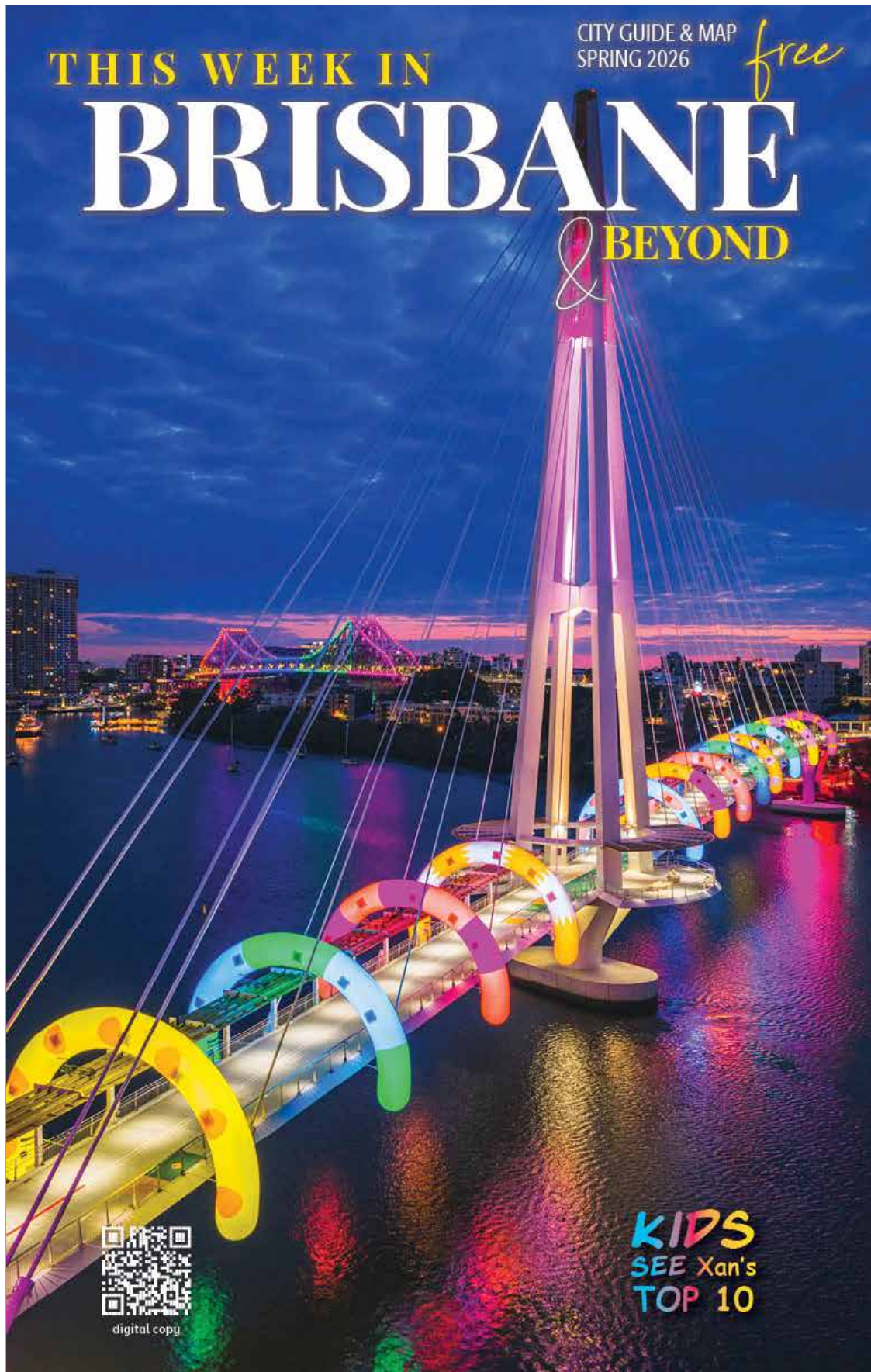


Brisbane Media Kit - Spring 2026



Queensland's
GO-TO VISITOR GUIDE



This Week in Brisbane & Beyond is back

the only publication of its kind for Brisbane, and will put your business in front of thousands of visitors at the exact time they're deciding where to stay, shop, eat, explore and enjoy tourism experiences. Extensively distributed through premium tourism touch points including hotels, airports, car hire outlets, attractions and visitor destinations.

