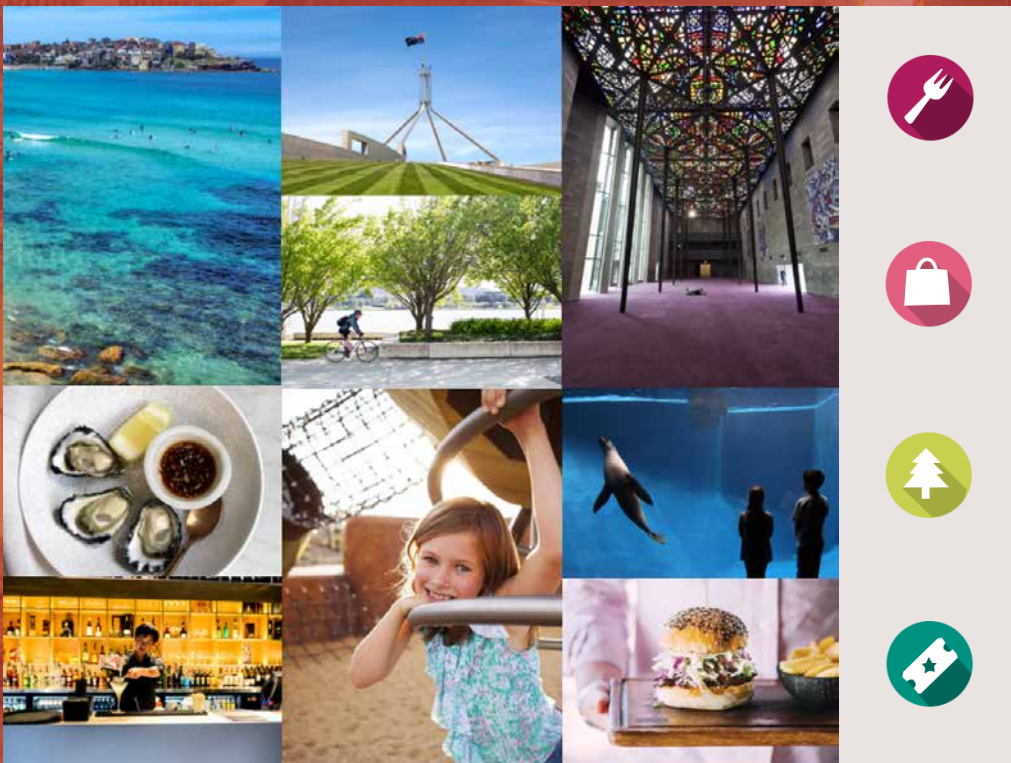


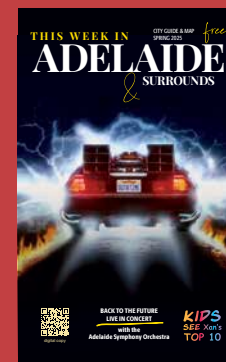
THIS WEEK IN *media kit*

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 Datatrx, 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 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

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CEO
E: ceo@datatrax.com
P: 0411 365 065

PRODUCTION ENQUIRIES

Sacha Nixon
Production Co-ordinator
E: art@datatrax.com
P: 02 6274 9900

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



Published by Datatrax Pty Ltd
thisweekinadelaide.com

DEADLINES

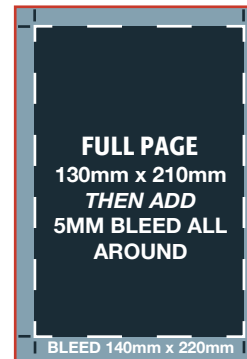
	WINTER 26	SPRING 26	SUMMER 26/27	AUTUMN 27
BOOKING DEADLINE	14 May 26	11 Aug 26	11 Nov 26	12 Feb 27
MATERIAL DEADLINE	21 May 26	18 Aug 26	18 Nov 26	19 Feb 27
DISTRIBUTED	16 June 26	14 Sep 26	14 Dec 26	16 Mar 27

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
18 POOL TABLES



Upstairs at
140 The Parade Norwood

cuebar.com.au
0411 394 828

HALF PAGE HORIZONTAL 113 x 92mm (No bleed)



Cellar Door Open Thursday – Monday
11am – 4:30pm
groundedcru.com.au

49 Ingoldby 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

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](https://www.facebook.com/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



SIDEWOOD
ADELAIDE HILLS

Scan to find out more!

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

This Week In SAVE

Save TAB

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 hahndorfleathersmith.com.au

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.

4 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/](https://www.facebook.com/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](http://43aMountBarkerRoad,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 decor dreams.com.au

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

