

Canberra's Media Kit - Spring 2026

THIS WEEK IN
CANBERRA
& **SURROUNDS**

CITY GUIDE & MAP
WINTER 2026 *free*

Roger Noble
Australian Army
veteran

It's got to be
a social, cultural,

KIDS
SEE Xan's
TOP 10

digital copy


Australian
War Memorial

New Anzac Hall Galleries
now open

Canberra's

GO-TO VISITOR GUIDE



This Week in Canberra & Surrounds

is a must-have for international and domestic visitors seeking expert advice and guidance to travelling within the nation's capital, 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.

Highlights

- ✓ 4 consecutive editions a year
- ✓ 55,000 copies distributed every season
- ✓ 220,000 copies distributed annually
- ✓ Brisbane 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 Canberra and Surrounds, Canberra's go-to visitor guide

“
***Connecting brands
with visitors actively
exploring the nation's
capital***
”

WHY ADVERTISE WITH US

Connecting Iconic Brands with Visitors Actively Exploring Canberra

220,000

copies distributed annually across premium tourist touchpoints

300+

hotels, serviced apartments, accommodation providers & attractions

60+

visitor centres, airports, attractions and car rental outlets

4

seasonal editions keeping content fresh and relevant



AUDIENCE AND VISITOR PROFILE

Primary Audience

interstate + intrastate (locals) + business + event + holiday makers

Reader Interests

food & wine + events + attractions + accommodation + regional + shopping

400,000 Estimated Readership

55,000 copies x estimated 1.8 readers Per Edition = 99,000 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



ANTARCTICA
01 JULY – 11 OCT 2026 **FREE ENTRY**

Journey to the most extreme environment on Earth this winter. Featuring more than 200 objects, this exhibition will transport you to the frozen continent with stories of Australian discovery, connection and transformation.

On show at the National Museum of Australia, Canberra.

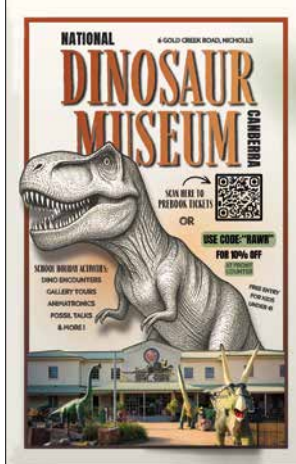
Bookings essential
nma.gov.au/antarctica

national museum australia



In Bloom
A collection of the beautiful, bold and botanical

NATIONAL PORTRAIT GALLERY ON SHOW NOW



NATIONAL DINOSAUR MUSEUM CANBERRA

#GOLD-ORDER-NONEL-NICHOLLS

SEEN HERE TO PREBOOK TICKETS OR USE CODE: 'DINAM' FOR 10% OFF

FREE ENTRY FOR AGE 6 & UNDER

SCHOOL HOLIDAY ACTIVITIES, KINDY ENCOUNTERS, GALLERY TOURS, ANIMATRONICS, POSSIBLE TALKS & MORE!



MUSEUM OF AUSTRALIAN DEMOCRACY AT OLD PARLIAMENT HOUSE

The Press Gallery

Discover the people and moments that shaped Australian political journalism at the Museum of Australian Democracy at Old Parliament House. Step into the Press Gallery and explore the original rooms where history was reported.

FREE EXHIBITION NOW OPEN

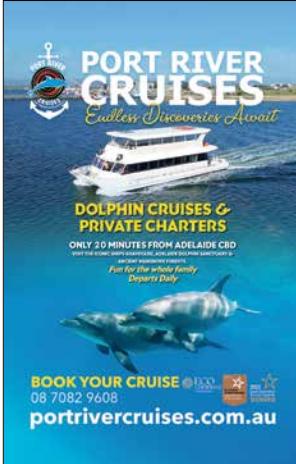
moadph.gov.au
Open daily at Old Parliament House



