

Canberra's Media Kit - Summer 2026 - 27

The cover features a photograph of author Andy Griffiths smiling and pointing at the camera. He has a tattoo of a cartoon face on his palm. Behind him is a colorful mural of a character and a bookshelf. Text at the top right says 'CITY GUIDE & MAP SPRING 2026' and 'free' in a script font. The main title 'THIS WEEK IN CANBERRA' is in large yellow letters, followed by '& SURROUNDS' in white. A QR code is in the bottom left with the text 'digital copy' below it. Text at the bottom identifies him as the 'Best-selling children's author Andy Griffiths' and mentions the 'National Portrait Gallery'. A 'KIDS SEE Xan's TOP 10' logo is in the bottom right.

CITY GUIDE & MAP
SPRING 2026 *free*

THIS WEEK IN
CANBERRA
& SURROUNDS

Best-selling
children's author
Andy Griffiths

at the
National Portrait Gallery

KIDS
SEE Xan's
TOP 10

digital copy

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



Primary Audience

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

Reader Interests

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

360,000 Estimated Readership

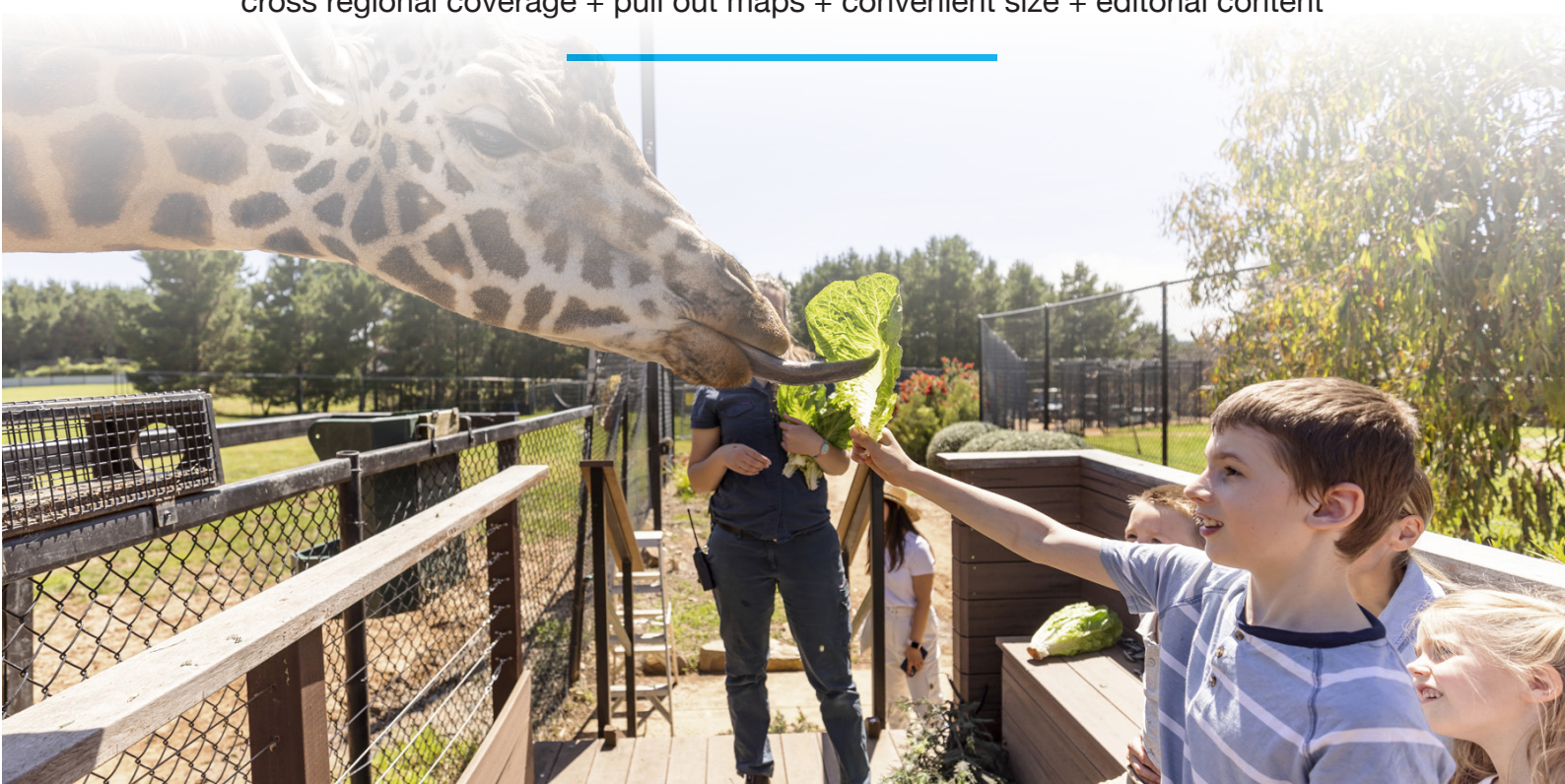
50,000 copies x estimated 1.8 readers Per Edition = 90,000 readers per edition

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.

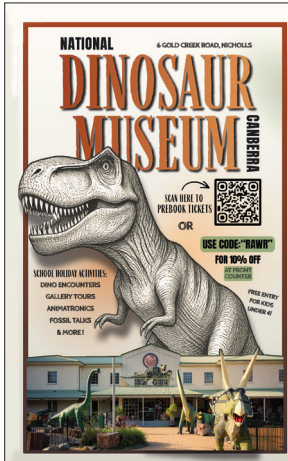
Bookings essential
nma.gov.au/antarctica

national museum of australia



In Bloom
A collection of the beautiful, bold and botanical

NATIONAL PORTRAIT GALLERY ON SHOW NOW



NATIONAL DINOSAUR MUSEUM CANBERRA

6 GOLD CREEK ROAD, NICHOLLS

SCAN HERE TO PREBOOK TICKETS OR USE CODE: "DINAW" FOR 10% OFF

SCHOOL HOLIDAY HOLIDAYS: DINO ENCOUNTERS, GALLERY TOURS, ANIMATRONICS, POSSIBLE TALKS & MORE!

