

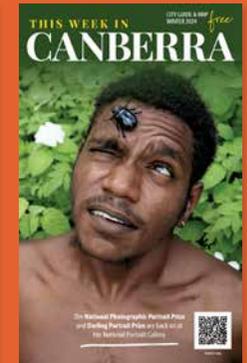
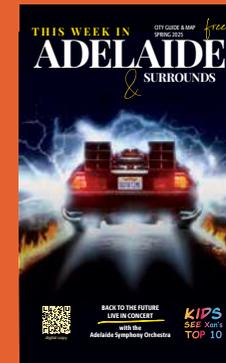
THIS WEEK IN *media kit*

THIS WEEK IN'S UNIQUE HERITAGE



This Week In Australia's history dates back to 1957 when publisher and decorated military pilot Peter Isaacson returned from a trip to New York. Inspired by The New Yorker, he launched This Week in Australia as a weekly guide for locals in Sydney and Melbourne.

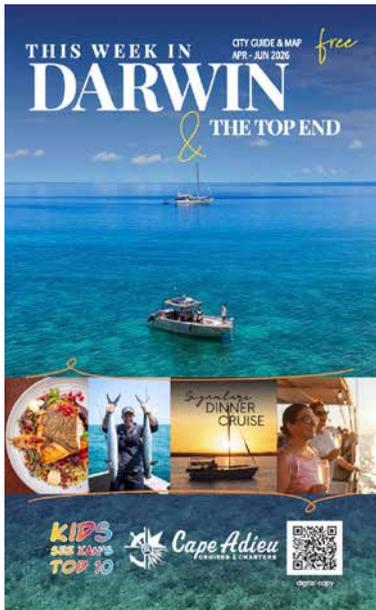
Today we are guides, maps and digital platforms to show international and domestic visitors how to enjoy a week in Darwin, Tasmania, Canberra and Adelaide. Owned and operated by Australian independent publisher Datatrax, our content is thoughtfully curated to engage an audience of visitors via our printed guides.



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

Paul Buckley
CEO

E: ceo@datatrax.com

P: 0411 365 065

PRODUCTION ENQUIRIES

Sacha Nixon
Production Co-ordinator

E: art@datatrax.com

P: 02 6274 9900

*Source:

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



Published by Datatrax Pty Ltd
thisweekindarwin.com

DEADLINES

	JUL - SEP 26	OCT - MAR 26 - 27	APR - JUN 27
	WURRKENG - KURRUNG	KUNUMELENG - KUDJEWK	BANGKERRENG - YEKKE
BOOKING DEADLINE	5 Jun 26	7 Sep 26	26 Feb 27
MATERIAL DEADLINE	9 Jun 26	14 Sep 26	5 Mar 27
DISTRIBUTED	6 Jul 26	6 Oct 26	30 Mar 27

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

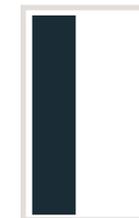
*Special editorial updates from \$600. Preferred position loading and covers POA. Small editorial \$250

AD SPECIFICATIONS



**HALF PAGE
HORIZONTAL**

113 x 92mm
(No bleed required)



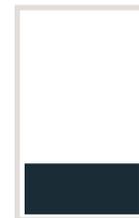
**THIRD PAGE
VERTICAL**

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.



CONNECTING WITH OUR AUDIENCE

THIS WEEK IN CONNECTS WITH A COMBINED AUDIENCE OF OVER 1,500,000 INBOUND INTERNATIONAL AND DOMESTIC VISITORS

as they arrive through airports and through multiple channels during their journey. Beyond the airport our guides and maps are available at hotels, major transport hubs, Sydney, Tasmania, Darwin, Canberra, Adelaide and regional visitor centres and many more key areas frequently visited by travellers.

Thrifty
CAR RENTAL

**SCORE
A Thrilling Deal**

- Darwin • Katherine • Tennant Creek
- Alice Springs • Ayers Rock • Kununurra • Broome

**Thrifty.com.au or
Call 136 139**

Quote the Customer Discount Code 35000035.

To book, Scan the Qr code

*T&C apply

BLEED 140mm x 220mm

FULL PAGE
130mm x 210mm
THEN ADD
5MM BLEED ALL
AROUND

EE
CROCOSAURUS
COVE
In the heart of Darwin City

**HOME TO THE
CAGE OF
DEATH®**

**10%
OFF ENTRY**

58 Mitchell Street
Darwin City
croccove.com

f i

THIRD PAGE
VERTICAL
40 x 202mm
(No bleed)

THE ORIGINAL - FAMOUS JUMPING
**CROCODILE
CRUISE** - EST - 1985
CELEBRATING 40 years

EXPERIENCE CROCODILES
IN THE WILD!
GET UP CLOSE AND PERSONAL AS YOU SEE THEM IN THEIR NATURAL HABITAT.

