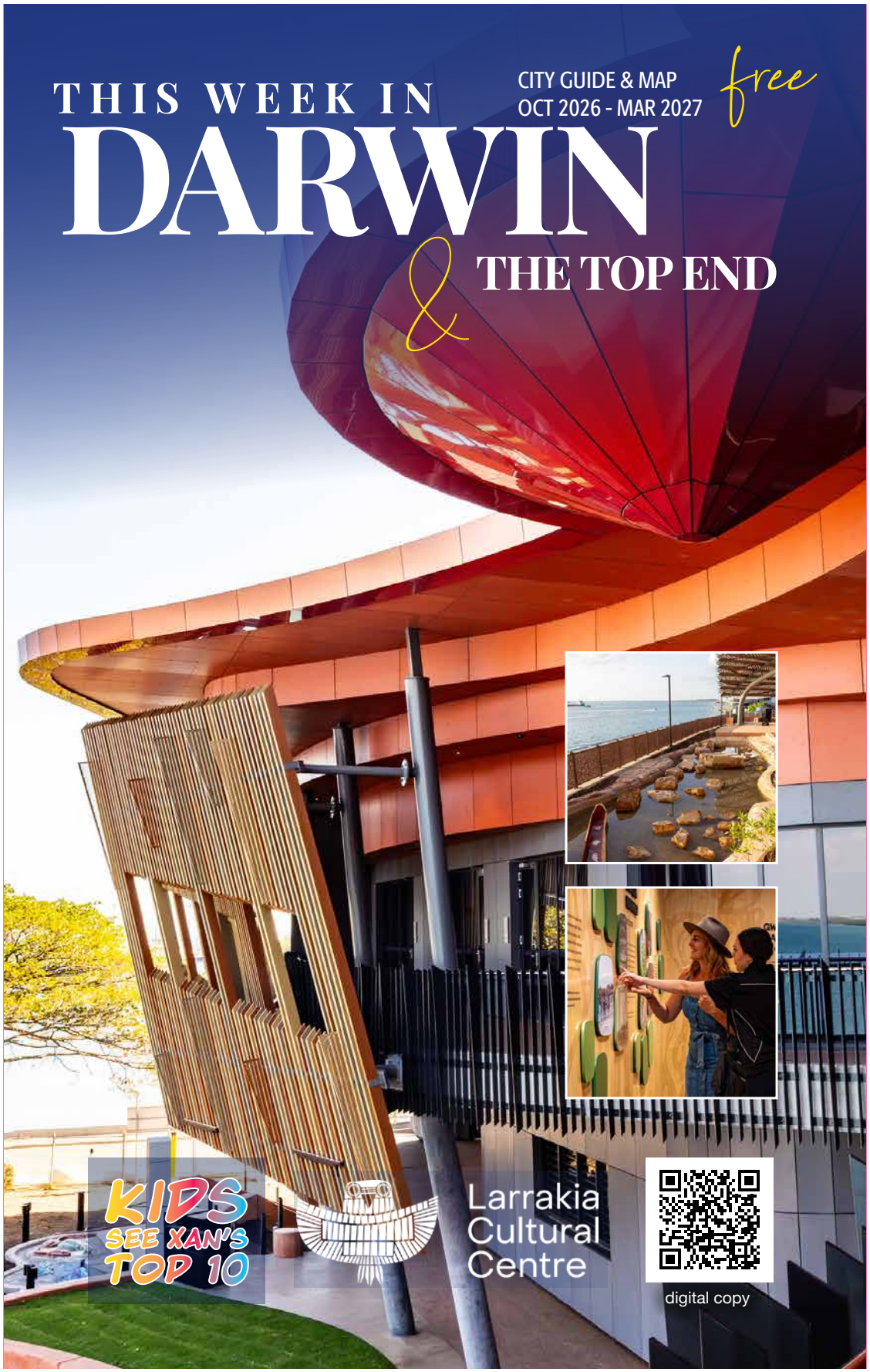
