

Adelaide's Media Kit - Spring 2026

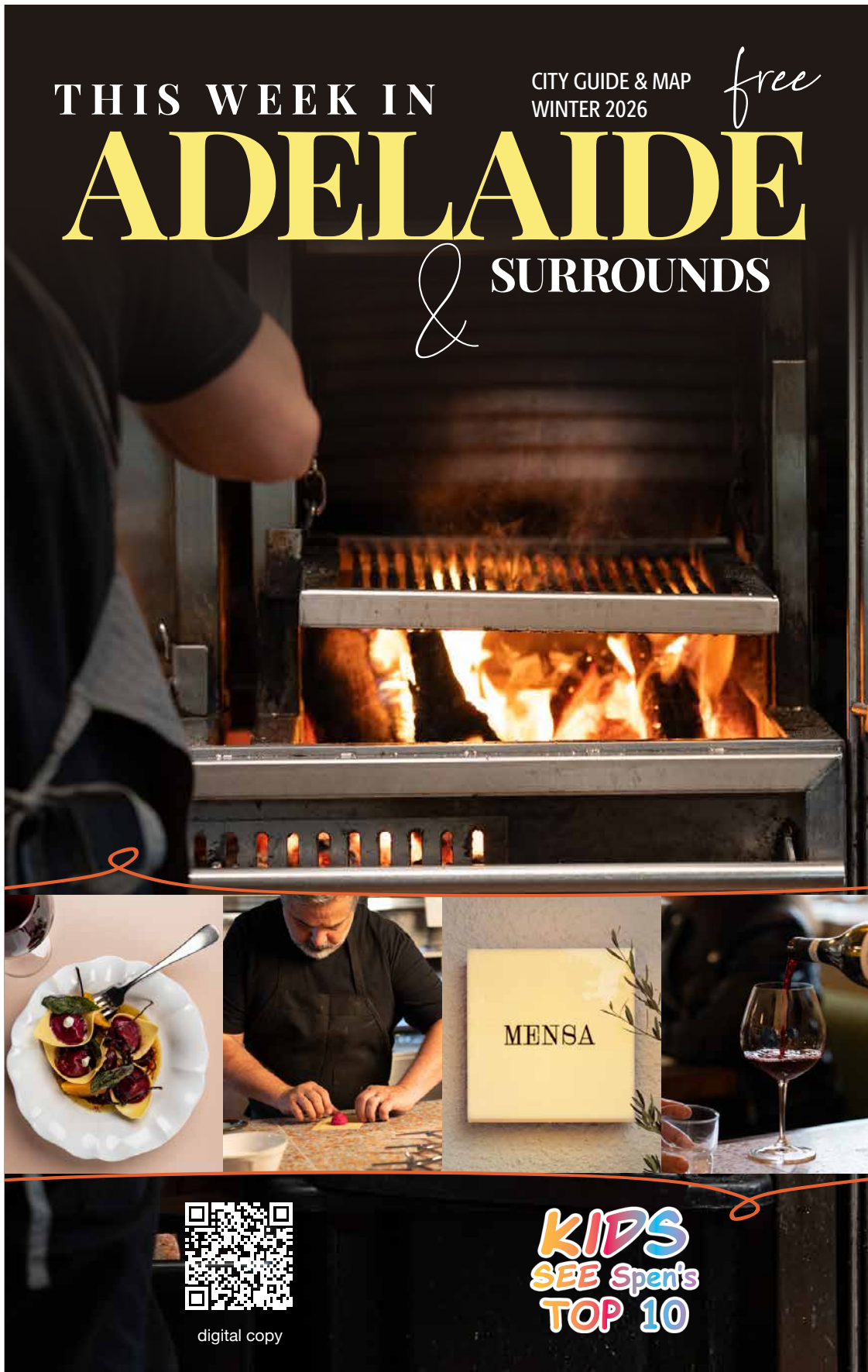
THIS WEEK IN

CITY GUIDE & MAP
WINTER 2026

free

ADELAIDE

& SURROUNDS




digital copy

KIDS
SEE Spen's
TOP 10

South Australia's
GO-TO VISITOR GUIDE



Why This Week in Adelaide?

