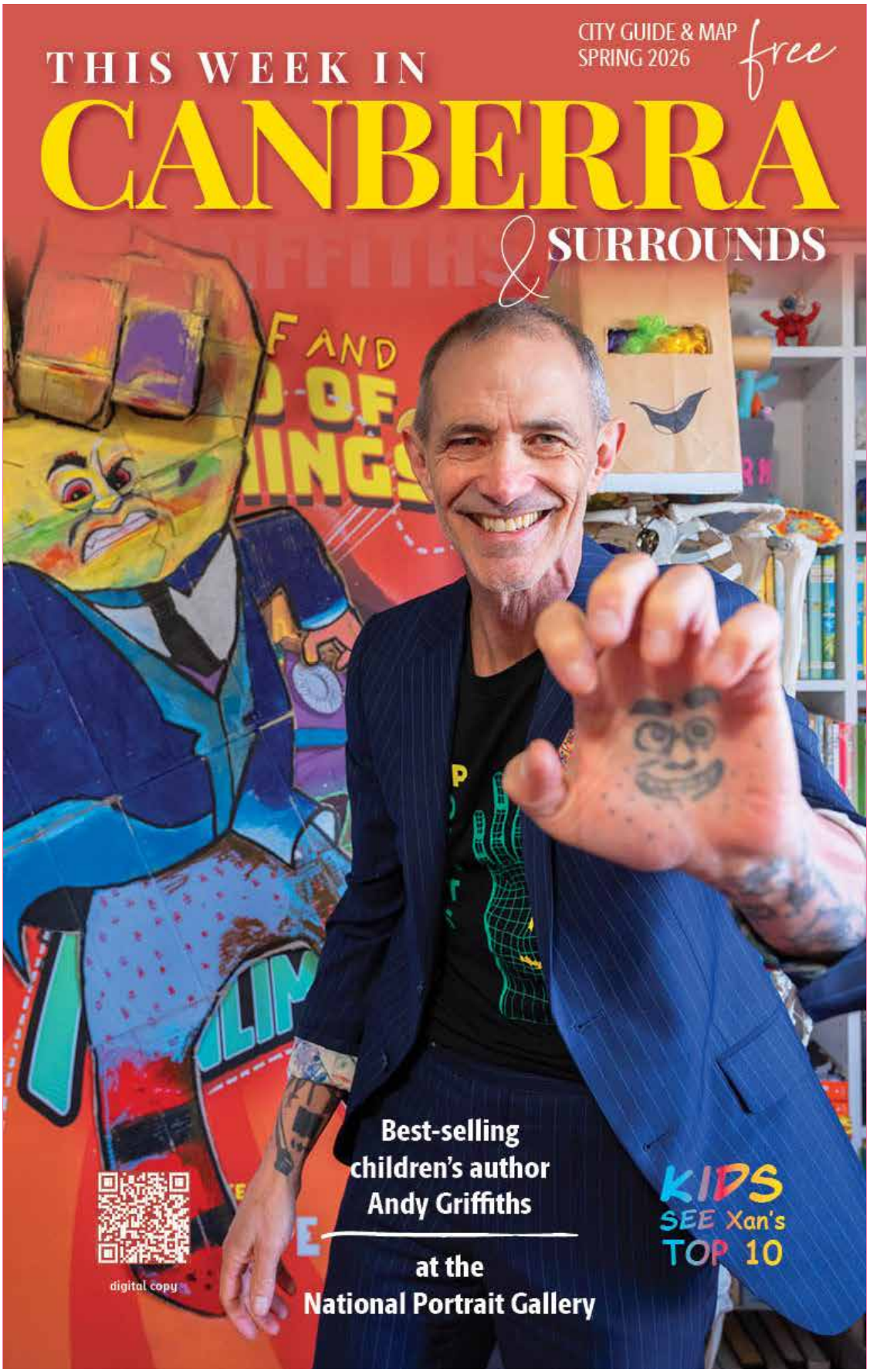
Canberra's Media Kit - Summer 2026 - 27



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.

