

# THIS WEEK IN BRISBANE

& BEYOND  
*media kit*



**THIS WEEK IN BRISBANE** features local insights and engaging experiences for international and domestic visitors to Brisbane.

Published seasonally and full of up-to-date information on what's happening in Brisbane **THIS WEEK IN BRISBANE** delivers carefully curated information on what to do and where to go straight into the hands of visitors to Brisbane.

## FAST FACTS

Tourism in the Queensland\*

**26 MILLION**  
domestic visitors

**\$29 BILLION**  
total expenditure

## COPIES

**200,000**  
per annum, published seasonally

## DISTRIBUTION

- Accredited visitors centres throughout Brisbane and Surrounds
- 3, 4 & 5 star hotels and serviced apartments
- Major tourism outlets
- Business conference packs
- Airports and car rental

## ADVERTISING ENQUIRIES

**Paul Buckley**  
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## PRODUCTION ENQUIRIES

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



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[www.thisweekinbrisbane.com](http://www.thisweekinbrisbane.com)

## DEADLINES

	Q3 26 JUL-SEP	Q4 26 OCT-DEC	Q1 27 JAN-MAR	Q2 27 APR-JUN
<b>BOOKING DEADLINE</b>	28 May 26	26 Aug 26	2 Nov 26	26 Feb 27
<b>MATERIAL DEADLINE</b>	11 Jun 26	2 Sept 26	9 Nov 26	5 Mar 27
<b>DISTRIBUTED</b>	29 Jun 26	21 Sept 26	30 Nov 26	29 Mar 27

## 2026 ADVERTISING RATES (excluding GST)

	CASUAL	2x	3x	4x
<b>FULL PAGE</b>	\$3,150	\$2,990	\$2,870	\$2,720
<b>HALF PAGE</b>	\$1,890	\$1,800	\$1,720	\$1,620
<b>THIRD PAGE</b>	\$1,330	\$1,265	\$1,200	\$1,140
<b>QUARTER PAGE</b>	\$1,050	\$1,000	\$950	\$910

\*Feature Ad (Large editorial with thumbnail from \$600.)  
Preferred position loading and covers POA. Small editorial \$250

## AD SPECIFICATIONS

<p><b>FULL PAGE</b> 130mm x 210mm</p>	<p><b>HALF PAGE HORIZONTAL</b> 113 x 92mm (No bleed required)</p>	<p><b>THIRD PAGE VERTICAL</b> 40 x 202mm (No bleed required)</p>	<p><b>THIRD PAGE HORIZONTAL</b> 113 x 65mm (No bleed required)</p>	<p><b>QUARTER PAGE HORIZONTAL</b> 113 x 45mm (No bleed required)</p>
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**Advise:** **FULL PAGE**, please allow 5mm inside the bleed 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 Datatrax.

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.