

Canberra's Media Kit - Summer 2026 - 27

The image shows the cover of a magazine titled "THIS WEEK IN CANBERRA & SURROUNDS". The cover features a photograph of author Andy Griffiths, who is smiling and pointing his hand towards the viewer. On his palm, a small cartoon face is visible. He is wearing a blue blazer over a black t-shirt. The background of the photo includes a colorful, stylized illustration of a character and a bookshelf. Text on the cover includes "CITY GUIDE & MAP SPRING 2026" and "free" in the top right corner. At the bottom, it says "Best-selling children's author Andy Griffiths at the National Portrait Gallery". A QR code is located in the bottom left corner, with the text "digital copy" below it. In the bottom right corner, there is a logo that says "KIDS SEE Xan's TOP 10".

THIS WEEK IN
CANBERRA
& SURROUNDS

CITY GUIDE & MAP
SPRING 2026 *free*

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

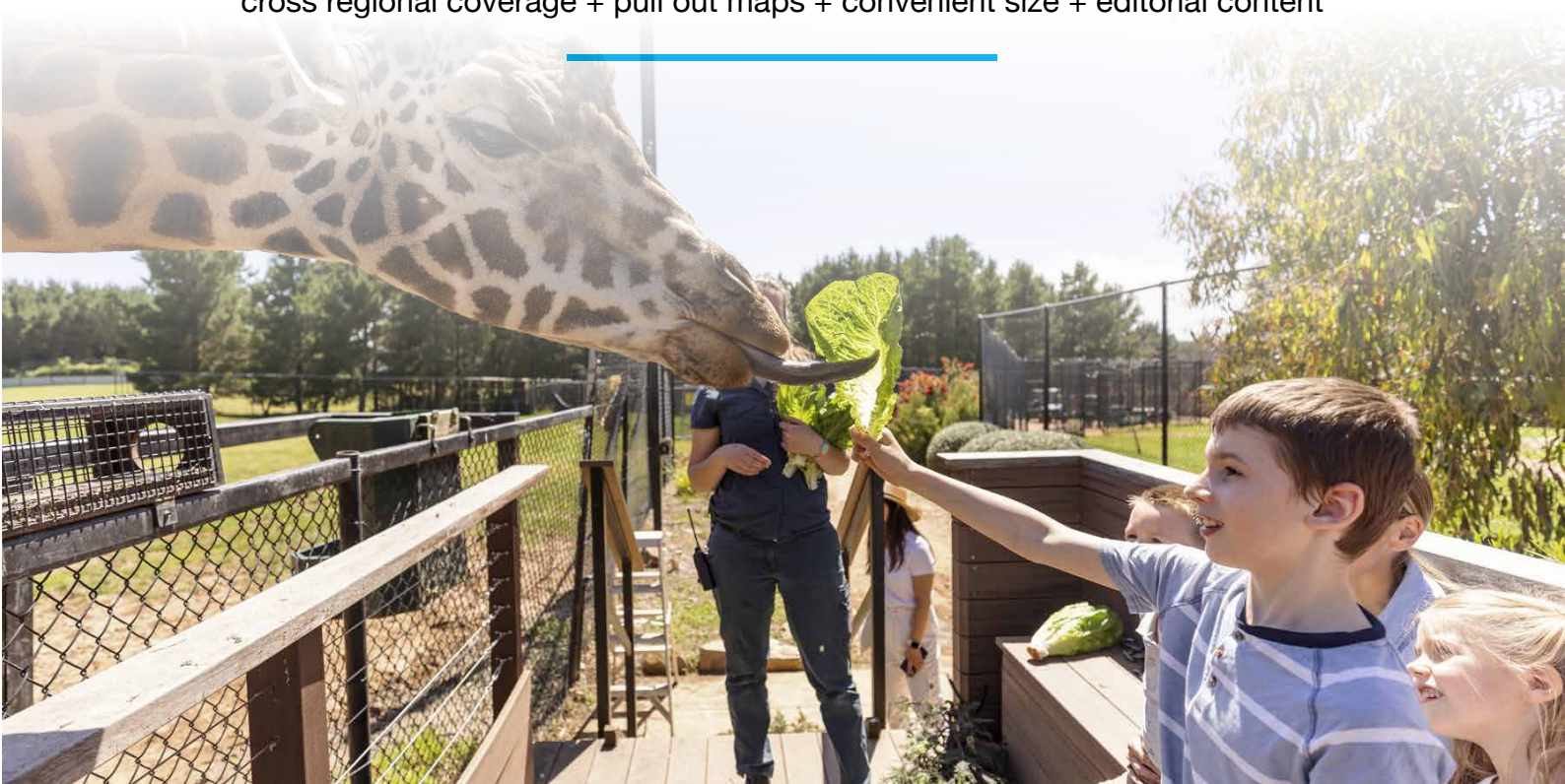
50,000 copies x estimated 1.8 readers Per Edition = 90,000 readers per edition

