Adelaide's Media Kit - Summer 2026 - 27



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.

> ***"Connecting brands with visitors activley exploring South Australia"***

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 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

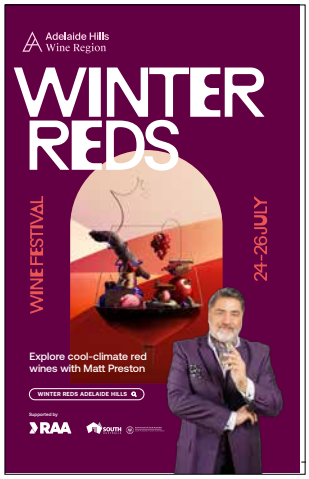
airport + car hire + accommodation + visitor centre + attractions

What they love

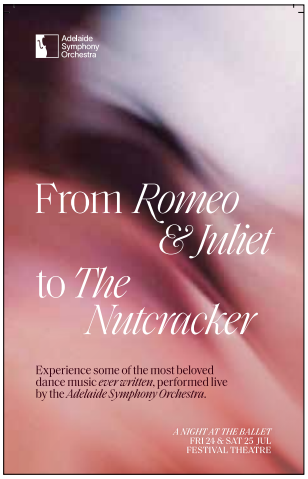
cross regional coverage + pull out maps + convenient size + editorial content



TRUSTED BY ICONIC BRANDS

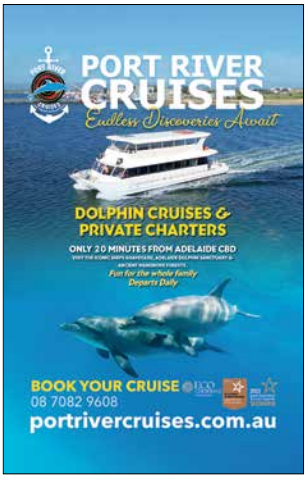












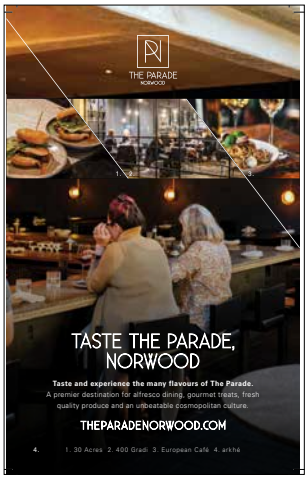






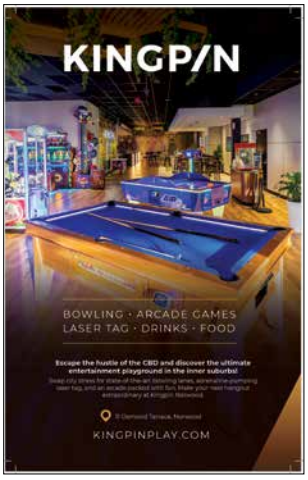
















THIS WEEK IN ADELAIDE & SURROUNDS

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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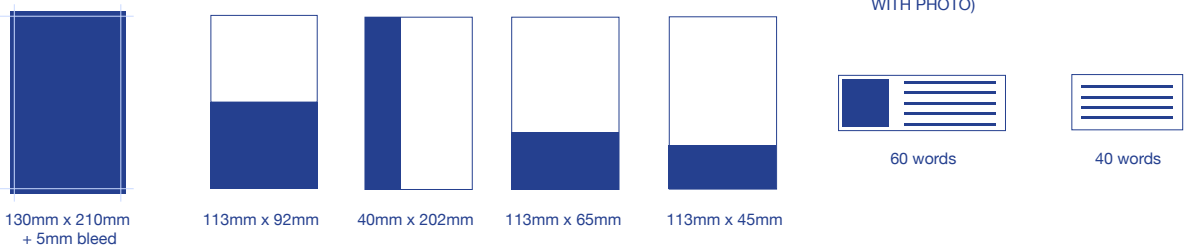
PUBLICATION SCHEDULE 2026/27

	SUMMER 26/27	AUTUMN 27	WINTER 27	SPRING 27
BOOKING DEADLINE	11 Nov 26	12 Feb 27	14 May 27	11 Aug 27
MATERIAL DEADLINE	18 Nov 26	19 Feb 27	21 May 27	18 Aug 27
DISTRIBUTED	14 Dec 26	16 Mar 27	16 June 27	14 Sep 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 65m	QUARTER PAGE 113mm x 45mm	FEATURE AD (EDITORIAL WITH PHOTO)	SMALL EDITORIAL
1 EDITION	$3,530	$2,120	$1,490	$1,180	$680 +GST per edition	$450 +GST per edition
2 EDITIONS	$3,350	$2,020	$1,420	$1,120		
3 EDITIONS	$3,220	$1,930	$1,350	$1,070		
4 EDITIONS	$2,990	$1,820	$1,280	$990		

AD FORMAT GUIDE



PREMIUM OPPORTUNITIES
Pricing available on request.



LET'S TALK

South Australia's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS





Interstate Publications