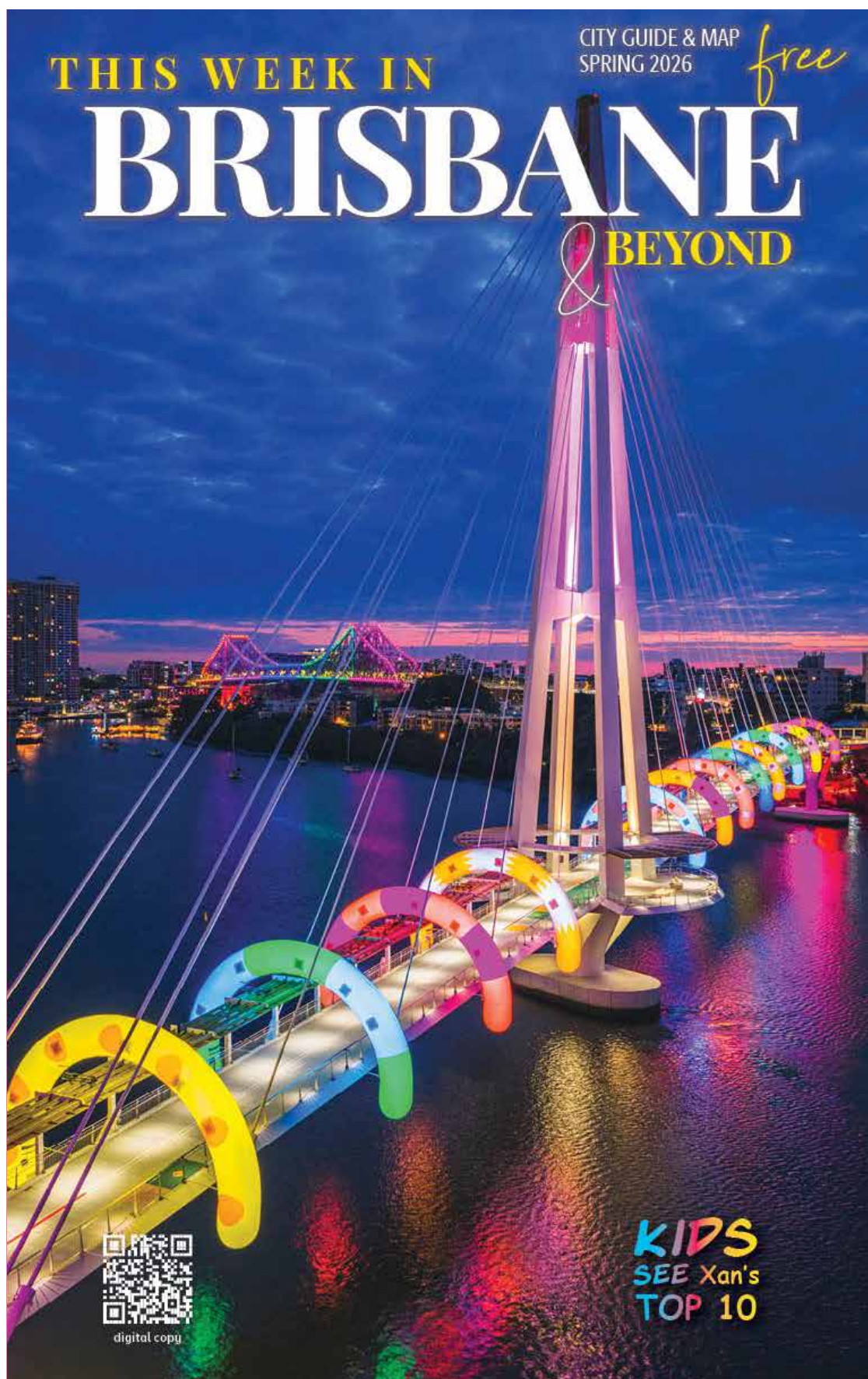


Brisbane Media Kit - Summer 2026 - 27



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+

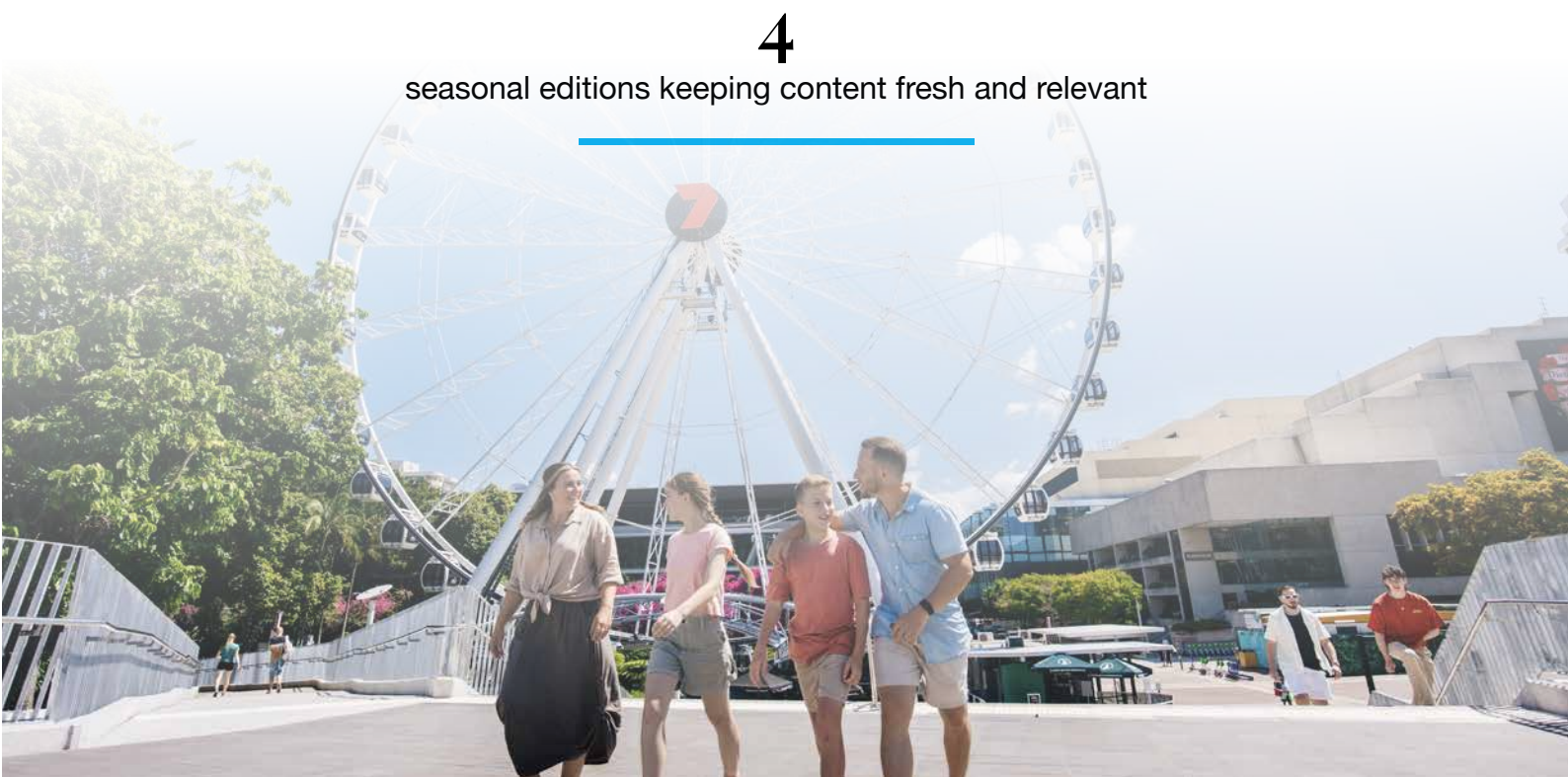
hotels, serviced apartments, accommodation providers & attractions

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



\$37.3b

Total Domestic*



RECORD

\$8.2b

International

7.3%

Vs. Year ending
Mar 2025

35.2%

Vs. Year ending
Mar 2025

Visitation



\$83.4m

Total Domestic*



\$2.4m

International

9.9%

Vs. Year ending
Mar 2025

12.7%

