

Darwin Media Kit



Northern Territory's
GO-TO VISITOR GUIDE



This Week in Darwin & The Top End

a must-have guide for international and domestic visitors seeking expert advice and guidance to travelling within Darwin and the Top End. 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

- ✓ 3 consecutive editions a year
- ✓ 55,000 copies distributed every season
- ✓ 150,000 copies distributed annually
- ✓ Brisbane 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 Darwin and The Top End, NT's go-to visitor guide

“
***Connecting brands
with visitors actively
exploring Darwin and
the NT***
”

WHY ADVERTISE WITH US

Connecting Iconic Brands with Visitors Actively Exploring Darwin and The Top End

150,000

copies distributed annually across premium tourist touchpoints

300+

hotels, serviced apartments, accommodation providers & attractions

60+

visitor centres, airports, attractions and car rental outlets

3

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

400,000 Estimated Readership

55,000 copies x estimated 1.8 readers Per Edition = 99,000 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.

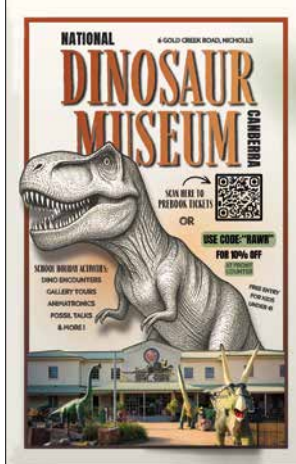
Bookings essential
nma.gov.au/antarctica

national museum australia



In Bloom
A collection of the beautiful, bold and botanical

NATIONAL PORTRAIT GALLERY ON SHOW NOW



NATIONAL DINOSAUR MUSEUM CANBERRA

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SCHOOL HOLIDAY ACTIVITIES, KINDY ENCOUNTERS, GALLERY TOURS, ANIMATRONICS, POSSIBLE TALKS & MORE!



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

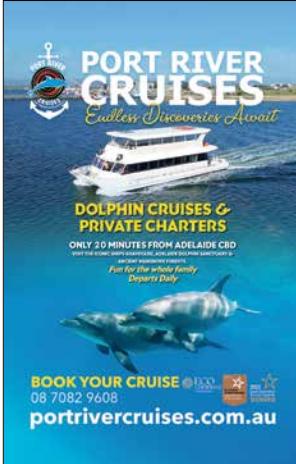
moadp.gov.au
Open daily at Old Parliament House



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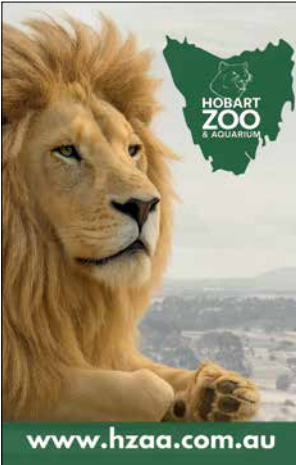


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Katherine Outback Experience celebrates the Northern Territory's rich agricultural roots through real horse taming and working dog demonstrations entwined with stories from the people who call the outback home.

2HR OUTBACK SHOW

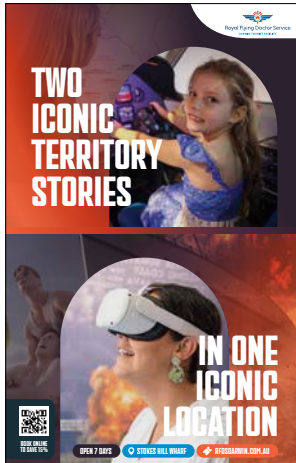
Tuesday: 9:30am
Wednesday: 2:00pm (+ 5:30pm on selected dates)
Friday: 9:30am
Saturday: 2:30pm (+ 4:30pm on selected dates)

Adult: \$80.00 (Retail)
Senior: \$70.00 (Retail)
Student: \$70.00 (Retail)
Children 5-9yrs: \$45.00 (Retail)
Children 3-5yrs: \$15.00 (charge)

10% OFF SHOW

Email: bookings@katherineoutback.com.au
Web: katherineoutbackexperience.com.au

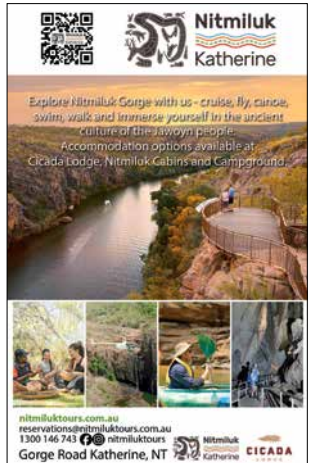
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Gorge Road Katherine, NT



THIS WEEK IN DARWIN & THE TOP END

STRATEGICALLY BRINGING BRANDS AND VISITORS TOGETHER
Published seasonally and full of up to date information on what's happening in Darwin and The Top End.

- ✓ 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	OCT - MAR 26-27 KUNUMELENG - KUDJEWK	WINTER-SPRING 27 BANGKERRENG - YEKKE	JUL - SEP 27 WURRKENG - KURRUNG	
	BOOKING DEADLINE	7 Sep 26	5 Mar 27	8 Jun 27
	MATERIAL DEADLINE	14 Sep 26	12 Mar 27	15 Jun 27
	DISTRIBUTED	6 Oct 26	5 Apr 27	13 Jul 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
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

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THIRD PAGE
HORIZONTAL




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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

Queensland's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT
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PHONE
0411 365 065



Interstate Publications