

# 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 South Australia\*

**8 MILLION**  
domestic visitors  
**\$7 BILLION**  
expenditure

## 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
- Airports and car rentals

## ADVERTISING ENQUIRIES

**Paul Buckley**  
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\*<https://www.tra.gov.au/en/domestic/domestic-tourism-results>



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[thisweekinadelaide.com](http://thisweekinadelaide.com)

## DEADLINES

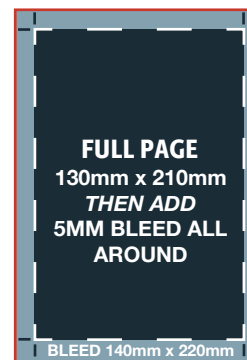
	AUTUMN 26	WINTER 26	SPRING 26	SUMMER 26/27
<b>BOOKING DEADLINE</b>	13 Feb 26	14 May 26	11 Aug 26	11 Nov 26
<b>MATERIAL DEADLINE</b>	20 Feb 26	21 May 26	18 Aug 26	18 Nov 26
<b>DISTRIBUTED</b>	16 Mar 26	16 June 26	14 Sep 26	14 Dec 26

## 2026 ADVERTISING RATES (excluding GST)

	CASUAL	2x	3x	4x
<b>FULL PAGE</b>	\$3,150	\$2,990	\$2,870	\$2,720
<b>HALF PAGE</b>	\$1,890	\$1,800	\$1,720	\$1,620
<b>THIRD PAGE</b>	\$1,330	\$1,265	\$1,200	\$1,140
<b>QUARTER PAGE</b>	\$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.