the Tasman, come to see the submarine and learn about the Mako's role in Australia's naval history. DAILY
National Library of Australia, 100 Northbourne Avenue, ACT 2600

CGO - OTHER WORLDS
Ghosts, legends and ancient tales are explored in National Library's The Flamingo and other Jessica Cogger stories. Experience it this Saturday, Oct 17, 10am-2pm, Canberra Mint Park, 100 Northbank, ACT 2601

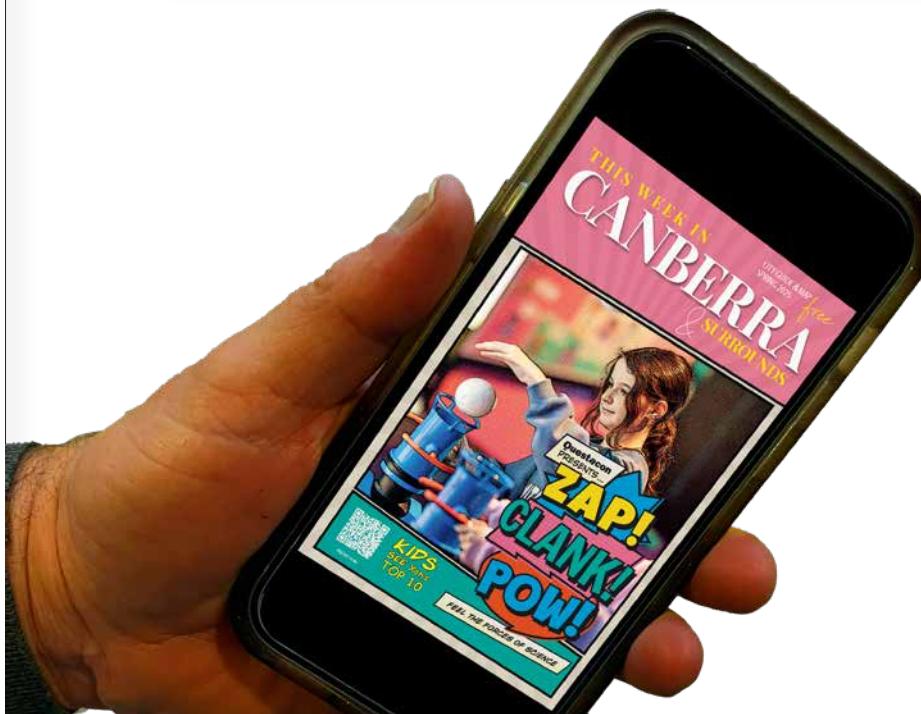
ANU - REMEMBRANCE DAY NATIONAL CEREMONY
Join the nation in honouring those who served and sacrificed in wars, conflicts, and peacekeeping operations. OCT 11
ANU, 26 Brindabella Circuit, Dickson, ACT 2602
Includes a minute's silence at 11am, followed by a wreath-laying ceremony at 11.30am. ACT 2602

ACT SPEEDWAY - NOVEMBER CLASSIC
The best drivers from around the world compete for a \$100,000 prize pool. OCT 12-13
Dickson Oval, 100 Dickson Oval, Dickson, ACT 2602

Electric BIKE HIRE
FREE Delivery
Book at cyclecanberra.com.au or phone 0449 557 838

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PUBLISHED ONLINE

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