Following its relaunch, This Week in Adelaide has rapidly established itself as one of South Australia's most visible visitor publications.

Why This Week in Adelaide?

Extensively distributed through premium tourism touchpoints including hotels, airports, car hire outlets, attractions and visitor destinations, the publication connects brands directly with visitors actively deciding where to eat, drink, stay and explore.

Highlights

- ✓ 4 consecutive editions successfully delivered
- ✓ 50,000 copies distributed every season
- ✓ 200,000 copies distributed annually
- ✓ Adelaide and Sydney Airport distribution
- ✓ Multi-edition & ongoing campaigns with iconic South Australian brands
- ✓ Comprehensive distribution across tourism and hospitality networks
- ✓ Reaching visitors where they stay, travel and explore
- ✓ Established as South Australia's go-to visitor guide

“

***Connecting brands
with visitors
actively exploring
South Australia***

”

WHY ADVERTISE WITH US

Connecting Iconic Brands with Visitors Actively Exploring South Australia

200,000

copies distributed annually across premium tourist touchpoints

300+

hotels, serviced apartments, accommodation providers & attractions

60+

visitor centres, airports, attractions and car rental outlets

4

seasonal editions keeping content fresh and relevant



Primary Audience

interstate + intrastate (locals) + business + event + holiday makers

Reader Interests

food & wine + events + attractions + accommodation + regional + shopping

360,000 Estimated Readership

50,000 copies x estimated 1.8 readers Per Edition = 90,000 readers per edition

Audience Environments

airport + car hire + accommodation + visitor centre + attractions

What they love

cross regional coverage + pull out maps + convenient size + editorial content



TRUSTED BY ICONIC BRANDS

Adelaide Hills Wine Region

WINTER REDS

WINE FESTIVAL

24-26 JULY

Explore cool-climate red wines with Matt Preston

WINTER REDS ADELAIDE HILLS

RAA

JULY SCHOOL HOLIDAYS

NEW RELEASES READY FOR THE WINTER BREAK

SCREENING THIS JULY AT WALLIS ENTERTAINMENT

JOIN MY WALLIS

Adelaide Symphony Orchestra

From Romeo & Juliet to The Nutcracker

Experience some of the most beloved dance music ever written, performed live by the Adelaide Symphony Orchestra.

A NIGHT AT THE BALLET

This winter visit the National Motor Museum and get free entry to the SA Maritime Museum or vice versa.

WINTER SPECIAL

Family Adult Child Concession

Promotions from 10 to 25% Weekdays commencing with 10%

Discover Carrick Hill

Only 8 km from Adelaide CBD

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

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

44 Carrick Hill Drive, Sturt, Adelaide SA 5000

PORT RIVER CRUISES

Endless Discoveries Await

DOLPHIN CRUISES & PRIVATE CHARTERS

ONLY 30 MINUTES FROM ADELAIDE CBD

Fun for the whole family

BOOK YOUR CRUISE

08 7082 9608

portrivercruises.com.au

Contemporary Italian style embracing traditional dishes

MENSA

44 THE PARADE WEST, KENT TOWN

08 6144 1970

mensa_kitchen

Coopers

GOING BEYOND THE BEER.

BREWERY TOURS
RESTAURANT & TAPROOM
MICROBREWERY & DISTILLERY
FUNCTIONS

Open Tuesday - Saturday 9am - 6pm
230 Regency Road, Regency Park SA
coopers.com.au

YOUR WEEKDAY PLANS SORTED!

