

# this THE ULTIMATE CITY GUIDES week

# IN CANBERRA



**MEDIA INFORMATION 2009**



Hardie Grant Magazines



# ● This Week in Canberra

Canberra is the heart of Australia for a reason. It's a city of beauty.

From national icons to buzzing cafés and eclectic bars, some of Australia's best restaurants, food and flower festivals, galleries and opulent theatres, botanical gardens as well as sporting spectacles. Canberra is cosmopolitan, suburban, cultivated, conservative and a haven for the avant-garde. It's a spacious city that visitors want to explore.

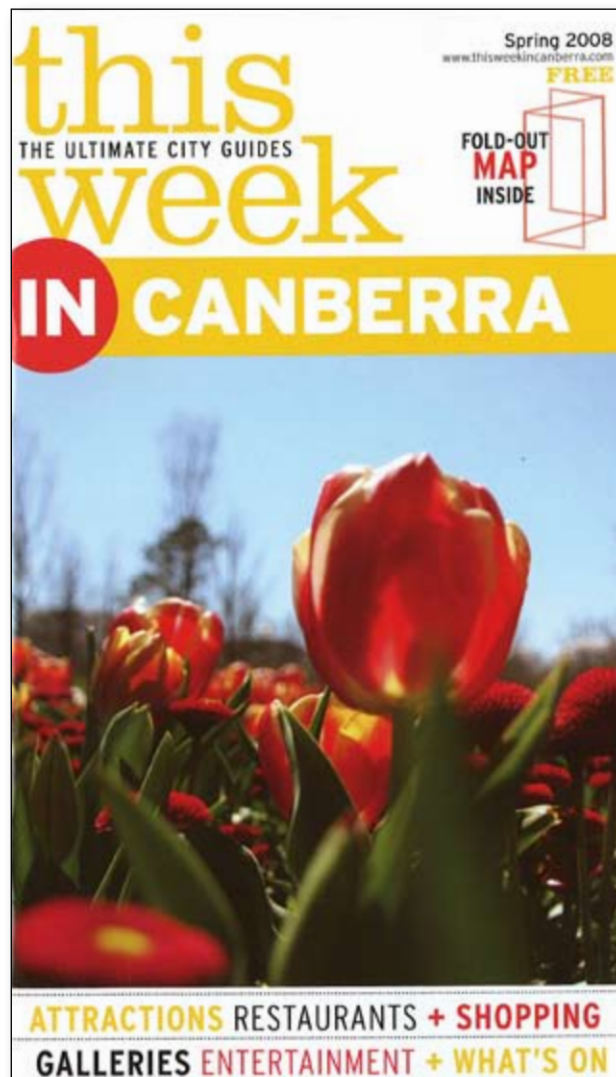
But you have to know where to go to enjoy Canberra at its best. *This Week in Canberra* enables visitors to find all the hidden gems. Just like a friendly local – *This Week in Canberra* is full of insider knowledge and opinions and advice, and provides visitors with a resource that ensures they get the best out of their stay.

## 47 YEARS ON

To celebrate its 47th anniversary *This Week in Canberra* has been relaunched with a bold new look, new content and a host of new features on everything Canberra people love about their city – where they shop, the food, restaurants and bars they love, the places they go, the entertainment they enjoy, and where they go to escape the city.

Published quarterly *This Week in Canberra* is the ultimate pocket guide for visitors.

Every issue provides timely, first-hand, insider information that enables travellers to feel like a local and make the most of their travel experience. From shopping to dining and cultural attractions to entertainment, *This Week in Canberra's* editorial presents indispensable quick points of reference covering a comprehensive calendar of events, quirky and interesting facts about the places, events and icons that give Canberra its unique flavour.



With an updated full-colour design, including striking images and full-colour photographs throughout, the guide presents a strong visual impression of Canberra. In addition, the publication has handy fold-out city maps complemented by CBD, precinct and public transport maps, clearly illustrating sites of importance, attractions, shopping districts and prominent streets in a concise, easy-to-read publication that they can trust.

Just like the seasons in Canberra, each issue has its own special features and inspiring ideas for how to experience Canberra at its best.

