

# THIS WEEK IN

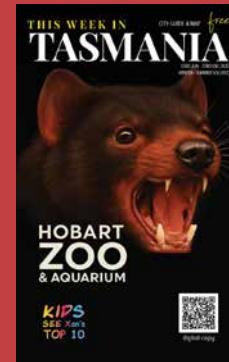
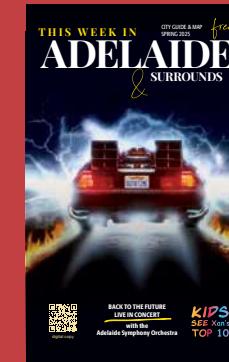
## Media kit

### 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

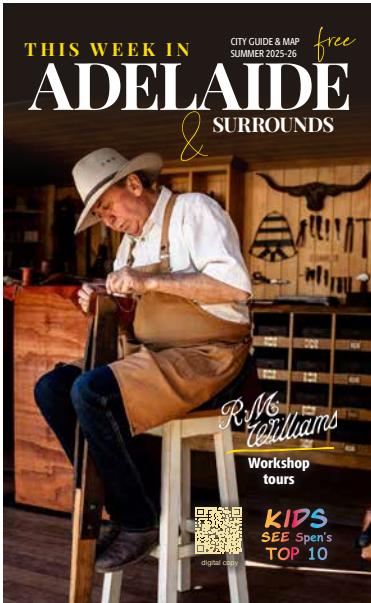
Seasonal: allows you to update your message and include events and other time sensitive content

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](mailto:ceo@datatrax.com)

P: 0411 365 065

### PRODUCTION ENQUIRIES

Sacha Nixon

Production Co-ordinator

E: [art@datatrax.com](mailto:art@datatrax.com)

P: 02 6274 9900

\*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](http://www.thisweekinadelaide.com)

### DEADLINES

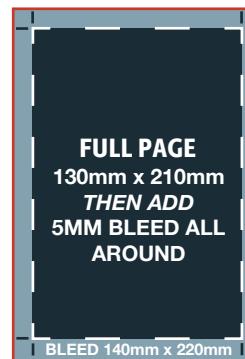
	AUTUMN 26	WINTER 26	SPRING 26	SUMMER 26/27
BOOKING DEADLINE	13 Feb 26	14 May 26	11 Aug 26	11 Nov 26
MATERIAL DEADLINE	20 Feb 26	21 May 26	18 Aug 26	18 Nov 26
DISTRIBUTED	16 Mar 26	16 June 26	14 Sep 26	14 Dec 26

### 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

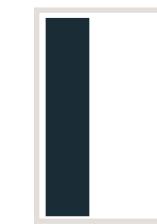


**FULL PAGE**  
130mm x 210mm  
*THEN ADD*  
5MM BLEED ALL  
AROUND



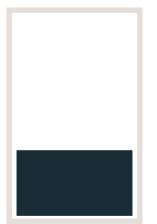
**HALF PAGE**  
**HORIZONTAL**

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

I BLEED 140mm x 220mm I

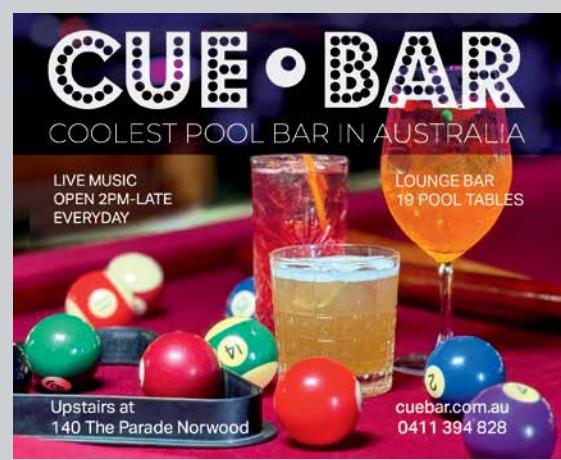
HOUSE MUSEUM | HISTORIC GARDENS | ART COLLECTIONS  
GUIDED TOURS | DINING & SHOPPING | STORYBOOK TRAIL  
Open Wednesday – Sunday | 10am – 4:30pm  
46 Carrick Hill Drive, Springfield SA  
carrickhill.sa.gov.au

  
CARRICK HILL



**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



**CUE • BAR**  
COOLEST POOL BAR IN AUSTRALIA  
LIVE MUSIC  
OPEN 2PM-LATE  
EVERYDAY  
Upstairs at  
140 The Parade Norwood  
cuebar.com.au  
0411 394 828

**HALF PAGE HORIZONTAL** 113 x 92mm (No bleed)



**GROUNDED CRU**  
Cellar Door | Thursday – Monday  
Open 11am – 4:30pm  
groundedcru.com.au  
49 Ingolby Road, McLaren Flat

**THIRD PAGE HORIZONTAL** 113 x 65mm (No bleed)



**PORT RIVER CRUISES**  
DOLPHIN & SHIPS GRAVEYARD CRUISE  
Endless Discoveries Await!  
Daily Cruises. Private Charters. Only 20-minutes from Adelaide CBD  
PORTRIVERCRUISES.COM.AU | 08 7082 9608

**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

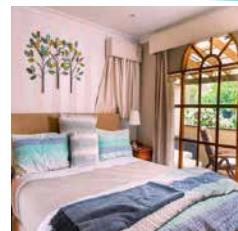
A beautifully curated baby and gift store in the heart of Hahndorf. Molly and me offers a thoughtfully chosen mix of baby accessories, clothing, candles, jewellery, ceramics, and fashion accessories. They also stock a nurturing range of birthing and lactation essentials. Whether you're shopping for a 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](http://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/theclothingpalettetahndorf](#)



### 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](http://hahndorf.co)

This Week In **SAVE**

Save TAB



### 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](http://zambezicrafts.com)



### 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.

4a, 13-15 Mount Barker Road  
Hahndorf [hahndorleathersmith.com.au](http://hahndorleathersmith.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.