Vs. Year ending
Mar 2025



**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

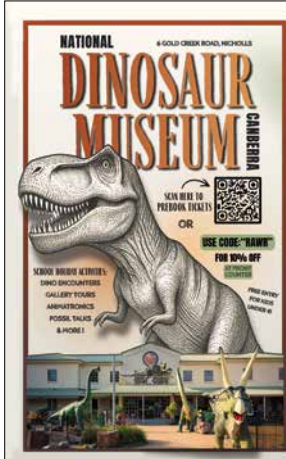
QUEENSLAND ART GALLERY | GALLERY OF MODERN ART



In Bloom

A collection of the beautiful, bold and botanical

NATIONAL PORTRAIT GALLERY ON SHOW NOW

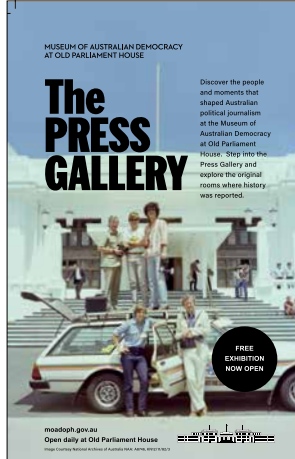


NATIONAL DINOSAUR MUSEUM CANBERRA

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

SENIO WARRIOR MEMBERS: 50% OFF TICKETS, GALLERY TOURS, ANIMATRONICS, POSSIBLE TALKS & 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

