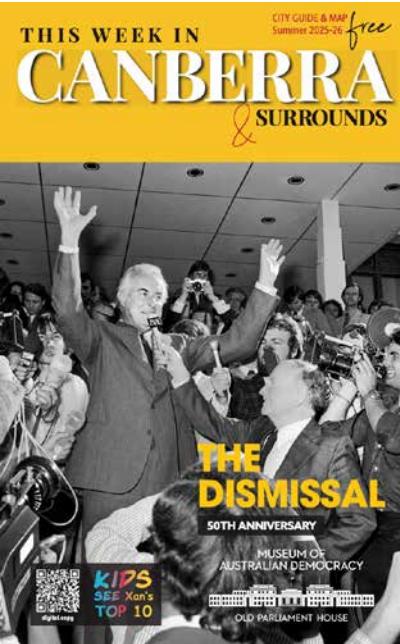


THIS WEEK IN CANBERRA

& 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*

3 MILLION
domestic visitors

\$3 BILLION
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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*<https://www.tra.gov.au/en/domestic/domestic-tourism-results>



Published by Datatrax Pty Ltd
thisweekincanberra.com

DEADLINES

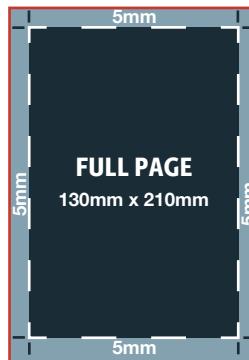
| | AUTUMN 26 | WINTER 26 | SPRING 26 | SUMMER 26/27 |
|-------------------|-----------|-----------|-----------|--------------|
| BOOKING DEADLINE | 6 Feb 26 | 4 May 26 | 10 Aug 26 | 3 Nov 26 |
| MATERIAL DEADLINE | 10 Feb 26 | 11 May 26 | 17 Aug 26 | 10 Nov 26 |
| DISTRIBUTED | 28 Feb 26 | 2 June 26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



**HALF PAGE
HORIZONTAL**
113 x 92mm
(No bleed required)



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



**THIRD PAGE
HORIZONTAL**
113 x 65mm
(No bleed required)



**QUARTER PAGE
HORIZONTAL**
113 x 45mm
(No bleed required)

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 TWIC.

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.