

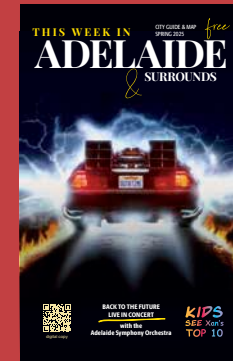
THIS WEEK IN *media kit*

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 Canberra, Darwin, Tasmania 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.



Quality content with distinct personality and insider tips

Guides and maps across the major visitor markets: Canberra, Darwin, Adelaide, Tasmania

We offer cleverly crafted editorial opportunities to advertisers

Seasonal: allows you to update your message and include events and other time sensitive content

THIS WEEK IN ADELAIDE

& SURROUNDS

media kit



THIS WEEK IN ADELAIDE features local insights and engaging experiences for international and domestic visitors to Adelaide and Surrounds.

Published seasonally and full of up-to-date information on what's happening in the region **THIS WEEK IN ADELAIDE** delivers carefully curated information on what to do and where to go straight into the hands of visitors to Adelaide and Surrounds.

FAST FACTS

Tourism in the City of Adelaide*

7.4 MILLION

domestic visitors

\$23.95 BILLION

gross regional product

COPIES

200,000

per annum, published seasonally

DISTRIBUTION

- Accredited visitors centres throughout South Australia
- 3, 4 & 5 star hotels and serviced apartments
- Major tourism outlets
- Business conference packs
- Car rental companies

ADVERTISING ENQUIRIES

Paul Buckley
CEO

E: ceo@datatrax.com

P: 0411 365 065

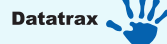
PRODUCTION ENQUIRIES

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Production Co-ordinator

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*Source: National Institute of Economic and Industry Research (NIEIR) ©2024. 2023 Compiled and presented in economy.id by .id (informed decisions).



Published by Datatrax Pty Ltd
www.thisweekinadelaide.com

DEADLINES

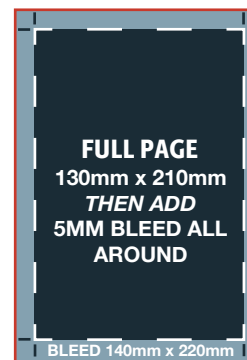
	AUTUMN 26	WINTER 26	SPRING 26	SUMMER 26/27
BOOKING DEADLINE	13 Feb 26	14 May 26	11 Aug 26	11 Nov 26
MATERIAL DEADLINE	20 Feb 26	21 May 26	18 Aug 26	18 Nov 26
DISTRIBUTED	16 Mar 26	16 June 26	14 Sep 26	14 Dec 26

2026 ADVERTISING RATES (excluding GST)

	CASUAL	2x	3x	4x
FULL PAGE	\$3,150	\$2,990	\$2,870	\$2,720
HALF PAGE	\$1,890	\$1,800	\$1,720	\$1,620
THIRD PAGE	\$1,330	\$1,265	\$1,200	\$1,140
QUARTER PAGE	\$1,050	\$1,000	\$950	\$910

*Feature Ad (Large editorial plus thumbnail) \$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.

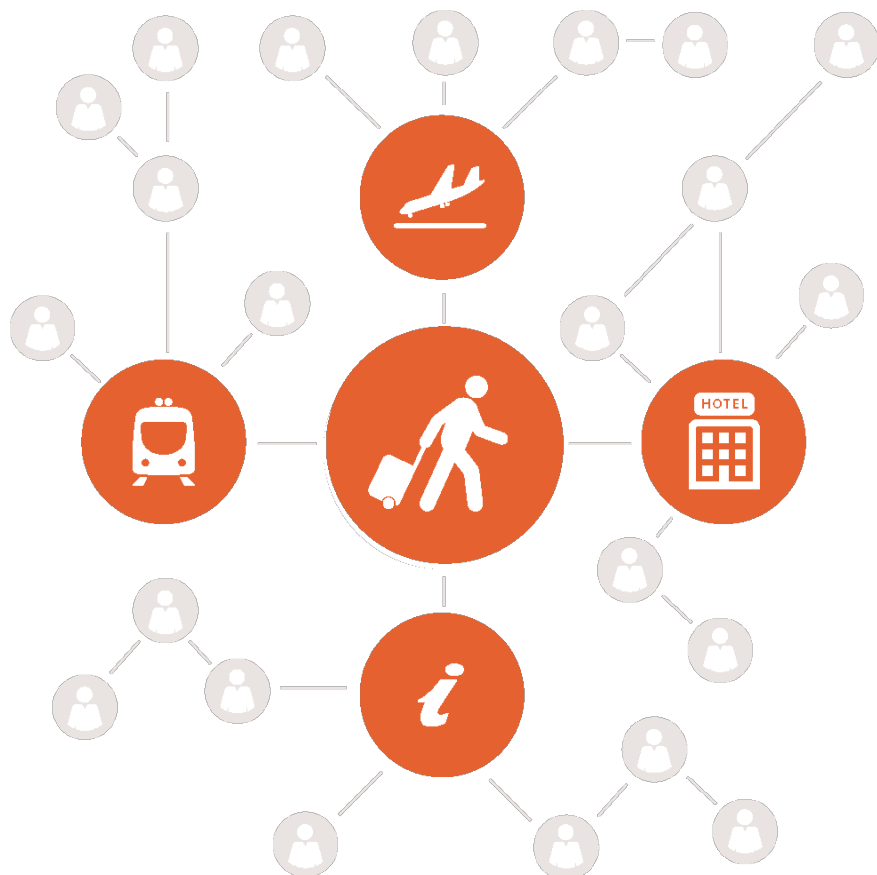
Note: Final art and ad layout must be in CMYK and supplied as a HI-RES PDF, and sent via email.

