

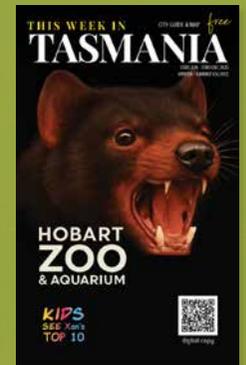
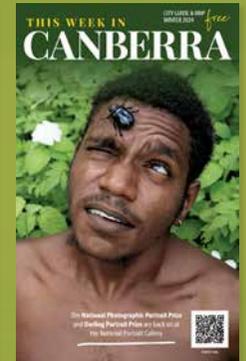
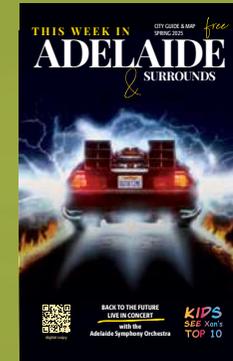
THIS WEEK IN *media kit*

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.



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*

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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P: 0411 365 065

PRODUCTION ENQUIRIES

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Production Co-ordinator
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*<https://www.tra.gov.au/en/domestic/domestic-tourism-results>



Published by Datatrax Pty Ltd
thisweekincanberra.com

DEADLINES

	WINTER 26	SPRING 26	SUMMER 26/27	AUTUMN 27
BOOKING DEADLINE	4 May 26	10 Aug 26	3 Nov 26	5 Feb 27
MATERIAL DEADLINE	11 May 26	17 Aug 26	10 Nov 26	12 Feb 27
DISTRIBUTED	2 June 26	4 Sep 26	2 Dec 26	1 Mar 27

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

AD TYPE	SIZE	NOTES
FULL PAGE	130mm x 210mm	5mm bleed on all sides
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.



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.

Editorial \$250



Department of the Exterior

INNER south

MANUKA
LOCATED @ GRIFFITH ACT

KNOWN FOR ITS MANUKA OVAL, UPGRADE 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, 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 Furmeaux St, Manuka
thaicornar.com.au



WOOLSHED

Woolshed at Manuka is a specialist store 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

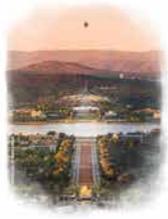


This Week in Canberra is a must have for international and domestic visitors seeking expert advice and guidance to travelling within the nation's capital.

Published quarterly, This Week in Canberra is a comprehensive and easy-to-use essential 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 1985.

The guide is available at accredited ACT and NSW visitor information centres, selected 5 and 8 star hotels and serviced apartments, major tourist outlets, local government, Canberra State and business conference packs.



10 years This Week in Canberra has been published



PUBLISHED SEASONALLY
200,000 COPIES PER ANNUM

- 4.9 million copies
- 1 million copies online
- 2 million total audience

Learn more about This Week in Canberra

REASONS FOR VISITING THE CANBERRA REGION



What's THIS SPRING

SEPTEMBER

FLOWRADE
Spring into Canberra's exciting annual Flower Festival, Flowrade. Its Australia's biggest Celebration of Spring Enjoy blooming colourful flower displays, live music, markets, and family friendly activities.
SEP 13 - OCT 12
Canberra Show Park, Canberra
flowrade.com.au

SUNWAY SOCCEROOS VS NZ
Cricket on the Murrumbidgee. This takes on the New Zealand All Whites in an exciting international friendly. SEP 3
Gill Netton, Betty Street, Bruce
flowrade.com.au

NGA - CEZANNE TO GAGOMETH
This year, NGA is exploring the impact of European modern art, particularly the avant-garde works of Cézanne, Picasso, Matisse, Klee, and Gauguin, on 20th century art, including the influence of Australian modernists. UNTIL
SEP 17
Parramatta Park, nga.gov.au

CSO - MOZART'S REQUIEM
Featuring in iconic pop-culture moments from The Godfather II to The Crown, new operas are a love with

Full orchestra and chorus, as the Canberra Symphony Orchestra brings the emotional masterpiece to life. Two nights only - SEP 24 and 25
Owens Hall, ANU School of Music, Canberra, nga.gov.au

FLOWRADE NIGHTS
When the sun goes down, you can catch Flowrade's carefree nights - the park will be illuminated with colour and light with entertainment and live music.
Tues, OCT 2 - 6
Canberra Show Park, Canberra
flowrade.com.au

THE CAPITAL FILM FESTIVAL
Now in its fourth year, Canberra's premier international film festival, directed by Anna Libbey will be held OCT 20 - NOV 5
Dandy Cinema

RICKY MARTIN LIVE
Enjoy a high-energy performance by global music icon Ricky Martin, with exciting visuals. His is more than a live concert - it's a full blown entertainment spectacle.
Sat, OCT 28
Parramatta Park, Canberra
rickymartin.com.au

ACT SPEEDWAY - NOVEMBER CLASSIC
Spectators are back at ACT Speedway for a SANOV Championship Round and Double to David Clark.
Sun, Nov 10 7:00 PM
Canberra Speedway, Phillip Avenue, Phillip, ACT 2612

CSO - OTHER WORLDS
Gloria Agnew and a vibrant talent meet contemporary Australian music in the immersive CSO program. Nov 10
National Museum of Australia, National Museum, Canberra, nga.gov.au

ANIM - REMEMBRANCE DAY NATIONAL CEREMONY
Join the nation in remembering those who served and sacrificed in war, conflict, and peacekeeping operations. The event will include a tribute to the 11 years that the 1918 Australian Commonwealth ANIM, 19
Tobin Cox, Elizabeth, nsm.gov.au

OCTOBER

NATIONAL MUSEUM OF AUSTRALIA - MI SQUIGGLE AND FRIENDS
Turn out Mi Squiggle and turn the page into the passion work of Norman Macdonald, the artist behind Mi Squiggle.
OCT 23
National Museum of Australia, Jensen Circuit, Acton, nsm.gov.au

WINDOWS TO THE WORLD
This annual event allows you to embark on a cultural journey as art-lovers and high schoolers open their doors to the public. Get ready. Get it together. Count on teachers and students.
Oct 28 - 30
National Museum of Australia, Jensen Circuit, Acton, nsm.gov.au

CANBERRA NABA CANDLE FESTIVAL
Celebrate the sister city relationship between Canberra and Napa, Japan, with a beautiful display of candles, Japanese performances, and cultural activities.
OCT 29
Canberra Arts Precinct Park, High Street, Canberra, nsm.gov.au

NATIONAL LIBRARY OF AUSTRALIA - MARGO SMITH
To celebrate the 30th anniversary of the Margo Masters, the Library is proud to host a new program of live performances to mark the occasion. To mark the occasion, the Library is proud to host a new program of live performances to mark the occasion.
OCT 18 - 19
National Library of Australia, Pulkteny Place, Canberra, nla.gov.au

NOVEMBER

THE GOOD Earth Psychic Fair
0434 112 320
Braidwood, Saturday & Sunday, September 7 - 8
Merimbula, Telford Hall, November 8 - 9

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

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Publish for free



PUBLISHED ONLINE

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