Discover Carrick Hill
Only 8 km from Adelaide CBD

HOUSE MUSEUM | HISTORIC GARDENS | ART COLLECTIONS
GUIDED TOURS | DINING & SHOPPING | STORYBOOK TRAIL

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carrickhill.sa.gov.au



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(08) 6144 1970

Book mensa_kitchen

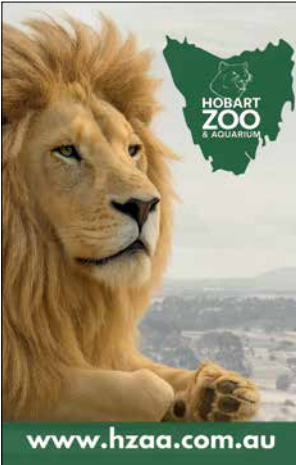


Coopers

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FESTIVAL OF VOICES

3-12 JULY 2026

FESTIVALOFVOICES.COM



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Katherine Outback EXPERIENCE

Experience the real Australian Outback

Katherine Outback Experience celebrates the Northern Territory's rich agricultural roots through real horse taming and working dog demonstrations entwined with stories from the people who call the outback home.

2HR OUTBACK SHOW

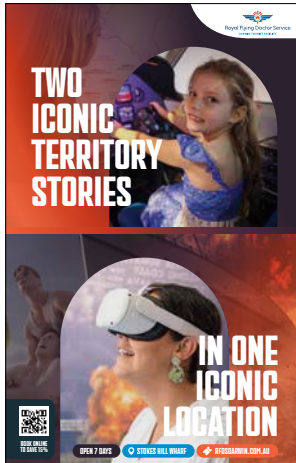
Tuesday: 9:30am
Wednesday: 2:00pm (+ 5:30pm on selected dates)
Friday: 9:30am
Saturday: 2:30pm (+ 4:30pm on selected dates)

Adult: \$80.00 (Retail)
Senior: \$70.00 (Retail)
Student: \$50.00 (Retail)
Children 5-9yrs: \$40.00 (Retail)
Children 3-5yrs: \$20.00 (charge)

10% OFF SHOW

Email: bookings@katherineoutback.com.au
Web: katherineoutbackexperience.com.au

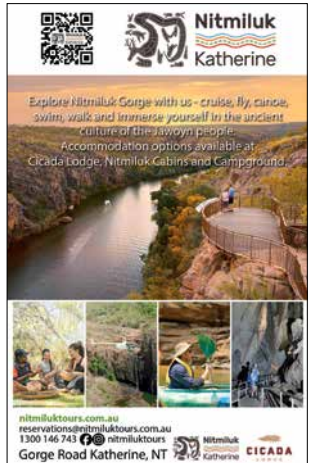
115 Collins Road, Uralda, Katherine PH: 0447 816 222



TWO ICONIC TERRITORY STORIES

IN ONE ICONIC LOCATION

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Nitmiluk Katherine

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nitmiluktours.com.au
reservations@nitmiluktours.com.au
1300 146 743 @nitmiluktours

Gorge Road Katherine, NT



THIS WEEK IN CANBERRA & SURROUNDS

STRATEGICALLY BRINGING BRANDS AND VISITORS TOGETHER
Published seasonally and full of up to date information on what's happening in Canberra and Surrounds.

- ✓ CAR RENTAL OUTLETS AND AIRPORTS
- ✓ ACCOMMODATION
- ✓ ATTRACTIONS
- ✓ INFORMATION CENTRES

Media Kit

ADVERTISING ENQUIRIES Paul Buckley
 0411 365 065 | ceo@datatrax.com

PUBLICATION SCHEDULE 2026/27	SPRING 26	SUMMER 26/27	AUTUMN 27	WINTER 27	
	BOOKING DEADLINE	10 Aug 26	3 Nov 26	5 Feb 27	3 May 27
	MATERIAL DEADLINE	17 Aug 26	10 Nov 26	12 Feb 27	10 May 27
	DISTRIBUTED	4 Sep 26	2 Dec 26	1 Mar 27	1 June 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 65mm	QUARTER PAGE 113mm x 45mm	FEATURE AD (EDITORIAL WITH PHOTO)	SMALL EDITORIAL
ISSUE	\$3,150	\$1,890	\$1,330	\$1,050	\$600 +GST per edition	\$400 +GST per edition
2 ISSUES	\$2,990	\$1,800	\$1,265	\$1,000		
3 ISSUES	\$2,870	\$1,720	\$1,200	\$950		
4 ISSUES	\$2,720	\$1,620	\$1,140	\$910		