Please note: All pricing excludes GST.

All advertising is subject to the approval of This Week In Adelaide. 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.

Discover Carrick Hill

Only 8 km from Adelaide CBD

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

BLEED 140mm x 220mm

HOUSE MUSEUM | HISTORIC GARDENS | ART COLLECTIONS
GUIDED TOURS | DINING & SHOPPING | STORYBOOK TRAIL

Open Wednesday – Sunday | 10am – 4:30pm

46 Carrick Hill Drive, Springfield SA
carrickhill.sa.gov.au



FOOD + WINE

Taste tradition. Share a table. Discover Lou's.

1876 Barossa Valley Way,
Rowland Flat
Open daily for wine tastings

Restaurant Open Thurs–Mon
for lunch, Fri–Sat for dinner
Bookings via
lousbyhorizon.com.au
loumirandaestate.com.au



LOU MIRANDA ESTATE
BAROSSA VALLEY

THIRD PAGE VERTICAL

40 x 202mm
(No bleed)

CUE • BAR

COOLEST POOL BAR IN AUSTRALIA

LIVE MUSIC
OPEN 2PM–LATE
EVERYDAY

LOUNGE BAR
19 POOL TABLES

Upstairs at
140 The Parade Norwood

cuebar.com.au
0411 394 828

HALF PAGE HORIZONTAL 113 x 92mm (No bleed)



THIRD PAGE HORIZONTAL 113 x 65mm (No bleed)



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.



MOLLY AND ME

A beautifully curated baby and gift store in the heart of Hahndorf. Molly and me offers a thoughtfully chosen mix of baby accessories, clothing, candles, jewellery, ceramics, and fashion accessories. They also stock a nurturing range of birthing and lactation essentials. Whether you're shopping for a baby shower, birthday, new arrival, or simply treating yourself, this store is your one-stop destination for memorable gifts.

1/37a Mount Barker Rd, Hahndorf mollyandmeshop.com.au

CLOTHING PALETTE

We celebrate Australian fashion with colour, comfort, and inclusive style—offering sizes 8 to 22. Step inside to find a rainbow of options from quality Australian brands. Whether you're dressing for work or the weekend, our wide range, personalised service and experienced staff will help you feel confident and inspired. Visit us today—your new favourite outfit is waiting!

53 Mount Barker Rd, Hahndorf fb/theclothingpalettehahndorf



AMBLE AT HAHNDORF

Book one of our 3 individually unique fully self contained apartments designed to include all your homely comforts. Set in a quiet location, with beautiful gardens and native birds, we are just a short stroll to the busy main street of Hahndorf.

Book direct with us for a 10% discounted price and an earlier checkin.

Use code: TWIA 10 Hereford Ave, Hahndorf hahndorf.co

ZAMBEZI CRAFTS

For something truly unique and authentic, visit Zambezi Crafts! They sell beautiful homewares from Africa that are handmade and ethically sourced. Their range includes recycled metal sculptures and bird feeders from Zimbabwe and handwoven baskets from Ghana. Their items are made from sustainable materials and are sourced directly from the artisans who made them. Visit this memorable shop and treat yourself to something special!

20 Mount Barker Rd, Hahndorf zambezicrafts.com



Scan to find out more!