Seaside lunches to Italian nights, all under one roof

SUNDAY	MONDAY	TUESDAY
COLLEY Sun Coffee Lounge (10am-3pm) \$4.00 Happy Hour (11am-3pm) \$20 Sunday Roast	COLLEY Lett's Meet Tuesday \$4.00 Happy Hour (11am-3pm) \$15 Margarita House or Margarita Cocktails	COLLEY \$20 Coffee & Curry \$10 Curry & Tiram \$10 Margarita House or Margarita Cocktails
WEDNESDAY	THURSDAY	FRIDAY
COLLEY \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram	COLLEY \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram	COLLEY \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram \$10 Curry & Tiram

COLLEY HOTEL

FLY THE DREAM

BIPLANE FLIGHTS - AEROBATIC FLIGHTS
SCENIC FLIGHTS - FLYING SCHOOL
Plus THE KITCHEN for coffee & cake

268 ALDRINGA AIRFIELD - 08 8556 5404
ADELAIDEFLYPLANES.COM.AU

SOUTHERN ITALIAN TRADITIONS

PIZZATECA

310 CHALK HILL ROAD
MCLAREN VALE

PIZZA-TECA.COM

SOUTH AUSTRALIAN CONDITIONS

THE PARADE

TASTE THE PARADE, NORWOOD

Taste and experience the many flavours of The Parade.
A premier destination for alfresco dining, gourmet treats, fresh quality produce and an unforgettable cosmopolitan culture.

THEPARADENORWOOD.COM

VISIT MAGILL ROAD

Just 5 minutes from the CBD, see a vibrant shopping strip offering everything from stylish homewares and trendy fashion to unique, one-of-a-kind gifts.

www.magillroad.com.au | @magillrd

Decor Dreams ART GALLERY

Decor Dreams offers Contemporary palette knife original oil paintings, vivid and highly textured for that special mood or 'wow' factor that can speak volumes about your personal or business style. You will be sure to find something you like from our collection of works.

(08) 8121 4415 | decordreams.com.au
49 Mount Barker Road Hahndorf

KINGPIN

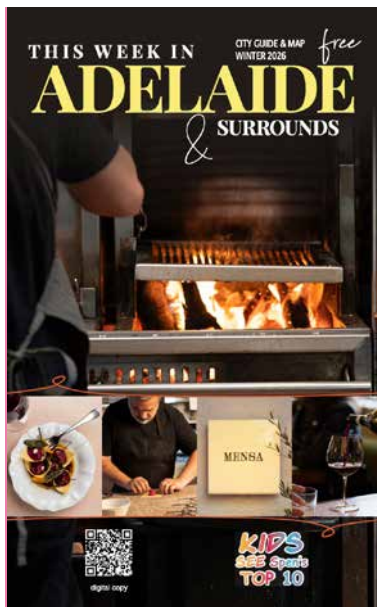
BOWLING - ARCADE GAMES
LASER TAG - DRINKS - FOOD

Escape the hustle of the CBD and discover the ultimate entertainment playground in the inner suburbs!

KINGPINPLAY.COM

HOW TO TRAIN YOUR DRAGON IN CONCERT

Adelaide Entertainment Centre
JUNE 10 SAT 13



THIS WEEK IN ADELAIDE & SURROUNDS

STRATEGICALLY BRINGING BRANDS AND VISITORS TOGETHER
Published seasonally and full of up to date information on what's happening in Adelaide and Surrounds.

- ✓ CAR RENTAL OUTLETS AND AIRPORTS
- ✓ ACCOMMODATION
- ✓ ATTRACTIONS
- ✓ INFORMATION CENTRES

Media Kit

ADVERTISING ENQUIRIES Paul Buckley
0411 365 065 | hq@datatrax.com

PUBLICATION SCHEDULE 2026/27

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

DISPLAY ADVERTISING RATES

Rates exclude GST

	FULL PAGE 130mm x 210mm +5mm bleed	HALF PAGE 113mm x 92mm	THIRD PAGE VERTICAL 40mm x 202mm HORIZONTAL 113mm x 65mm	QUARTER PAGE 113mm x 45mm	FEATURE AD (EDITORIAL WITH PHOTO)	SMALL EDITORIAL
ISSUE	\$3,150	\$1,890	\$1,330	\$1,050	\$600 +GST per edition	\$400 +GST per edition
2 ISSUES	\$2,990	\$1,800	\$1,265	\$1,000		
3 ISSUES	\$2,870	\$1,720	\$1,200	\$950		
4 ISSUES	\$2,720	\$1,620	\$1,140	\$910		