[moadp.gov.au](https://www.moadp.gov.au)

Open daily at Old Parliament House



Discover Carrick Hill

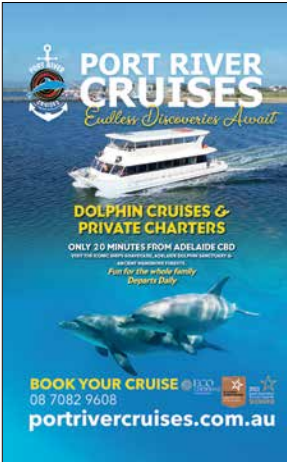
Only 8 km from Adelaide CBD

HOUSE MUSEUM | HISTORIC GARDENS | ART COLLECTIONS
GUIDED TOURS | DINING & SHOPPING | STORYBOOK TRAIL

Open Wednesday - Sunday | 10am - 4:30pm

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carrickhill.sa.gov.au

CARRICK HILL



PORT RIVER CRUISES

Endless Discoveries Await

DOLPHIN CRUISES & PRIVATE CHARTERS

ONLY 30 MINUTES FROM ADELAIDE CBD

Fun for the whole family
Departs Daily

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MENSA

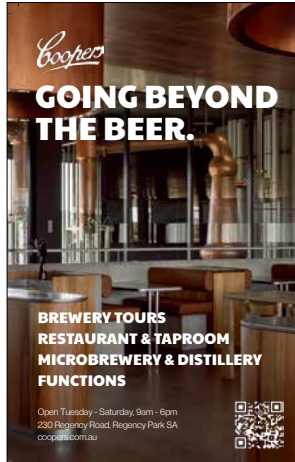
Contemporary Asian-inspired restaurant

GOING BEYOND THE BEER.

BREWERY TOURS
RESTAURANT & TAPROOM
MICROBREWERY & DISTILLERY
FUNCTIONS

Open Tuesday - Saturday 9am - 6pm
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coopco.com.au

www.mensa.com.au



Coopers

GOING BEYOND THE BEER.

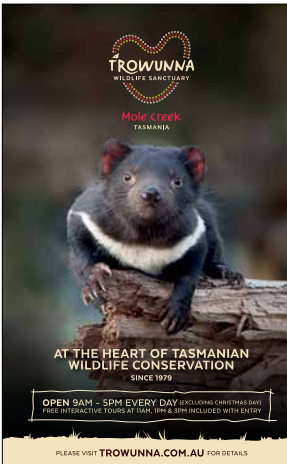
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RESTAURANT & TAPROOM
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HOBART ZOO & AQUARIUM

www.hzaa.com.au



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Mole creek TASMANIA

AT THE HEART OF TASMANIAN WILDLIFE CONSERVATION SINCE 1979

OPEN 9AM - 5PM EVERY DAY (EXCLUDING CHRISTMAS DAY)
FREE INTERACTIVE TOURS AT 10AM, 1PM & 3PM INCLUDED WITH ENTRY

PLEASE VISIT TROWUNNA.COM.AU FOR DETAILS



FESTIVAL OF VOICES

3-12 JULY 2026

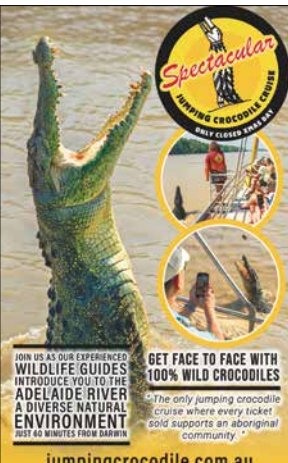
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GET FACE TO FACE WITH 100% WILD CROCODILES

The only jumping crocodile cruise where every ticket sold supports an aboriginal community

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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

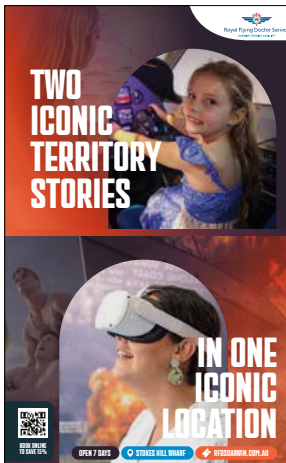
Tuesdays: 5.30pm
Wednesdays: 2.00pm - 5.30pm (on selected dates)
Fridays: 5.30pm
Saturdays: 2.00pm - 4.30pm (on selected dates)