AD FORMAT GUIDE

FULL PAGE

130mm x 210mm
+ 5mm bleed

HALF PAGE

113mm x 92mm

THIRD PAGE VERTICAL

40mm x 202mm

THIRD PAGE HORIZONTAL

113mm x 65mm

QUARTER PAGE

113mm x 45mm

**FEATURE AD
(EDITORIAL WITH PHOTO)**

60 words

SMALL EDITORIAL

40 words

PREMIUM OPPORTUNITIES

Pricing available on request.

FRONT COVER EXCLUSIVE

INSIDE COVER

BACK COVER

WHATS ON

**PREMIUM PLACEMENTS
(loadings apply)**

LET'S TALK

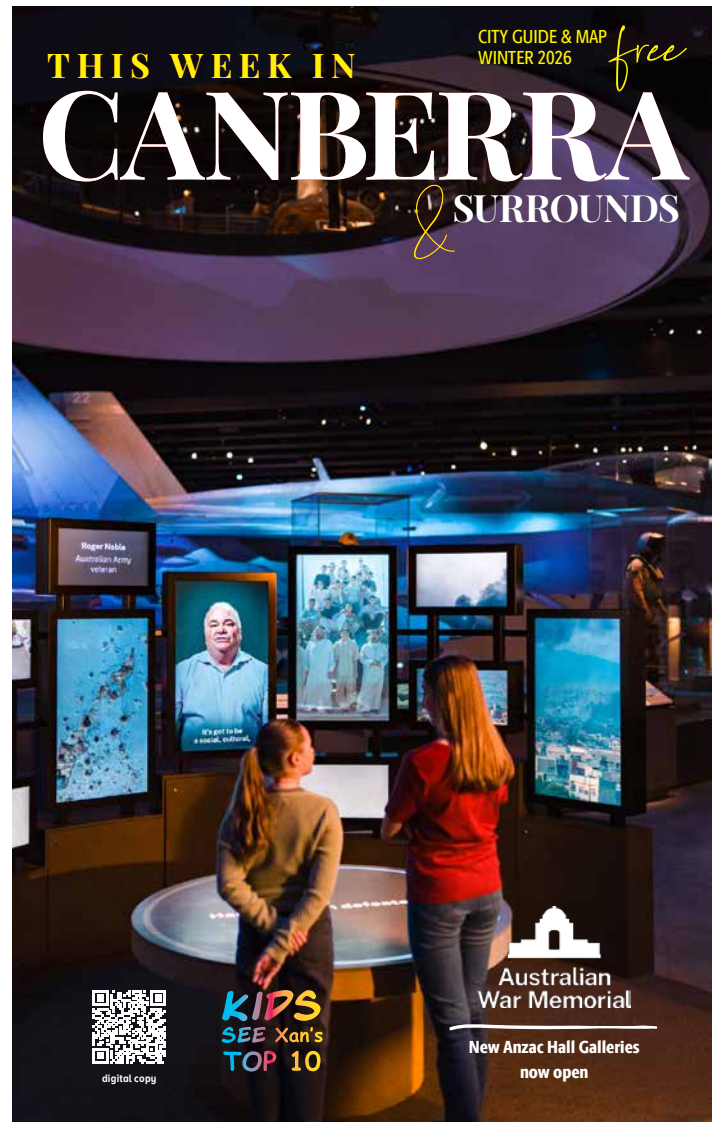
Canberra's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT
PAUL BUCKLEY - PUBLICATION PARTNERSHIPS

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PHONE
0411 365 065



Interstate Publications