

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



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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

FULL PAGE 130mm x 210mm THEN ADD 5MM BLEED ALL AROUND BLEED 140mm x 220mm				
	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.