Highlights

- ✓ 4 consecutive editions a year
- ✓ 50,000 copies distributed every season
- ✓ 200,000 copies distributed annually
- ✓ Brisbane and Sydney Airport distribution
- ✓ Multi-edition & ongoing campaigns with iconic Queensland brands
- ✓ Comprehensive distribution across tourism and hospitality networks
- ✓ Reaching visitors where they stay, travel and explore
- ✓ Brisbane and Beyond, Queensland's go-to visitor guide

“
***Connecting brands
with visitors actively
exploring Brisbane
Queensland***
”

WHY ADVERTISE WITH US

Connecting Iconic Brands with Visitors Actively Exploring Queensland

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

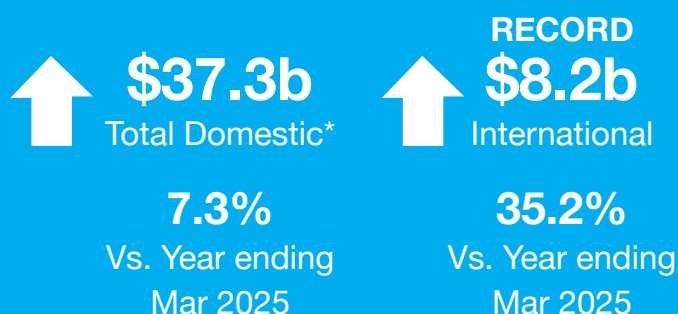
airport + car hire + accommodation + visitor centre + attractions

What they love

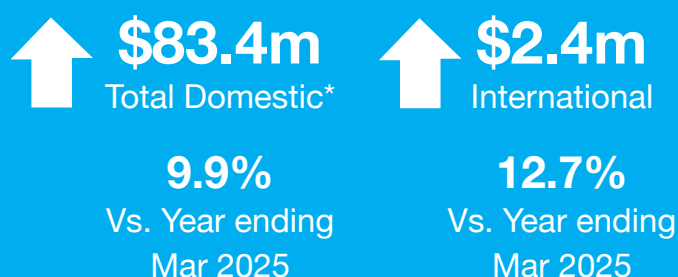
cross regional coverage + pull out maps + convenient size + editorial content



Expenditure



Visitation



**4 regions among
top 15 Australian
domestic holiday
tourism regions
by OVE**



**5 regions
reached records
international
visitor
expenditure**



**2 of Queensland's
international
source markets
achieved record
visitation**

*Total includes domestic overnight + daytrips

Source: Tourism research Australia International visitor survey and Domestic Tourism Statistics year ending March 2026.

TRUSTED BY ICONIC BRANDS



BRISBANE'S ICONIC ART DESTINATION

Together the Queensland Art Gallery | Gallery of Modern Art (QAGOMA) offer compelling exhibitions and immersive cultural experiences for visitors of all ages, interests and abilities.

TASTE OF QAGOMA TOUR + LUNCH EXPERIENCE

Join the Taste of QAGOMA tour to discover the story of our galleries. Be fascinated by insights into a range of impressive artworks. Treat with a relaxing lunch at the QAGOMA Dining by the river. www.qagoma.gov.au/taste

www.qagoma.gov.au

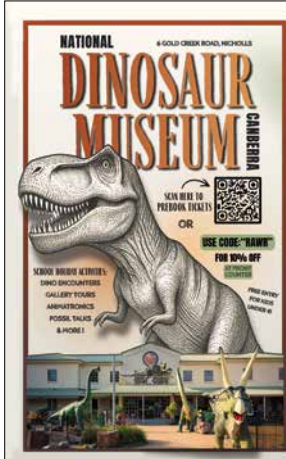
Queensland Government
QUEENSLAND ART GALLERY | GALLERY OF MODERN ART
STANLEY PLACE, STANLEY STREET, BRISBANE



In Bloom

A collection of the beautiful, bold and botanical

NATIONAL PORTRAIT GALLERY ON SHOW NOW



NATIONAL DINOSAUR MUSEUM CANBERRA

SEEN HERE TO PREBOOK TICKETS OR USE CODE: "TANW" FOR 10% OFF

SEVEN WONDERS OF THE WORLD
DINO ENCOUNTERS
GALLERY TOURS
ANIMATIONS
POSSIBLE TALES & MORE!

www.dinosaurmuseum.com.au



The PRESS GALLERY

Discover the people and moments that shaped Australian political journalism at the Museum of Australian Democracy at Old Parliament House. Step into the Press Gallery and explore the original rooms where history was reported.