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

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 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

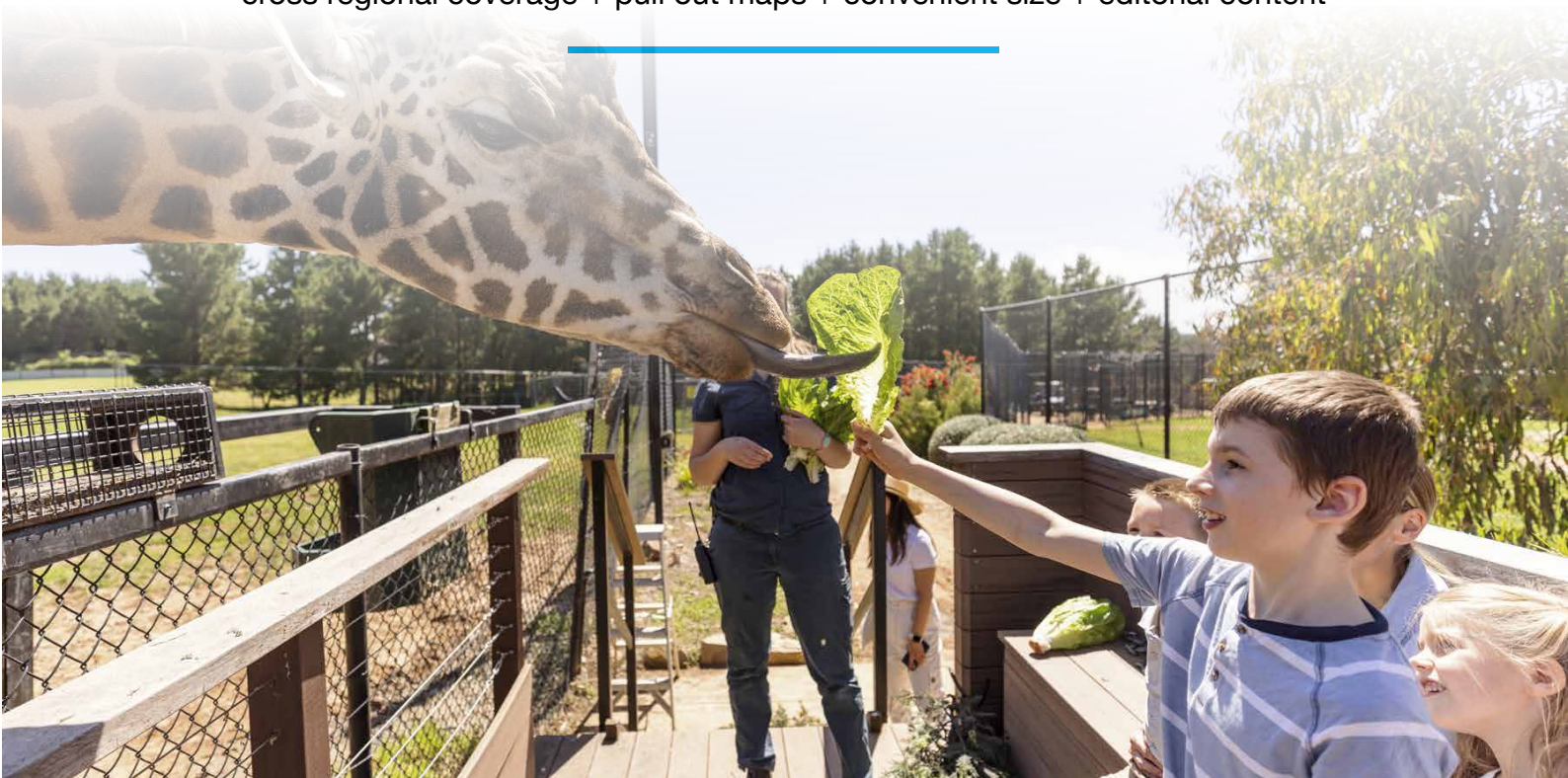
50,000 copies x estimated 1.8 readers Per Edition = 90,000 readers per edition

Audience Environments

airport + car hire + accommodation + visitor centre + attractions

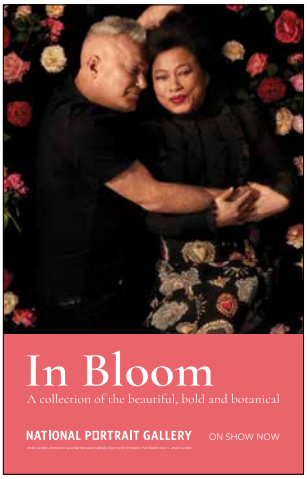
What they love

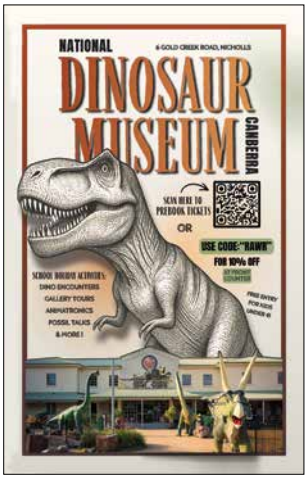
cross regional coverage + pull out maps + convenient size + editorial content