AD FORMAT GUIDE

FULL PAGE



130mm x 210mm
+ 5mm bleed

HALF PAGE



113mm x 92mm

THIRD PAGE
VERTICAL



40mm x 202mm

THIRD PAGE
HORIZONTAL



113mm x 65mm

QUARTER PAGE



113mm x 45mm

FEATURE AD
(EDITORIAL WITH PHOTO)



60 words

SMALL EDITORIAL



40 words

PREMIUM OPPORTUNITIES

Pricing available on request.



FRONT COVER EXCLUSIVE



INSIDE COVER



BACK COVER



WHAT'S ON



PREMIUM PLACEMENTS
(loadings apply)

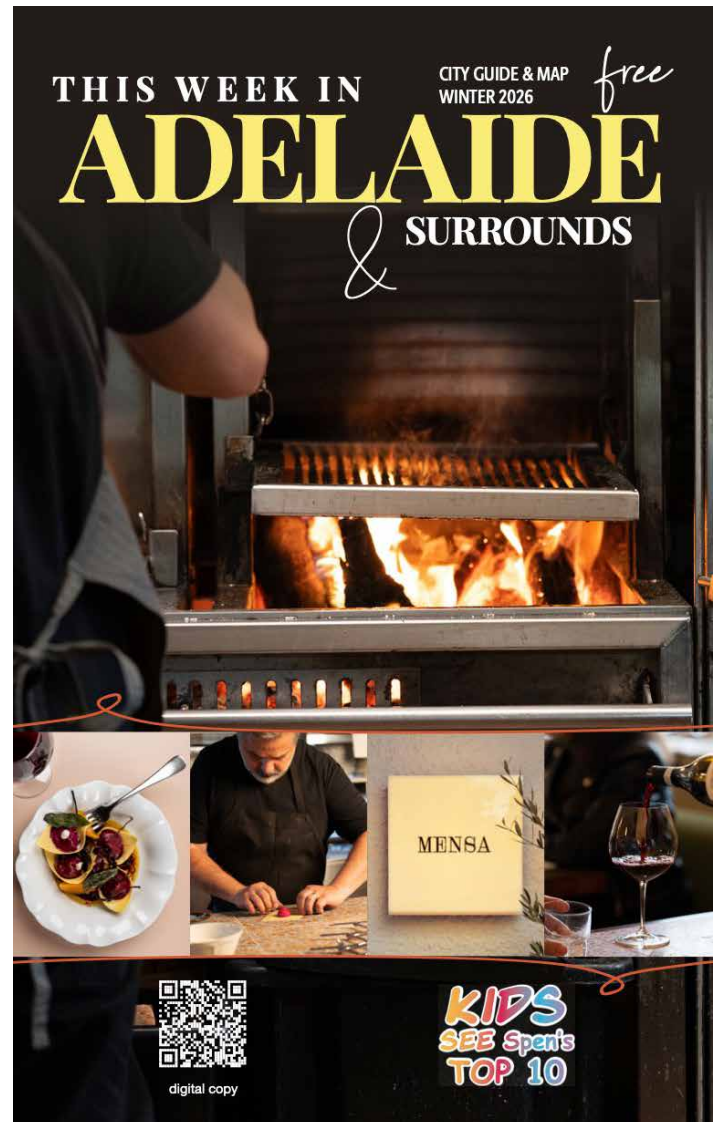
LET'S TALK

South Australia's GO-TO VISITOR GUIDE CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

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0411 365 065



Interstate Publications