FREE EXHIBITION NOW OPEN

[moad.gov.au](https://www.moad.gov.au)
Open daily at Old Parliament House
100 Macquarie Street, Canberra ACT 2601



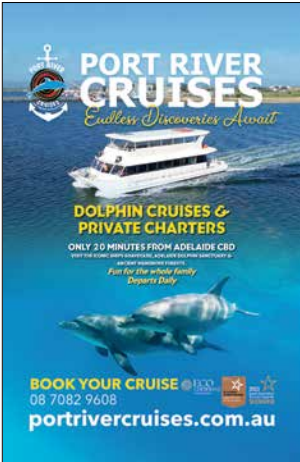
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Only 8 km from Adelaide CBD

HOUSE MUSEUM | HISTORIC GARDENS | ART COLLECTIONS
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CARRICK HILL
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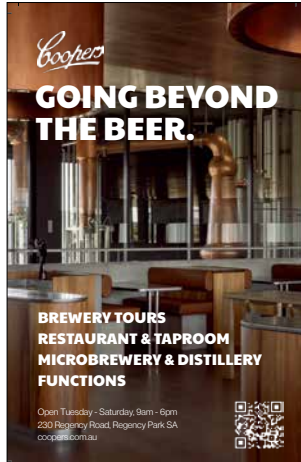


MENSA

Contemporary Asian-inspired restaurant & bar

TUE-WED 5:30PM-LATE
THU-SAT 11:30AM-10PM
SUNDAY 12:30PM-LATE

44 THE PARADE WEST, KENT TOWN
(08) 6144 1970
[mensa.com.au](https://www.mensa.com.au)

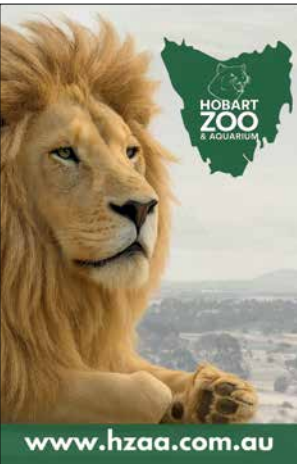


Coopers

GOING BEYOND THE BEER.

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RESTAURANT & TAPROOM
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FUNCTIONS**

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230 Regency Road, Regency Park SA
coopers.com.au



HOBART ZOO & AQUARIUM

www.hzaa.com.au



TROWUNNA WILDLIFE SANCTUARY

Mole Creek TASMANIA

AT THE HEART OF TASMANIAN WILDLIFE CONSERVATION SINCE 1979

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FREE INTERACTIVE TOURS AT 10AM, 1PM & 3PM INCLUDED WITH ENTRY

PLEASE VISIT TROWUNNA.COM.AU FOR DETAILS



FESTIVAL OF VOICES

3-12 JULY 2026

FESTIVALOFVOICES.COM



ALIDA

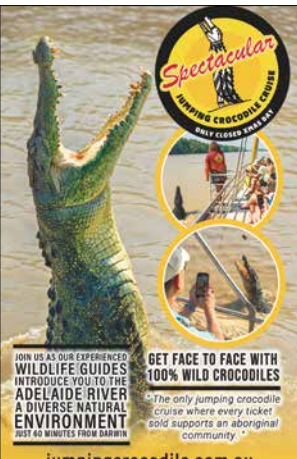
BY PETER ROYAL

An Australian contemporary restaurant brought to you by David Oliver

Our seasonal menus offer the very best of Tasmania's produce, perfectly prepared by our team of chefs, complemented by our extensive wine cellar and served by our beautifully appointed professional staff

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Katherine Outback EXPERIENCE

Experience the real Australian Outback

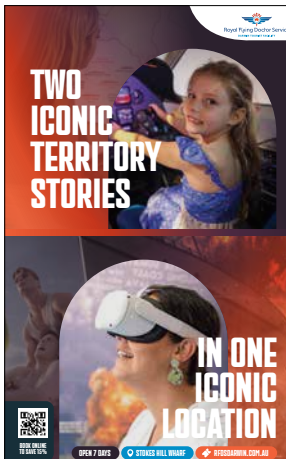
Katherine Outback Experience celebrates the Northern Territory's rich agricultural roots through real horse training and working dog demonstrations entwined with stories from the people who call the outback home.

2HR OUTBACK SHOW

Tuesday	5:30pm	Adult	\$30.00 (Adult)
Wednesday	5:30pm	Student	\$20.00 (Student)
Friday	5:30pm	Senior	\$25.00 (Senior)
Saturday	5:30pm	Children	\$10.00 (Children 5-10 are free of charge)

10% OFF SHOW

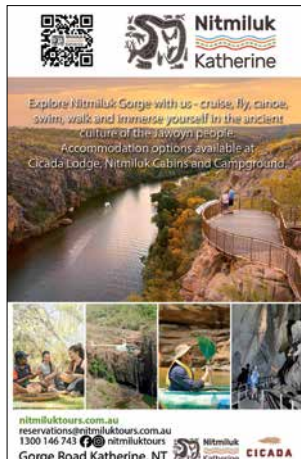
Email: bookings@katherineoutback.com.au
Web: katherineoutbackexperience.com.au
115 Collins Road, Uralda, Katherine Ph: 0447 816 222



