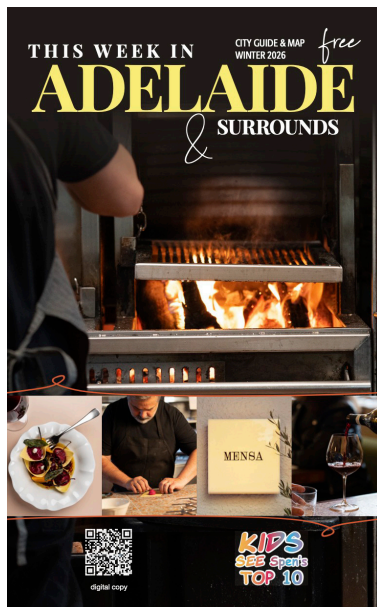




# THIS WEEK IN ADELAIDE & SURROUNDS

**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

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## PUBLICATION SCHEDULE 2026/27

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

## DISPLAY ADVERTISING RATES

Rates exclude GST

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



**WHATS ON**



**PREMIUM PLACEMENTS**  
(loadings apply)