10% OFF SHOW

bookings@katherineoutback.com.au

www.katherineoutbackexperience.com.au

115 Collins Road, Uralda, Katherine Ph: 0447 816 222



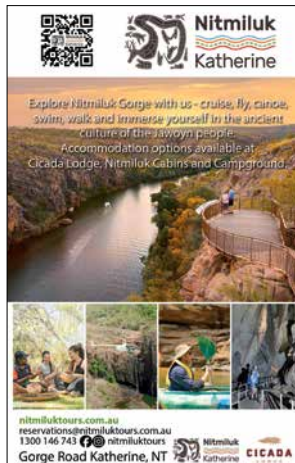
TWO ICONIC TERRITORY STORIES

IN ONE ICONIC LOCATION

OPEN 7 DAYS

[STOKES BALL MURRAY](https://www.stokesballmurray.com.au)

[STOKESBALLMURRAY.COM.AU](https://www.stokesballmurray.com.au)



Nitmiluk Katherine

Explore Nitmiluk Gorge with us - cruise, fly, canoe, swim, walk and immerse yourself in the ancient culture of the awyyn people.

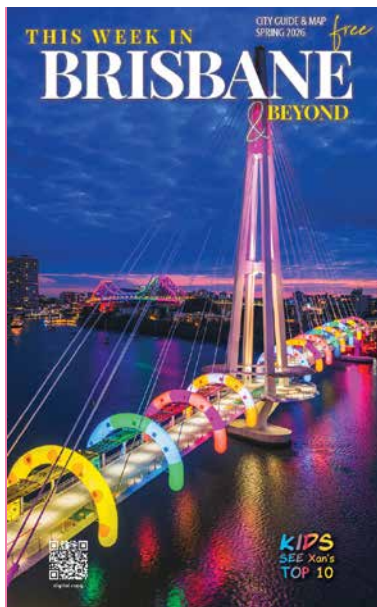
Accommodation options available at Cicada Lodge, Nitmiluk Cabins and Campground.

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 Cathi Meredith
0418 757 344 | cathi@datatrax.com

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

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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		

AD FORMAT GUIDE

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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)

LET'S TALK

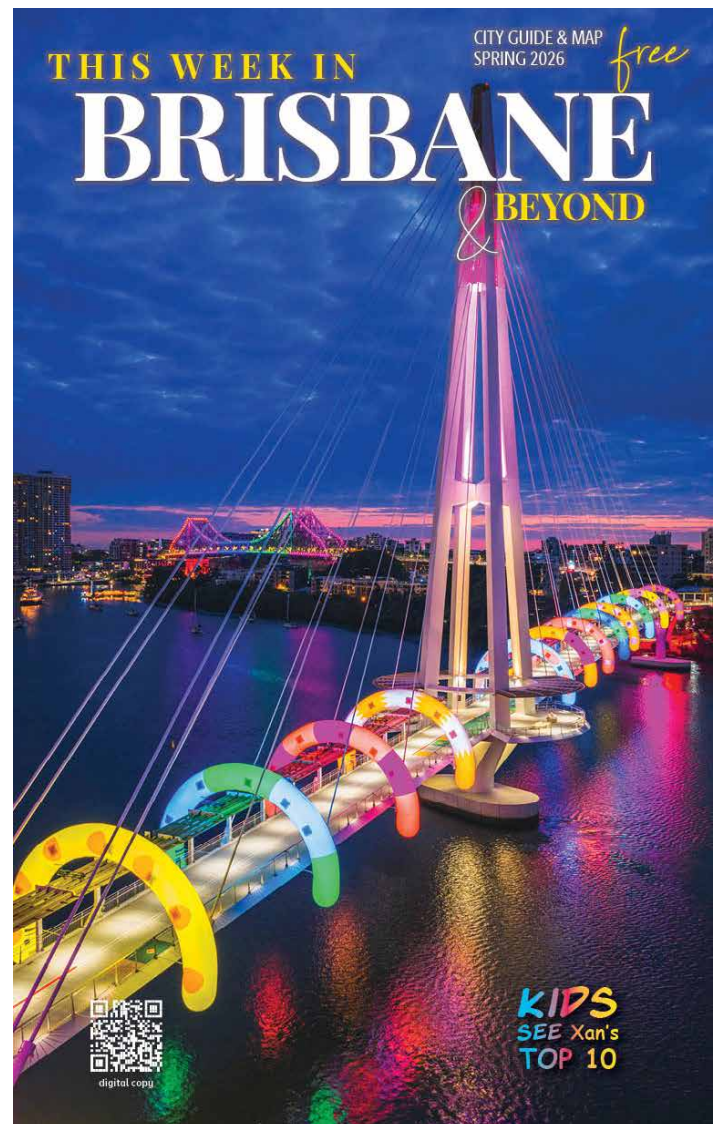
Queensland's

GO-TO VISITOR GUIDE

CONNECTING BRANDS TO VISITORS

FOR PARTNERSHIP PLEASE CONTACT
CATHI MEREDITH

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