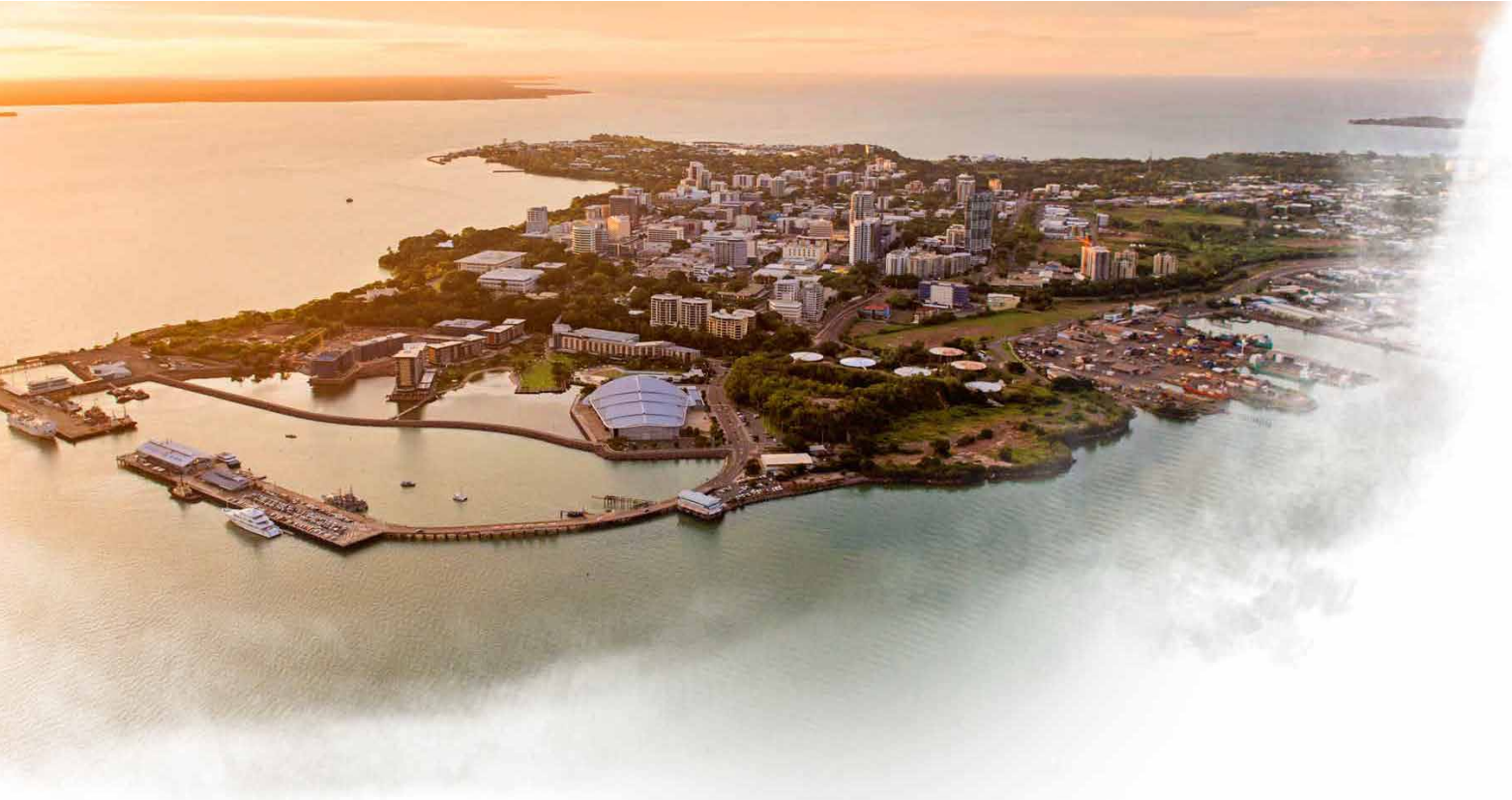
Darwin Media Kit



