

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

CEO

E: ceo@datatrax.com

P: 0411 365 065

PRODUCTION ENQUIRIES

Sacha Nixon

Production Co-ordinator

E: art@datatrax.com

P: 02 6274 9900

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



Published by Datatrax Pty Ltd
www.thisweekinbrisbane.com

DEADLINES

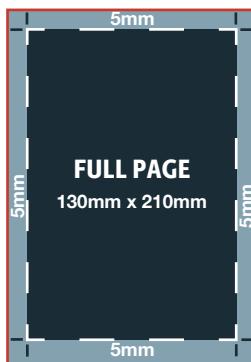
	Q3 26 JUL-SEP	Q4 26 OCT-DEC	Q1 27 JAN-MAR	Q2 27 APR-JUN
BOOKING DEADLINE	28 May 26	26 Aug 26	2 Nov 26	26 Feb 27
MATERIAL DEADLINE	11 Jun 26	2 Sept 26	9 Nov 26	5 Mar 27
DISTRIBUTED	29 Jun 26	21 Sept 26	30 Nov 26	29 Mar 27

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 with thumbnail from \$600.)
Preferred position loading and covers POA. Small editorial \$250

AD SPECIFICATIONS



FULL PAGE
130mm x 210mm



**HALF PAGE
HORIZONTAL**

113 x 92mm
(No bleed required)



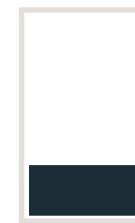
**THIRD PAGE
VERTICAL**

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 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.