4 Mount Barker Road, Hahndorf  
[marklobertgallery.com.au](http://marklobertgallery.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,  
[thefairygardenhahndorf.com](http://thefairygardenhahndorf.com)

#### 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](http://opalandgemstonestudio.com.au)

#### MARK LOBERT GALLERY

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

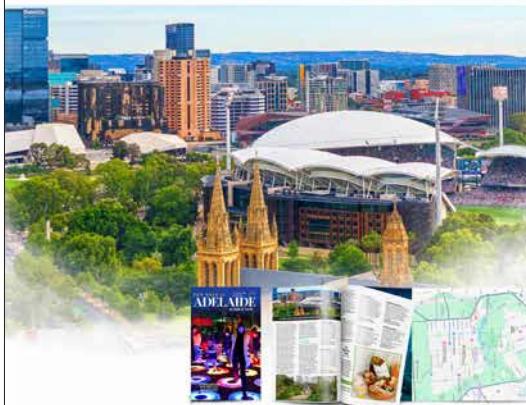


## EDITORIAL EXAMPLES

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

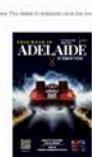
## THIS WEEK IN ADELAIDE

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 for travelling within South Australia's capital.

Published quarterly, This Week in Adelaide is a comprehensive weekly magazine and website covering South Australia's capital city. Each issue provides visitors with timely information on attractions, seasonal events, shopping and eating out. The guide also includes information on accommodation centres, selected hotels and serviced apartments, major tourism outlets, car rental companies, and business conference packs.



PUBLISHED SEASONALLY  
200,000 COPIES PER ANNUM

2 MILLION VISITORS  
£31 BILLION DIRECT REGIONAL PRODUCT

To view this document, You must be in the Adobe Acrobat Reader

[View online](#)

### REASONS FOR VISITING THE CITY OF ADELAIDE

#### International Visitors

To the 5 years up to 2023/24, International visitors to the City of Adelaide were up 10% to 1.3 million. International visitors to the City of Adelaide were up 10% to 1.3 million. International visitors to the City of Adelaide were up 10% to 1.3 million.

#### Domestic Overnight Visitors

To the 5 years up to 2023/24, Domestic overnight visitors to the City of Adelaide were up 10% to 1.3 million. Domestic overnight visitors to the City of Adelaide were up 10% to 1.3 million.

#### Domestic Daytrip Visitors

To the 5 years up to 2023/24, Domestic daytrip visitors to the City of Adelaide were up 10% to 1.3 million. Domestic daytrip visitors to the City of Adelaide were up 10% to 1.3 million.



Source: Tourism Research Australia. Unpublished data from the International & Domestic Travel Survey 2023/24.

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Get in touch

Paul Buckley

Editor@twia.com.au

THIS WEEK IN ADELAIDE & SURROUNDS

SEPTEMBER

TIMELIGHT

Experience Adelaide, the innovative experience brings together art & gastronomy, a three-course meal paired with a film to bring you this experience. All ages are welcome to explore the city and their relationship with it. Experience the innovative fusion of a cinema and a restaurant. SEP 29 – OCT 26 [timebrightlighted.com.au](#)

NATURE FESTIVAL OF SA

Adelaide's 16th year of the year's theme, Fire, at over 400 nature-inspired events focusing on the natural environment across the state. Activities include live music, creative workshops, guided walks, and more. If you're an adult or 10+, you can enter the competition for the Best Nature Festival Photo. OCT 6 – OCT 12 [naturefestival.org.au](#)

ADELAIDE GUITAR FESTIVAL

Behold the guitars, riffs and beats of world-class guitarists and bands from around the world with an exciting program of acts. Australia. They include Art, Acoustic, Blues, Country, Rock, Folk, and more. Oct 13-14. Oct 20-21. Oct 27-28. Oct 29-30. Oct 31-Nov 1. Nov 2-3. Nov 9-10. Nov 16-17. Nov 23-24. Nov 30-Dec 1. Dec 7-8. Dec 14-15. Dec 21-22. Dec 28-29. Dec 31-Jan 1. Jan 7-8. Jan 14-15. Jan 21-22. Jan 28-29. Feb 4-5. Feb 11-12. Feb 18-19. Feb 25-26. Mar 4-5. Mar 11-12. Mar 18-19. Mar 25-26. Mar 31-Apr 1. Apr 7-8. Apr 14-15. Apr 21-22. Apr 28-29. May 5-6. May 12-13. May 19-20. May 26-27. May 31-Jun 1. Jun 7-8. Jun 14-15. Jun 21-22. Jun 28-29. Jul 5-6. Jul 12-13. Jul 19-20. Jul 26-27. Jul 31-Aug 1. Aug 7-8. Aug 14-15. Aug 21-22. Aug 28-29. Sep 4-5. Sep 11-12. Sep 18-19. Sep 25-26. Oct 2-3. Oct 9-10. Oct 16-17. Oct 23-24. Oct 30-Nov 1. Nov 7-8. Nov 14-15. Nov 21-22. Nov 28-29. Dec 5-6. Dec 12-13. Dec 19-20. Dec 26-27. Dec 31-Jan 1. Jan 7-8. Jan 14-15. Jan 21-22. Jan 28-29. Feb 4-5. 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