

THIS WEEK IN DARWIN

& THE TOP END

media kit



THIS WEEK IN DARWIN features local insights and engaging experiences for international and domestic visitors to Darwin & The Top End.

Published seasonally and full of up-to-date information on what's happening in the territory **THIS WEEK IN DARWIN** delivers carefully curated information on what to do and where to go straight into the hands of visitors to Darwin & The Top End.

FAST FACTS

Tourism in the NT*

1 MILLION
domestic visitors

\$2 BILLION
expenditure

COPIES

150,000

per annum, published seasonally

DISTRIBUTION

- Accredited visitors centres throughout the Darwin & Top End
- 3, 4 & 5 star hotels and serviced apartments
- Major tourism outlets
- Business conference packs
- Airports and car rental

ADVERTISING ENQUIRIES

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*Source:

*tra.gov.au/en/domestic/domestic-tourism-statistics-results

Datatrax



Published by Datatrax Pty Ltd
thisweekindarwin.com

DEADLINES

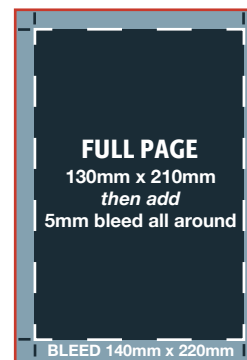
	APR - JUN 26	JUL - SEP 26	OCT - MAR 26 - 27
	BANGKERRENG - YEKKE	WURRKENG - KURRUNG	KUNUMELENG - KUDJEWK
BOOKING DEADLINE	27 Feb 26	5 Jun 26	7 Sep 26
MATERIAL DEADLINE	6 Mar 26	9 Jun 26	14 Sep 26
DISTRIBUTED	31 Mar 26	6 Jul 26	6 Oct 26

2026 ADVERTISING RATES (excluding GST)

	CASUAL	2x	3x
FULL PAGE	\$3,150	\$2,990	\$2,870
HALF PAGE	\$1,890	\$1,800	\$1,720
THIRD PAGE	\$1,330	\$1,265	\$1,200
QUARTER PAGE	\$1,050	\$1,000	\$950

*Special editorial updates from \$600. Preferred position loading and covers POA.
Small editorial \$250

AD SPECIFICATIONS



**HALF PAGE
HORIZONTAL**

113 x 92mm
(No bleed required)



**THIRD PAGE
VERTICAL**

40 x 202mm
(No bleed required)



**THIRD PAGE
HORIZONTAL**

113 x 65mm
(No bleed required)



**QUARTER PAGE
HORIZONTAL**

113 x 45mm
(No bleed required)

Advise: FULL PAGE, please allow 5mm within the trim area for text and save out with crop marks.

Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

Please note: All pricing excludes GST.

All advertising is subject to the approval of TWID.

Advertising rates are subject to revision at any time without notice.

Prices should be confirmed at the time of booking.

Complete advertising material must be supplied according to our Advertising specifications.