# ● The Advertising Advantage

Visitors to Canberra come for a multitude of reasons and activities; to shop, to eat and drink, to visit galleries, tourist attractions, friends and family, to see the many iconic sites or a combination of some or all of these. Tourism is really part of everybody's business, which is why it is so important that local enterprises, whatever their business, promote their goods and services to the visitor market.

## IDEAS, ACTIVITIES AND INSIGHTS

*This Week in Canberra* provides advertisers with a direct connection to the lucrative tourism market, and a powerful editorial environment to amplify their exposure beyond their print advertisement. The editorial listings, highlights and special features within the magazine inspire readers and provide the information and encouragement they seek from a visitor guide, in an accessible and highly visual format.

- **Locality guides:** The best things to see and do in the many different parts of Canberra and surrounding regions.
- **Seasonal highlights:** A snapshot of the highlights for the upcoming season.
- **Shopping guide:** This listing of the main shopping precincts in Canberra is an invaluable tool to shoppers and bargain hunters alike.
- **Restaurant and bar guide:** A listing showcasing a broad range of Canberra's restaurants and bars, and identifying dining precincts, latest hot spots and places locals love to eat.

**Summer highlights**

**MENOPAUSE THE MUSICAL**  
From 19 February  
Created after a bottle of wine and a hot flush, *Menopause the Musical* is a celebration of women, exposing the myths and realities of menopause, making the most unfluffy topic absolutely hilarious. The power-driven business women, an ageing soap star, the vegan earth mother and a dowdy housewife all deliver fantastic performances as they belt out classics from the 60s and 70s. Go with your friends (in a group of 10 or more) and save on ticket prices.  
The Playhouse, Canberra Theatre Centre, Civic Square, London Court, 6225 2700  
www.canberratheatre.org.au

**Max Dupain on assignment**  
14 December to 25 May 2008  
This exhibition features more than 80 images by well-known photographer Max Dupain, many of which have never before been on public display. Capturing images of rural and urban Australia, architecture, industry and culture make up much of the exhibition – many of which were used by the federal government to promote Australia overseas to potential migrants, tourists and trade partners.  
The exhibition also features photographs taken by Dupain for his longest standing corporate client, CSR, showing Queensland cane growers and sugar production.  
National Archives of Australia, Queen Victoria Terrace, Parkes, 6212 3600 www.naa.gov.au

**INSPIRATIONAL INDIGENOUS ART**  
to 10 February  
The Inaugural Culture Warriors: National Indigenous Art Trenchell QT will present the work of 30 artists from each state and territory, demonstrating the incredible range of contemporary Aboriginal and Torres Strait Islander art practice. It is the largest survey of Indigenous art to be shown at the National Gallery in more than 15 years, and features up to four works by each artist created during the past three years. The works vary from painting on bark and canvas, sculpture, textiles, weaving, new media, photo-media, printmaking and installation. The pieces selected not only create an exhibition of outstanding quality but are also ultimately important acquisitions for the national collection.  
National Gallery of Australia, Parkes Place, Parkes, 6240 0502 www.nga.gov.au

**FOOD, FASHIONS AND A FLUTTER**  
16 December  
Enjoy a day of premier horse racing at Canberra's Canberra Cup. With light entertainment throughout the day, great food, fashion and plenty of opportunity for a flutter, there's something for everyone at Canberra's big day of racing. Thoroughbred Park, Racecourse Road, System, 6201 3888 canberracing@thoroughbredpark.com.au

**MEET THE ANIMALS**  
On a 'Zooventure Tour' you can enter the den of brown bears and have one lick home from your hands, have a 110kg Sumatran tiger stand tall above you and take a piece of meat from your hand, or feel the amazing texture of a python's skin as one creeps over you. Alternatively you can meet a king cheetah – not only the rarest mammal on earth, but one of the rarest. When you meet the King' visitors have hands-on contact with Jami the King Cheetah, one of the only king cheetahs in the world that can be handled (see page 12). Tours operate daily and bookings are essential as places are limited.  
National Zoo and Aquarium, 6287 8400 www.zooqau.com.au  
THIS WEEK IN CANBERRA 5

**Arts Around Canberra.com.au**  
Discover the Primary Guide to arts & culture in the National Capital & Region

**What's on in Winter**

**What's on**

**EXHIBITIONS**

**AS THE YEAR WINDS DOWN** in many precincts are temporary art displays, exhibitions and activities in Canberra's many precincts. The National Archives of Australia, Queen Victoria Terrace, Parkes, is showcasing a collection of historical photographs and documents from the 1940s to the 1970s, including a rare collection of postcards and a collection of historical photographs and documents from the 1940s to the 1970s.