FREE ENTRY FOR AGES 16 AND OVER



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



Rodney's PlantsPlus

The cafe is open 9am to 4pm 7 days a week
The nursery and providore open 8.30am to 5.30pm

kitchen garden
AT RODNEY'S

Cafe: 02 6257 5022 | Nursery: 02 6248 6933

Lifestyle store set on 5 acres, with a large gift emporium, women's wear shop, children's cafe, providore shop, specialising in local produce and award winning plant nursery. A destination where you can spend the whole day.

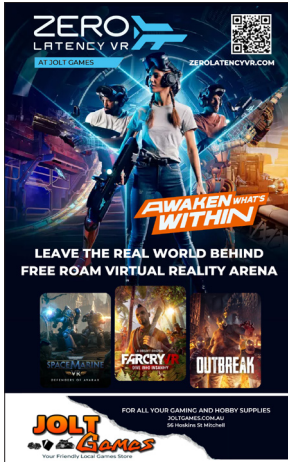
24 Beltana Road Pialligo
rodneysplants.com.au
rodneys.com.au



AUSTRALIAN GEOGRAPHIC
NATURE PHOTOGRAPHER OF THE YEAR
A SOUTH AUSTRALIAN MUSEUM EXHIBITION
CELEBRATING 20 YEARS

NAA

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
JOLTGAMES.COM.AU
24 hours 365 days

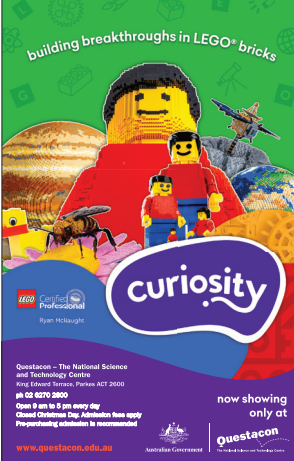


Royal Australian Mint

See how we've changed

Opened in 1989 to produce the country's new decimal currency, The Royal Australian Mint is a working facility, newly revealed with museum and visitor facilities. The award-winning building is a masterpiece of modern architecture, featuring a collection of historic coins and modern interactive displays of design, science and art.

Free entry, open 7 days
Canberra: 02 6247 8800
Sydney: 02 9550 6200 | ramin.gov.au



building breakthroughs in LEGO® bricks

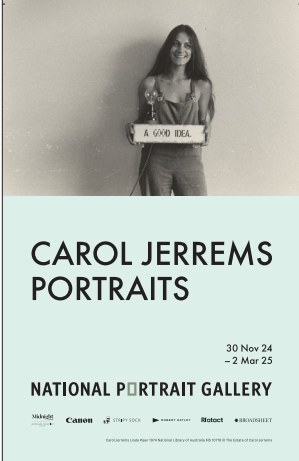
curiosity

QUESTACON - The National Science and Technology Centre
Free General Admission, Parkes ACT 2600
02 6270 2900

Open 9 am to 5 pm every day
Closed Christmas Day. Admission fees apply
Pre-booking essential (as recommended)

now showing only at
Questacon

www.questacon.edu.au



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
gov.au/visit



GET NATURAL!

Answer the call of the wild!

- Aquarium
- Wild playground
- Dinosaur trail
- Up-close encounter!

1999 Lady Denison Drive, Canberra ACT
02 6247 8800
Bookings: 02 6247 8800
www.nationalzoo.com.au

NATIONAL ZOO
ACT



AFTER THE RAIN
5th National Indigenous Art Triennial

NGA

8 Dec 2025 – 26 Apr 2026
NATIONAL GALLERY
Only in Canberra/Canberra
On Reproduction/Reproduction
Free

Wesfarmers Arts



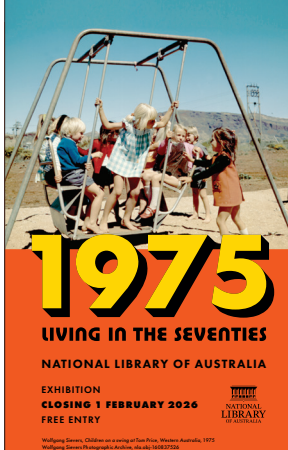
Canberra Symphony Orchestra

MOZART'S REQUIEM

7.30pm | 24/25 September
Llewellyn Hall, ANU

Experience Mozart's final masterpiece live on stage

BOOK NOW
02 6255 8772



1975
LIVING IN THE SEVENTIES
NATIONAL LIBRARY OF AUSTRALIA

EXHIBITION
CLOSING 1 FEBRUARY 2026
FREE ENTRY

Woolgang Street, Children on swing at Park Road, Weston Australia, 1973
Woolgang Street, Children on swing at Park Road, Weston Australia, 1973



DMG

GRINS FROM GEAR TO GEAR
MOTOTRAILS.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	SUMMER 26/27	AUTUMN 27	WINTER 27	SPRING 27
	BOOKING DEADLINE	3 Nov 26	5 Feb 27	3 May 27
	MATERIAL DEADLINE	10 Nov 26	12 Feb 27	10 May 27
	DISTRIBUTED	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

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Interstate Publications