

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
- ✓ 50,000 copies distributed every season
- ✓ 200,000 copies distributed annually
- ✓ Canberra 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

200,000

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

360,000 Estimated Readership

50,000 copies x estimated 1.8 readers Per Edition = 90,000 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

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

FREE ENTRY FOR AGES 16 & OVER

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

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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

moadp.gov.au
Open daily at Old Parliament House

Rodney's PlantsPlus

The exhibit is open from 9am to 4pm 7 days a week. The nursery and plant shop is open 8.30am to 5pm 7 days a week.

kitchen garden

Life-size plants set on 7 tables, with a large gift ampersand, women's news story, table flower talk, produce shop, signage relating to local produce and award-winning plant nursery. A destination where you can spend the whole day.

24 Belconnen Road, Pialligo

AUSTRALIAN GEOGRAPHIC NATURE PHOTOGRAPHER OF THE YEAR

A SOUTH AUSTRALIAN MUSEUM EXHIBITION

CELEBRATING 20 YEARS

NAA National Australia Bank

Free exhibition | On now

ZERO LATENCY VR

AT JOLT GAMES

AWAKEN WHAT'S WITHIN

LEAVE THE REAL WORLD BEHIND
FREE ROAM VIRTUAL REALITY ARENA

JOLT GAMES

FOR ALL YOUR GAMING AND HOBBY SUPPLIES

Royal Australian Mint

See how we've changed

Opened in 1969 to produce the country's new decimal currency, The Royal Australian Mint is a world-class facility with renowned coin moulder and master National Trustee Award winner Sir Peter Hall.

The extensive collection of historic coins and modern precious metal artefacts is a treasure trove of gold.

Free entry, open 7 days
Open on Saturdays

building breakthroughs in LEGO® bricks

curiosity

QUESTACON - The National Science and Technology Centre

Open 9 am to 5 pm every day
Closed Christmas Day, Anzac Day, New Year

now showing only at **Questacon**

CAROL JERREMS PORTRAITS

30 Nov 24 – 2 Mar 25

NATIONAL PORTRAIT GALLERY

OPEN for

EXPLORATION and discovery

Explore our history and discover stories of service and sacrifice. Plan and book your free ticket online.

Plan your visit: www.nmwa.gov.au

GET NATURAL!

Answer the call of the wild!

Agitation
Wild playground
Climax trail
Up-close encounter

1991 Lady Dismuir Drive, Canberra ACT
02 6287 4802
Australia Zoo
NATIONAL ZOO

AFTER THE RAIN

5th National Indigenous Art Triennial

NGA

8 Dec 2025 - 26 Apr 2026
NATIONAL GALLERY
Only in Canberra/Canberra
Only Regional/Queensland
Free

Wesfarmers Arts

MOZART'S REQUIEM

7:30pm | 24/25 September
Llewellyn Hall, ANU

Experience Mozart's final masterpiece live on stage

BOOK NOW
02 6287 5172

1975

LIVING IN THE SEVENTIES

NATIONAL LIBRARY OF AUSTRALIA

EXHIBITION
CLOSING 1 FEBRUARY 2026
FREE ENTRY

DMG

GRINS FROM GEAR TO GEAR

MOGO TRAILS.COM.AU



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 65m	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

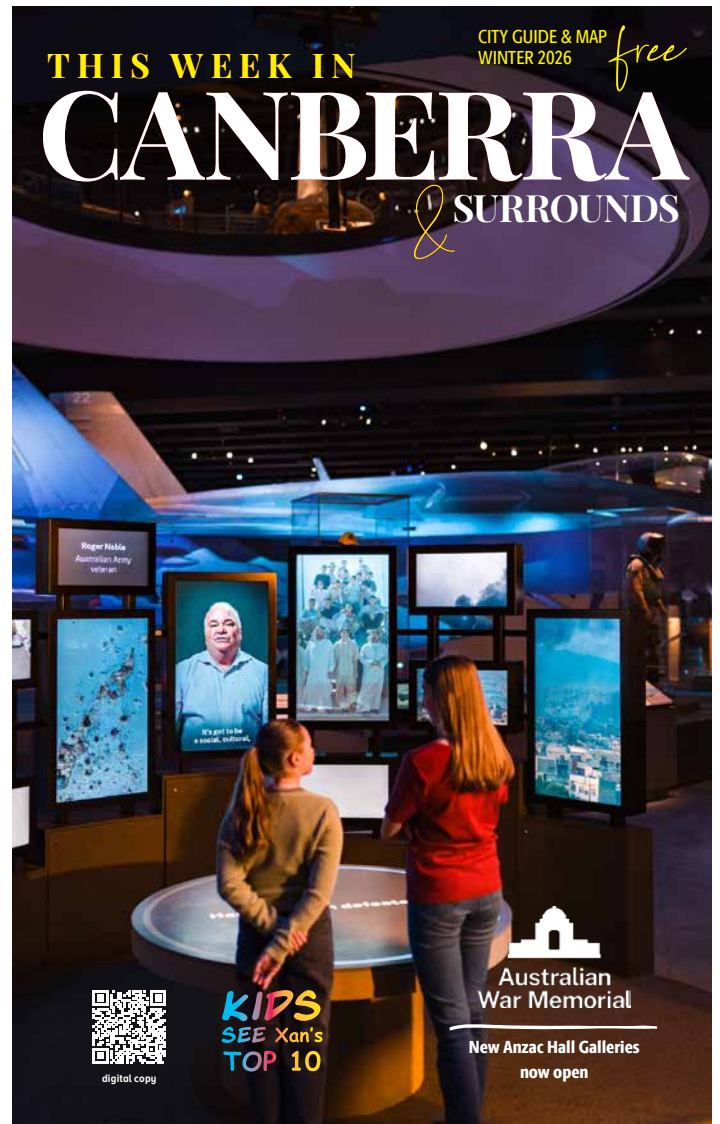
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Interstate Publications