TRUSTED BY ICONIC BRANDS







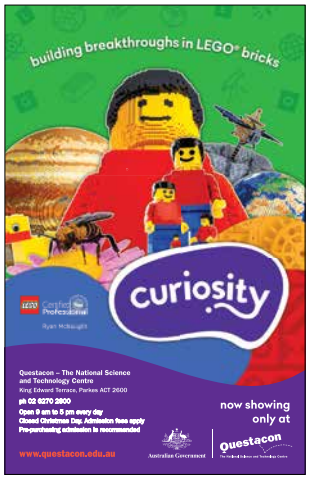


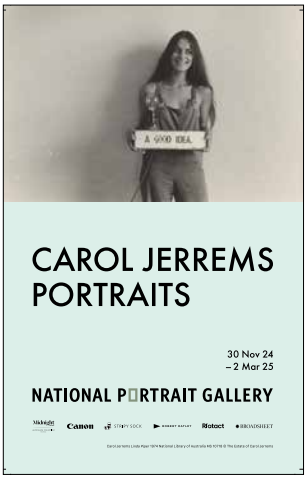


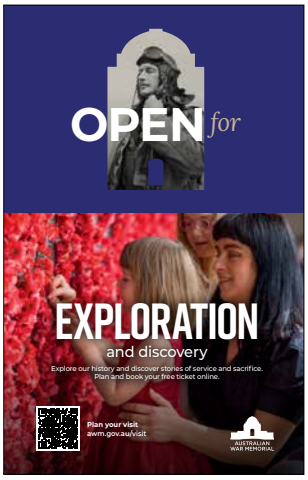


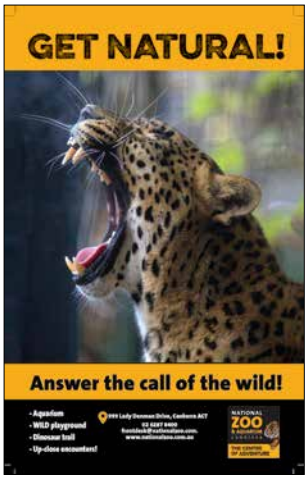


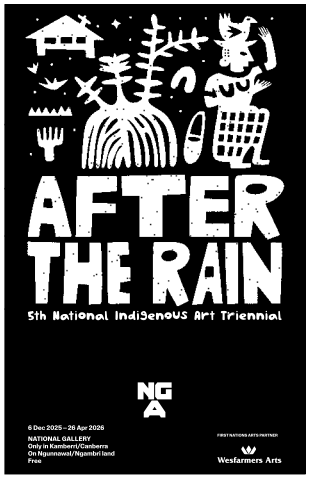




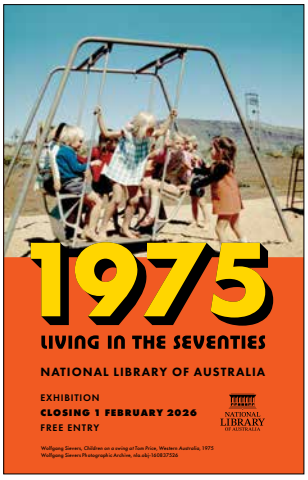




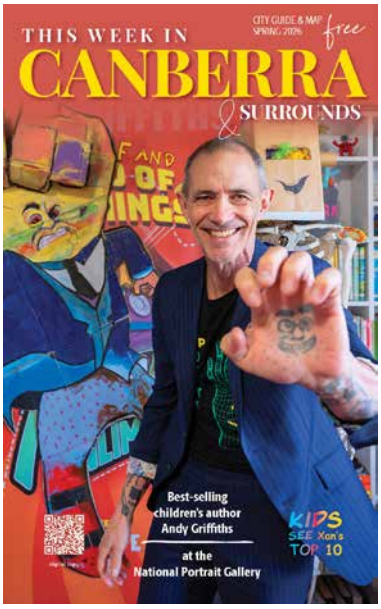












THIS WEEK IN CANBERRA & SURROUNDS

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

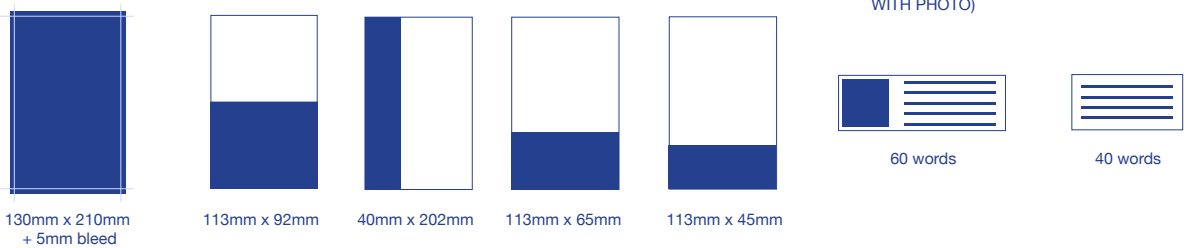
PUBLICATION SCHEDULE 2026/27

	SUMMER 26/27	AUTUMN 27	WINTER 27	SPRING 27
