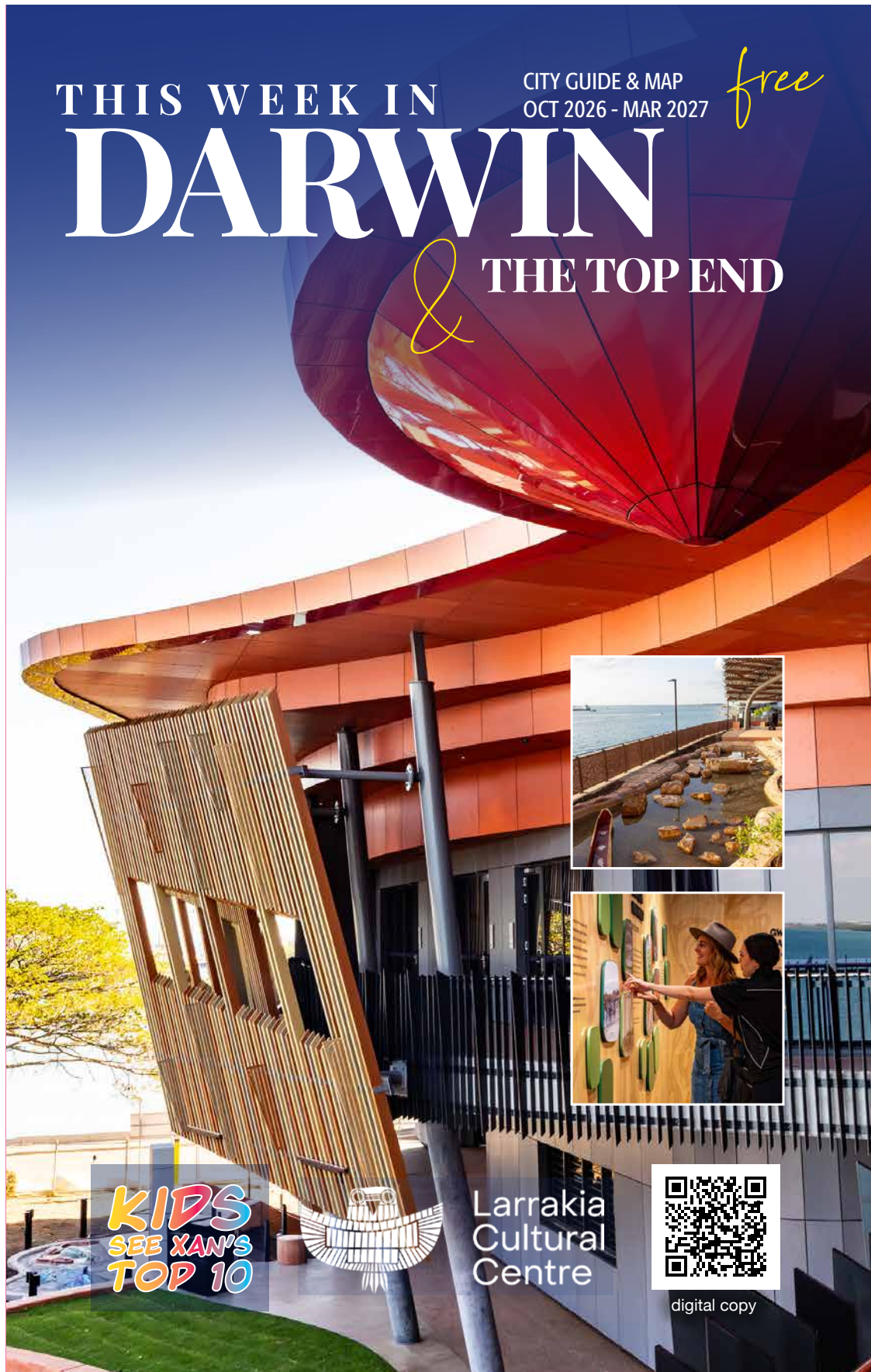


Darwin Media Kit



**THIS WEEK IN
DARWIN**
& **THE TOP END**

CITY GUIDE & MAP
OCT 2026 - MAR 2027 *free*

**KIDS
SEE XAN'S
TOP 10**

Larrakia Cultural Centre

digital copy

The cover features a large background image of the Larrakia Cultural Centre's distinctive red, curved roof. Two inset images show a coastal walkway and people interacting with a cultural display. A QR code is located in the bottom right corner.