CALL: (08) 8988 8144 JUST 1 HOUR FROM DARWIN
FIND: 3220A Arnhem Highway Wak Wak, NT
WEB: jumpingcrocodilecruises.com.au

BOOK NOW

HALF PAGE HORIZONTAL 113 x 92mm (No bleed)

KAKADU IN A DAY TOUR
SCENIC FLIGHT • YELLOW WATER CRUISE
LUNCH • WARRADJAN CULTURE CENTRE

DEPART FROM DARWIN AND RETURN • \$899 PER PERSON

SCAN ME FOR MORE INFO!

THE BEST WAY TO SEE KAKADU!

kakadu
The Scenic Flight Specialist
1800 089 113
RESERVATIONS@KAKADUAIR.COM.AU

THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)

**ZEBRA
STONE** See the amazing Zebra Stone
Campground & Caravan Park

0400.767.650
zebrastone@litchfield
895 Litchfield Park Rd Rum Jungle (next to Litchfield National Park)

QUARTER PAGE HORIZONTAL 113 x 45mm (No bleed)

AD SIZE EXAMPLES

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.

SHINE GIFTS & FASHION

Locally owned since 2008, Shine knows tropical living. Discover breezy ladies' fashion, exclusive in-house designs, chic hats, dazzling Australian opal and South Sea pearl jewellery, beautiful beach-themed gifts, wall art, 'Darwin' water bottles, stubby coolers, beach towels, goggles, beach toys, Aboriginal storybooks, cuddly crocodile plushies and souvenirs that capture the spirit of the Top End. Shine is a Northern Territory treasure trove with something for everyone.

Darwin Waterfront, 19 Kitchener Drive DARWIN shinegifts.com.au



DARWIN HARBOUR CRUISES

SCAN QR CODE TO BOOK NOW



Experience the Top End lifestyle while cruising the stunning waters of Darwin Harbour. Sit back and relax on our comfortable vessels, with pre-booked food and drink options to enjoy. An effortless addition to any itinerary, marvel at the harbour's glistening waters under the brilliance of a clear day or the enchanting

us for lunch or dinner cruises! Dock 3 on Stokes Hill Wharf darwinharbourcruises.com.au

ROYAL FLYING DOCTORS TOURIST FACILITY

Two iconic stories at one marvellous location. Discover history through life-sized holographic shows: Rear Admiral Etheridge Grant narrates his personal account of the Bombing of Darwin Harbour and the Royal Flying Doctor Service founder, Rev. John Flynn shares his story of the RFDS – from the beginning to where we are today. Explore our decommissioned Pilatus

PC-12. Relive the drama through three different Virtual Reality Experiences. 45 Stokes Hill Rd, Darwin City rfdsdarwin.com.au

WAVE LAGOON

Take a dip in the wave lagoon which has become one of Darwin's favourite leisure areas. This inner-city water playground offers a variety of depths from shallow to 2 metres so it is perfect for the whole family. With waves of up to 1.7 metres in height the Wave Lagoon is a dream for boogie board riders. Kitchener Dr, Darwin City waterplay.com.au/wave-lagoon

Editorial \$250

DARWIN HARBOUR CRUISES

Darwin Harbour Sunset Cruises

FROM \$125* PP

DINNER CRUISE Enjoy a Territory-style buffet dinner featuring fresh seafood & local produce.	GAZE & GRAZE Relax on the sundeck with a gourmet grazing platter and delicious dessert.	CHARTERS Our experienced team can create a unique event for an unforgettable experience.
--	---	--

darwinharbourcruises.com.au

*Advertised price is based on Gaze + Graze sunset cruise in 2025. Further prices and conditions apply, please visit darwinharbourcruises.com.au for full details.

20 WATERFRONT

Save TAB

This Week In SAVE



SCAN HERE FOR YOUR 15% DISCOUNT VOUCHER

RFDS DARWIN TOURIST FACILITY

OPEN 7 DAYS

STOKES HILL WHARF

RFSDARWIN.COM.AU



WHERE HISTORY TAKES FLIGHT

Jump aboard Papa, a real RFDS Aircraft, and learn what its like to be a patient at 15,000 feet.

Stand in the place where Darwin was bombed in 1942 and be taken back to that day with powerful virtual reality and holographic technology.



EDITORIAL EXAMPLES

PRODUCT ESSENTIALS	PUBLICATION	FREQUENCY	CIRCULATION
GUIDES	THIS WEEK IN CANBERRA	SEASONAL	200,000 PER ANNUM
	THIS WEEK IN DARWIN	TRI-ANNUAL	150,000 PER ANNUM
	THIS WEEK IN ADELAIDE	SEASONAL	200,000 PER ANNUM
	THIS WEEK IN TASMANIA	TRI-ANNUAL	150,000 PER ANNUM