BOOKING DEADLINE	3 Nov 26	5 Feb 27	3 May 27	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	$680 +GST per edition	$450 +GST per edition
2 EDITIONS	$3,350	$2,020	$1,420	$1,120		
3 EDITIONS	$3,220	$1,930	$1,350	$1,070		
4 EDITIONS	$2,990	$1,820	$1,280	$990		

AD FORMAT GUIDE



PREMIUM OPPORTUNITIES
Pricing available on request.

- FRONT COVER EXCLUSIVE
- INSIDE COVER
- BACK COVER
- WHATS ON
- PREMIUM PLACEMENTS *(loadings apply)*

LET'S TALK

Canberra's

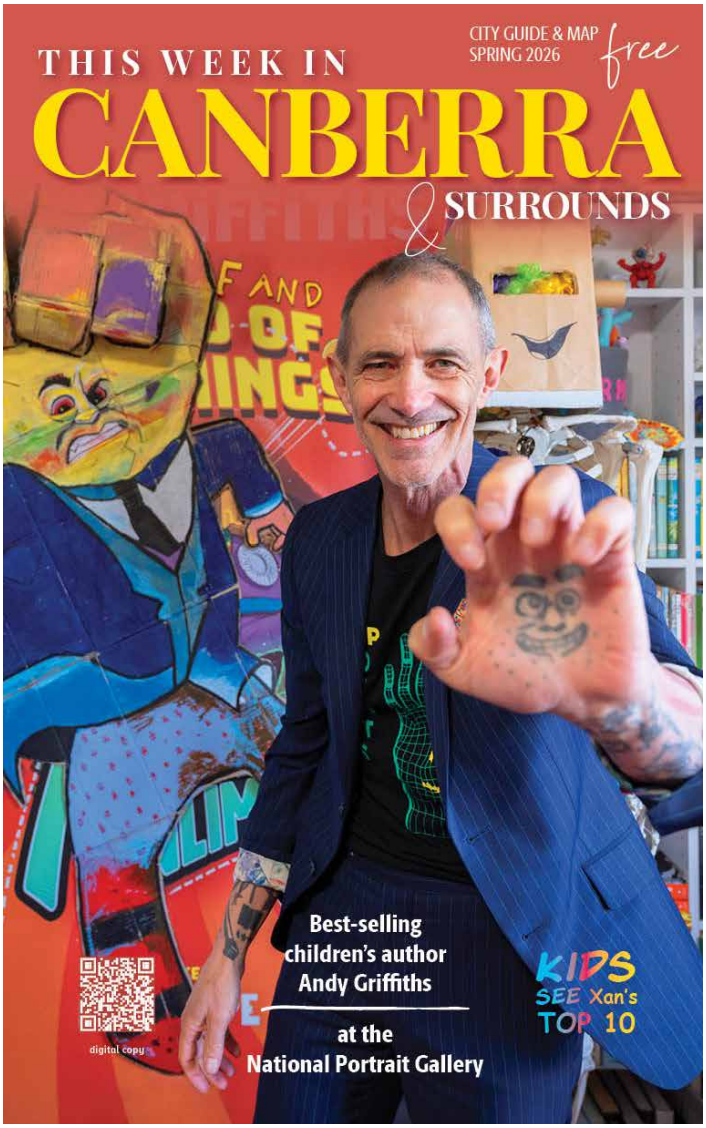
GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

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