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.

> ***Connecting brands with visitors actively exploring Darwin and the NT***

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 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

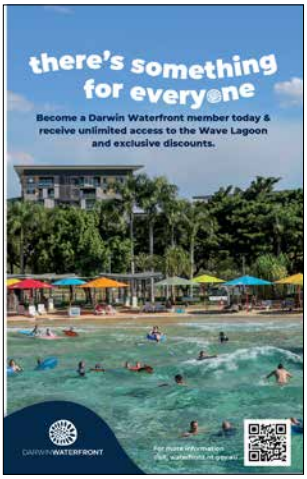
What they love

cross regional coverage + pull out maps + convenient size + editorial content



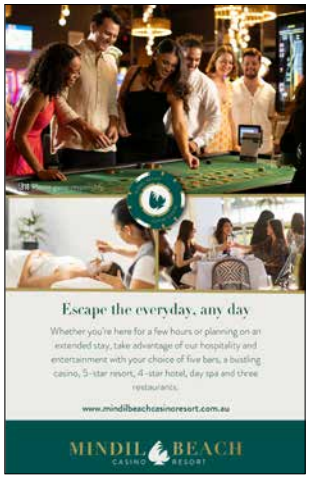
TRUSTED BY ICONIC BRANDS



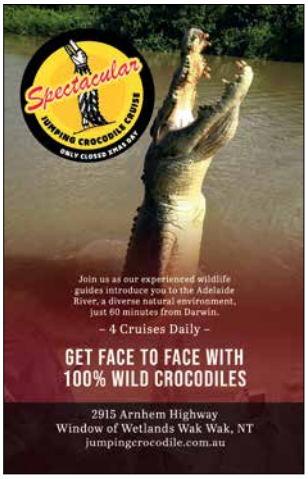


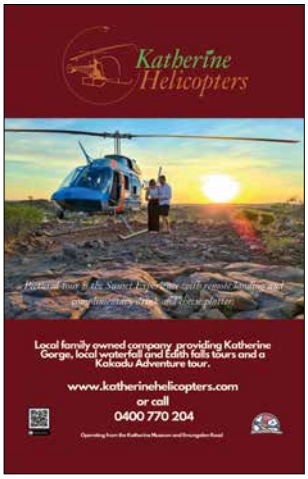


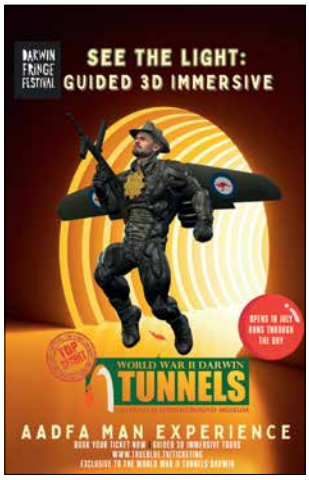












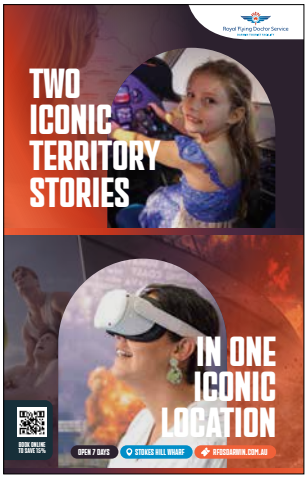


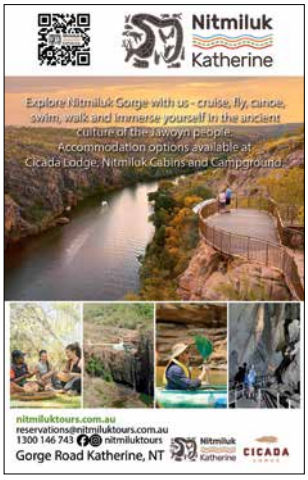