08 8388 1157
www.sidewood.com.au
cellardoor@sidewood.com.au

Editorial SHOP \$250

HOUSE OF KNITWEAR

We offer a beautiful range of women's and men's luxurious knitwear, made from a premium blend of possum fur, merino wool & silk. Manufactured in New Zealand. It is soft to touch and is warmth without weight. We have a vast range of sweaters, cardigans, travel wraps, ponchos, scarves, gloves and beanies. Labels include, Native World, Merino Mink & KORU.

4, 13-15 Mount Barker Road, Hahndorf 08 558 708

OPAL AND GEMSTONE STUDIO HAHNDORF

For the best value opals and gemstones in Hahndorf, visit us first. Unveil unique beauty at Opal and Gemstone Studio with custom designed jewellery and opal cutting to craft your next exquisite piece. Stocking intriguing semi-precious and alluring natural gemstones, jewellery and specimens; find something extraordinary.

43C Mount Barker Road, Hahndorf opalandgemstonestudio.com.au

visitors are welcome to watch the leathersmiths in the workshop, using traditional techniques and tools. We also stock some of Australia's most loved brands, including Akubra hats. Our range of leather goods are handcrafted from cowhide, kangaroo, emu and crocodile leather, and loved by locals and visitors from around the world.

41 Mount Barker Road, Hahndorf hahndorfleathersmith.com.au

FAIRY GARDEN

The Fairy Garden is a place where you will find all you need to create your very own magical fairy garden! Start with a few special pieces and build upon them so that your fairy garden can grow to whatever you would like it to be. There is everything from solar powered fairy houses to miniature houses, dragons and fairies of all shapes and sizes and other fantasy creatures. Create a place to relax and lose yourself in the magic.

56 Main St, Hahndorf, SA, fb/thefairygardenhahndorf/

MARK LOBERT GALLERY

The Mark Lobert Gallery in Hahndorf is a must-visit for art lovers. Showcasing stunning contemporary works by local

artist Mark Lobert, the gallery features vibrant landscapes and expressive abstracts. Set in Hahndorf's charming village atmosphere, it's a perfect cultural stop for tourists exploring the Adelaide Hills. Discover unique Australian art, meet the artist, and take home a memorable piece. Open daily, the gallery offers a delightful blend of creativity and heritage. Don't miss this hidden gem! 43a Mount Barker Road, Hahndorf marklobertgallery.com.au

DECOR DREAMS

is a charming boutique in the heart of Hahndorf, offering a delightful mix of homewares, gifts, and unique decor. Showcasing handpicked treasures that reflect the town's rustic charm and artistic flair. Whether you're looking for souvenirs, stylish home accents, or locally crafted pieces, this cosy store is a must-visit. Its warm, inviting atmosphere and friendly service make shopping a pleasure. Don't miss the chance to take home a piece of Hahndorf's creativity—Decor Dreams is a hidden gem for visitors exploring this picturesque German-inspired village.

49 Mount Barker Road Hahndorf decordreams.com.au

This Week In SAVE

Save TAB



Mark Lobert
Australian Art by popular artist Mark Lobert

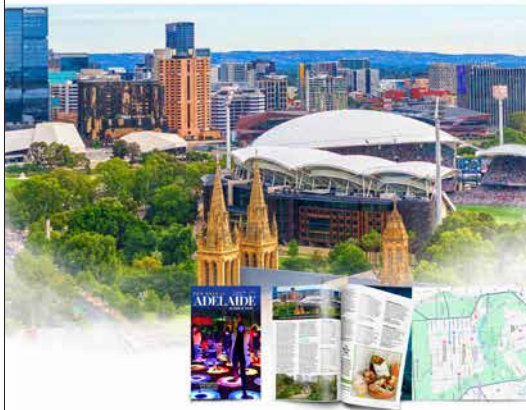
Works are exhibited at our beautiful gallery in the main street of historic Hahndorf and available through the Online Gallery

call: 0404 551 777
marklobertgallery.com.au
43a Mount Barker Road, Hahndorf

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

THIS WEEK IN ADELAIDE

THE ULTIMATE CITY GUIDE TO SOUTH AUSTRALIA'S CAPITAL



This Week in Adelaide is a must-have for international and domestic visitors seeking expert advice and guidance to travelling within South Australia's capital.