Audience Environments

airport + car hire + accommodation + visitor centre + attractions

What they love

cross regional coverage + pull out maps + convenient size + editorial content



DMG

GRINS FROM GEAR

MOGOTRAILS.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
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PUBLICATION SCHEDULE 2026/27

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

1 EDITION

\$3,530

\$2,120

\$1,490

\$1,180

2 EDITIONS

\$3,350

\$2,020

\$1,420

\$1,120

3 EDITIONS

\$3,220

\$1,930

\$1,350

\$1070

4 EDITIONS

\$3,050

\$1,820

\$1280

\$1,020

\$680
+GST per edition

\$450
+GST per edition

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

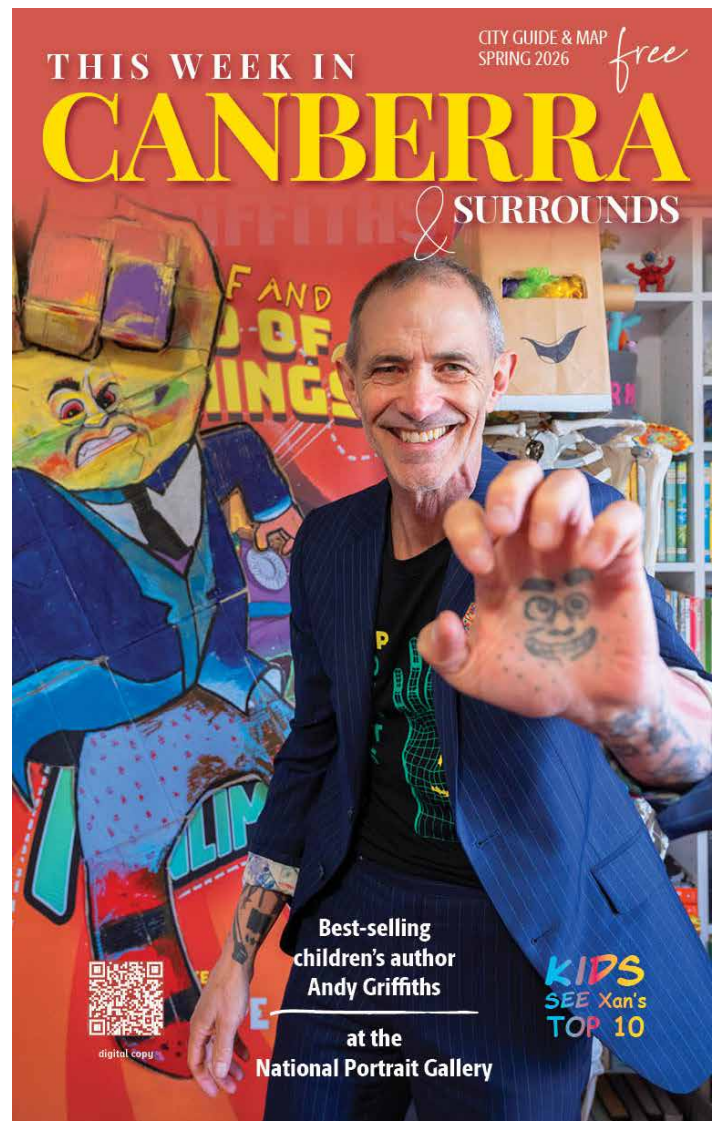
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