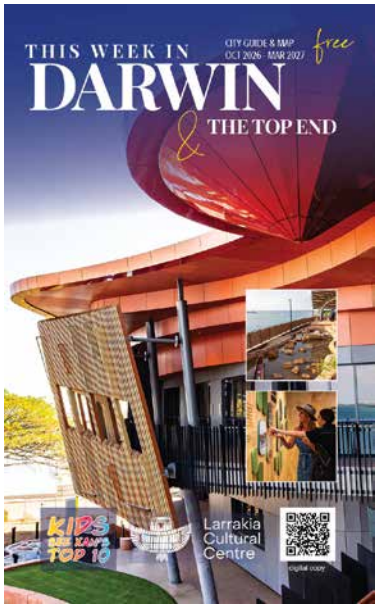












THIS WEEK IN DARWIN & THE TOP END

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
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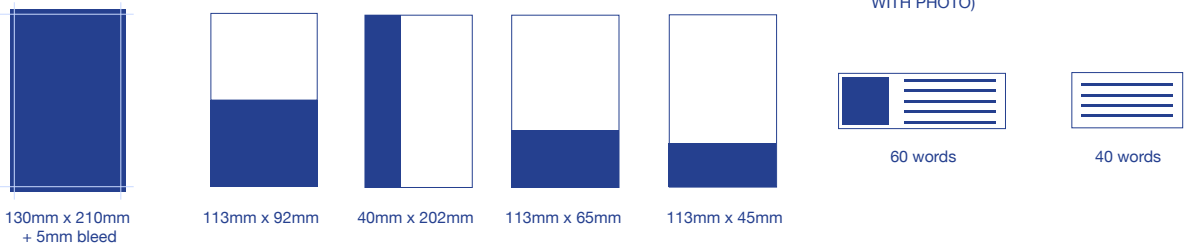
PUBLICATION SCHEDULE 2026/27

	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 65m	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	$2,990	$1,820	$1,280	$990		

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

Northern Territory's

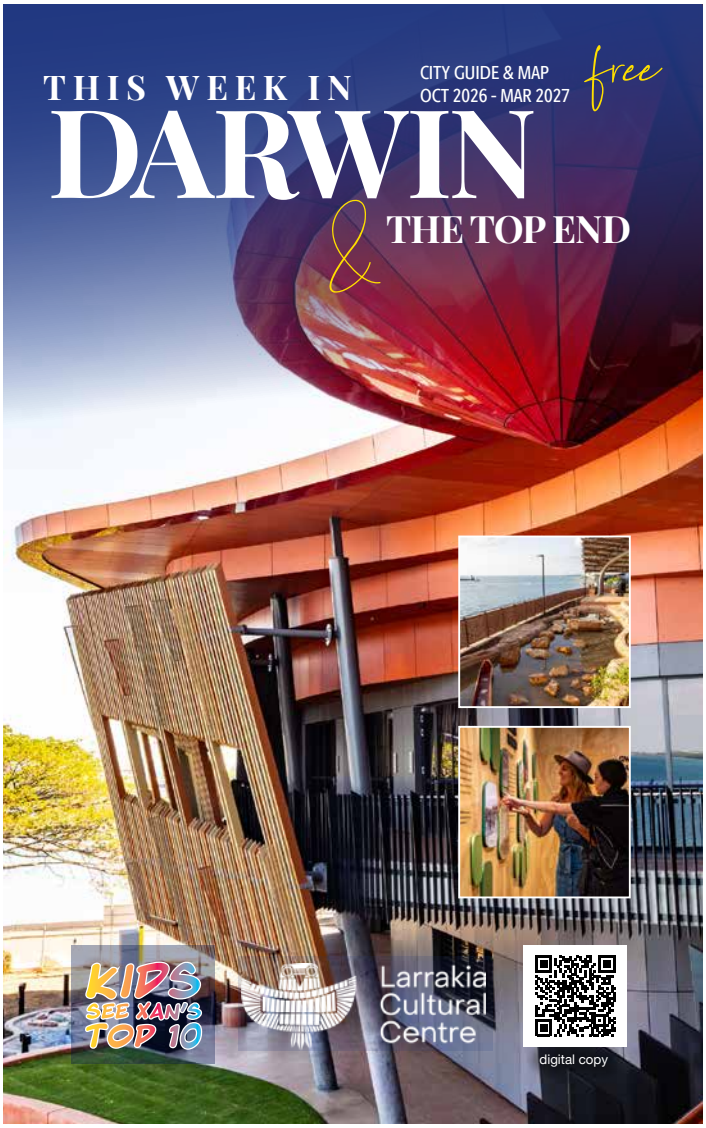
GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

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