

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
- ✓ 50,000 copies distributed every season
- ✓ 150,000 copies distributed annually
- ✓ Darwin 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

270,000 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

STAY & RELAX
Visit Adelaide River In-Town Park 1 1/2 hours drive south of Darwin. Enjoy the atmosphere of a local pub, a great place to stay with 45 rooms of accommodation, caravan park, pool, the iconic 303 Bar & Bisto and a beer garden.

MT BUNDY STATION
Professionally Top End Getaway
Mt Bundy Station has quiet, historic accommodation for up to 50 guests as well as caravan and camping sites, providing a unique station (farm) stay experience perfect for singles, couples, families and groups.

The Iconic Daily Wetlands Pub
The Daily Wetlands Pub is arguably one of the most iconic Northern Territory pubs and a landmark in its own right. Stop in for a cold beer and a meal and why not stay the night in our accommodation and caravan park.

there's something for everyone

Become a Darwin Waterfront member today & receive unlimited access to the Wave Lagoon and exclusive discounts.

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Lakeyside
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Whether you're here for a few hours or planning on an extended stay, take advantage of our hospitality and entertainment with your choice of five bars, a bustling casino, 5-star resort, 4-star hotel, day spa and three restaurants.

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STAR

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SEE THE LIGHT: GUIDED 3D IMMERSIVE

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AADFA MAN EXPERIENCE

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Teatime:	5.30pm	Adult:	\$80.00 Retail
Wednesday:	2.00pm - 5.30pm (on selected dates)	Senior:	\$75.00 Retail
Friday:	5.30pm	Student (18-yr):	\$45.00 Retail
Saturday:	2.30pm - 4.30pm (on selected dates)	Children (5-yr and under):	Free

10% OFF SHOW

115 Collins Road, Uralta, Katherine Ph: 0447 816 222

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Nitmiluk Katherine

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nitmiluk.com.au
reservations@nitmiluk.com.au
1300 146 743 @nitmiluk_tours

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

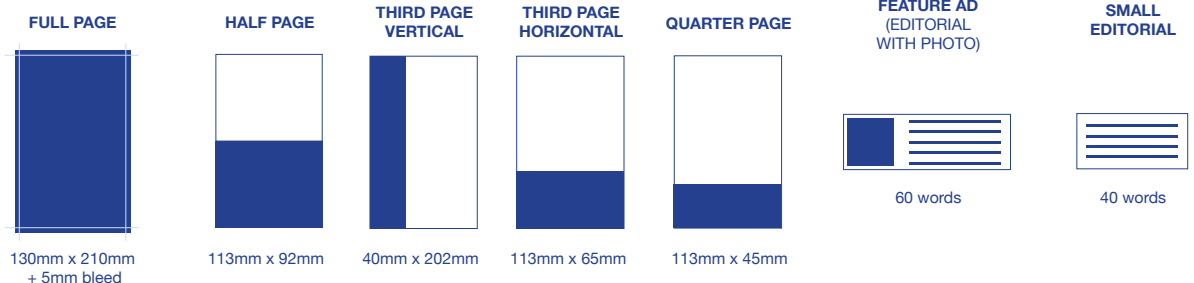
ADVERTISING ENQUIRIES Paul Buckley
 0411 365 065 | ceo@datatrax.com

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



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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0411 365 065



Interstate Publications