Published quarterly, This Week in Adelaide is a contemporary and easy-to-use seasonal visitor guide covering South Australia's capital city. Each issue provides visitors with handy information on attractions, seasonal events, shopping and eating out. The guide is available online information centres, selected hotels and serviced apartments, major tourism outlets, car rental companies, and in business conference packs.



To view This Week in Adelaide click the image below



PUBLISHED SEASONALLY
200,000 COPIES PER ANNUM

1.4 MILLION VISITORS
80% BY MILLION VISITOR PRODUCTION

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Download

REASONS FOR VISITING THE CITY OF ADELAIDE

International Visitors

In the 8 years up to 2023/24, International visitors to the City of Adelaide were more likely to be visiting on holiday, accounting for 40% of all visitors.



Domestic Overnight Visitors

In the 8 years up to 2023/24, Domestic overnight visitors to the City of Adelaide were more likely to be visiting on holiday, accounting for 33.8% of all visitors.



Domestic Daytrip Visitors

In the 8 years up to 2023/24, Domestic daytrip visitors to the City of Adelaide were more likely to be visiting on holiday, accounting for 41% of all visitors.



Source: Tourism Research Australia, Visitor Survey Data from the International & Domestic Visitor Surveys 2023-24
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Get in touch
Paul Burtley
p.burtley@adelaide.gov.au

What's on ADELAIDE & SURROUNDS



BACK TO THE FUTURE
ADELAIDE SYMPHONY ORCHESTRA
SEP 15
10.00 PM

OCTOBER

CIRQUE DU SOLEIL: CORTO
Be awestruck as Cirque du Soleil makes you feel like a child with mind-blowing acrobatics. From elegant to spectacular,Cirque du Soleil is a world of wonder. The company of Corto, featuring 12 million spectators in 30 countries, has shown it is not to be missed. OCT 3 - 8.00pm
www.cirquedusoleil.com.au

OCTOBERFEST IN THE GARDENS

Adelaide's biggest Oktoberfest celebration is bigger, better and busier than ever! Get ready for epic beer halls, authentic German eats, music, games, silent discos, thrilling rides and much more - all with a glass of beer in hand. Costumes encouraged, good times guaranteed. At Princes Park OCT 8-10
www.adelaideoktoberfest.com.au

OZAMA FESTIVAL

Feast on culinary delights, watch dancers, listen to music and behold the visual arts on display. Enjoy the Ozama Lantern Trail of colourful lanterns, games and more at the 40-acre long Ozama. OCT 24 - NOV 16
www.ozamafestival.com.au

SEPTEMBER

TIMELIGHT

Available to Adelaide, this interactive experience brings you a story & characters, a world of music & sound, and a chance to explore the city's history. All ages are welcome to explore time and their relationship with it. Experience the transformation of time as a journey through the city's history. SEP 25 - OCT 25
www.timelightadelaide.com.au

NATURE FESTIVAL OF SA

Now in its 4th year, go with the flow of nature. Explore the beauty of world-class gardens, art, music, water and more. Join us at the Nature Festival of SA. SEP 26 - OCT 12
naturefestival.org.au

ADELAIDE GUITAR FESTIVAL

Behind the scenes, the guitar, the music, the culture, the art, the people, the stories, the legends. Join us at the Adelaide Guitar Festival. SEP 26 - OCT 12
www.adelaideguitarfestival.com.au

ADELAIDE ITALIAN FESTIVAL

Join us for a celebration of Italian community, culture and cuisine, right in the heart of Adelaide. From the Italian market, to the Italian festival, to the Italian festival. SEP 26 - OCT 12
www.adelaideitalianfestival.com.au

CHRISTMAS PACENT

Known as the home for Christmas in Adelaide, the National Christmas Festival has been celebrated since 1952. With the largest parade in the southern hemisphere, including the Christmas Santa Claus and 200,000 people in 2024. The event celebrates the joy of the season. NOV 8-10
www.nationalchristmasfestival.com.au

NOVEMBER

BP ADELAIDE GRAND FINAL

There are two champions in five races, with one champion emerging victorious. With an exciting 100m Friday Night race and two traditional 200m races on Saturday and Sunday. There's nothing but fun to be had. The Grand Final will be held at the 2024 Royal Adelaide. NOV 27-28
www.bpadelaide.com.au



JOHN'S ON



THIS WEEK IN ADELAIDE & SURROUNDS

6-7 / 69 @issuu

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Publish for free



PUBLISHED ONLINE

THIS WEEK IN connects with audiences online as well as in print. Each edition includes a digital version, easily accessed by scanning the QR code on the Magazine cover for each edition.