TWO ICONIC TERRITORY STORIES

IN ONE ICONIC LOCATION

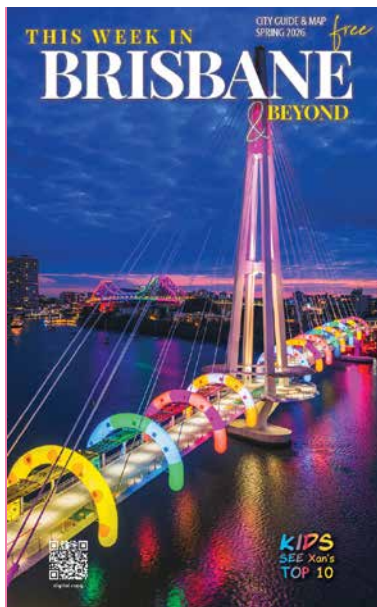
OPEN 7 DAYS | STOKES HILL MUSEUM | STOKESMUSEUM.COM.AU



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nitmiluktours.com.au
reservations@nitmiluktours.com.au
1300 146 743
Gorge Road Katherine, NT



THIS WEEK IN BRISBANE & BEYOND

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

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

Media Kit

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

PUBLICATION SCHEDULE 2026/27		SPRING 26	SUMMER 26/27	AUTUMN 27	WINTER 27
	BOOKING DEADLINE	26 Aug 26	9 Nov 26	2 Mar 27	1 Jun 27
	MATERIAL DEADLINE	2 Sep 26	16 Nov 26	8 Mar 27	4 Jun 27
	DISTRIBUTED	21 Sep 26	7 Dec 26	29 Mar 27	26 Jun 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		

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(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)

LET'S TALK

Queensland's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT

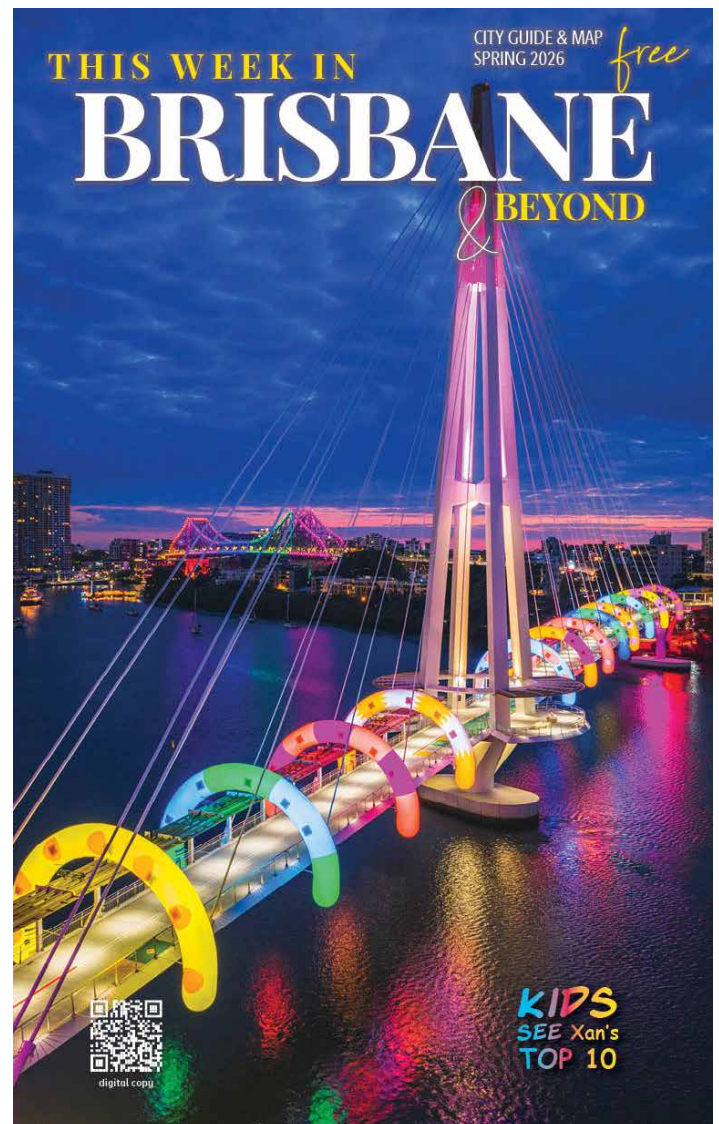
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