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



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The Little Daily Waters Pub

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Wednesdays	2.00pm - 5.30pm (on selected dates)	Adult \$30.00 (Child \$15.00)
Fridays	5.30am	Adult \$30.00 (Child \$15.00)
Saturdays	2.00pm - 5.30pm (on selected dates)	Adult \$30.00 (Child \$15.00)

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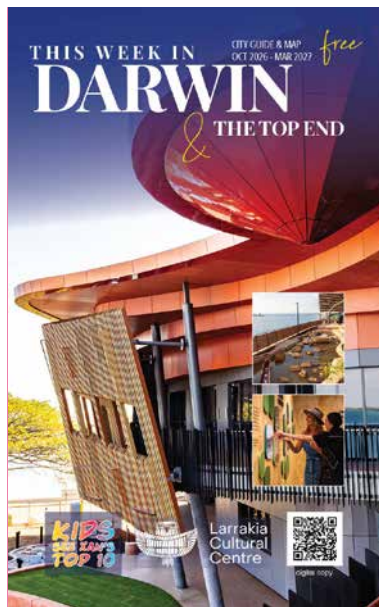
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THIS WEEK IN DARWIN & THE TOP END

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

	WINTER-SPRING 27 BANGKERRENG - YEKKE	JUL - SEP 27 WURRKENG - KURRUNG	OCT - MAR 27-28 KUNUMELENG - KUDJEWK
BOOKING DEADLINE	5 Mar 27	8 Jun 27	6 Sep 27
MATERIAL DEADLINE	12 Mar 27	15 Jun 27	13 Sep 27
DISTRIBUTED	5 Apr 27	13 Jul 27	5 Oct 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 65mm	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	\$3,050	\$1,820	\$1,280	\$1,020		

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FEATURE AD
(EDITORIAL WITH PHOTO)



60 words

SMALL EDITORIAL



40 words

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INSIDE COVER



BACK COVER



WHATS ON



PREMIUM PLACEMENTS
(loadings apply)

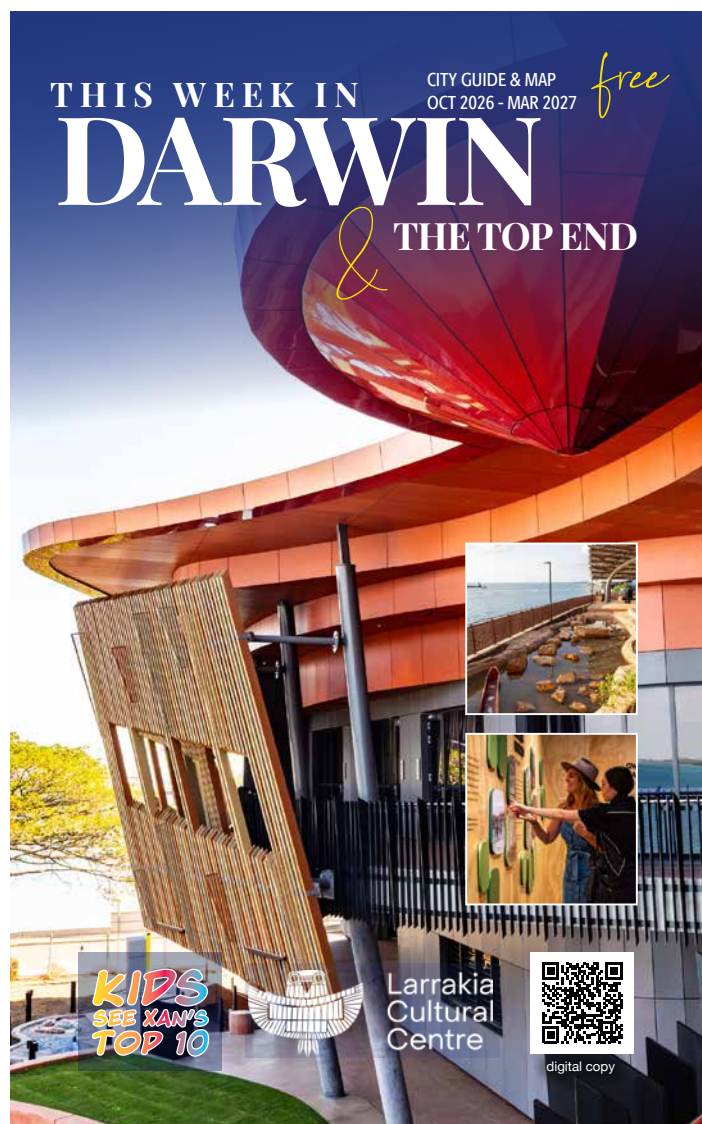
LET'S TALK

Northern Territory's GO-TO VISITOR GUIDE CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

PAUL BUCKLEY

E-MAIL
CEO@DATATRAX.COM
PHONE
0411 365 065



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