**THE PLAYHOUSE** is presenting a series of plays, including *The Playhouse* and *The Playhouse*.

**THE NATIONAL ARCHIVES OF AUSTRALIA** is showcasing a collection of historical photographs and documents from the 1940s to the 1970s, including a rare collection of postcards and a collection of historical photographs and documents from the 1940s to the 1970s.

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**THIS WEEK IN CANBERRA 5**

## THIS WEEK ONLINE

The website like the publication features seasonal editorial, restaurant guides, attractions and what's on information to help visitors plan their holiday or business stay.

*This Week in Canberra* online is the ideal environment for advertisers to promote their brands and services to an audience actively seeking information on things to see and do and places to eat, shop and stay in Canberra. Opportunities are available to link through to advertisers' websites providing valuable additional traffic.

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

# AUDIENCE

Visitors to Canberra are actively seeking information.

Whatever your business – whether it's an attraction, a hotel, a precinct, a tour company, a retailer, festival or an event *This Week in Canberra* offers a way of ensuring that your product reaches the visitor market.

The top activities of visitors to The ACT include:

- eating out at restaurants
- visiting friends and relatives
- shopping for pleasure
- going to markets
- going to wineries
- visiting state and national parks



# CIRCULATION

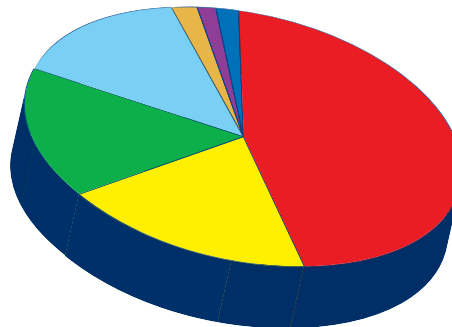
*This Week in Canberra* has a distribution of 235,000 CAB-audited each year. Traffic Facts record 45,706 unique visitations to *This Week Canberra* online edition per annum. This gives a combined print and online circulation of 280,706 per annum.

Distribution points are restocked throughout the season to ensure the guide is constantly available and advertisers' marketing messages remain visible for the life of the publication.

*This Week in Canberra* has a guaranteed presence in:

- 3, 4 and 5 star hotels and serviced apartments
- Major tourism outlets
- Accredited visitor information centres throughout the ACT and New South Wales
- International and domestic points of arrival and departure
- Car rental companies, Canberra Cabs and Country Link
- Embassies and Consulates

# DISTRIBUTION



- Hotels and Serviced apartments - 46%
- Canberra Attractions - 18%
- Canberra and Region Visitors Centre - 16%
- NSW Visitors Centres - 15%
- Embassies and Consulates - 2%
- ANU centres - 1.5%
- Sydney Airport, Car Rental, Countrylink & Cabs - 15%



# ADVERTISING RATES

## SECTION AND FEATURE ADVERTISING

SIZE	CASUAL	Including GST	X2	Including GST	X3	Including GST	X4	Including GST
Full Page	\$3000	\$3300	\$2850	\$3135	\$2730	\$3003	\$2590	\$2849
1/2 Page	\$1800	\$1980	\$1710	\$1881	\$1630	\$1793	\$1540	\$1694
1/3 Page	\$1270	\$1397	\$1180	\$1298	\$1140	\$1254	\$1090	\$1199
1/4 page	\$1000	\$1100	\$950	\$1045	\$900	\$990	\$860	\$946
1/5 page	\$820	\$902	\$770	\$847	\$730	\$803	\$680	\$748

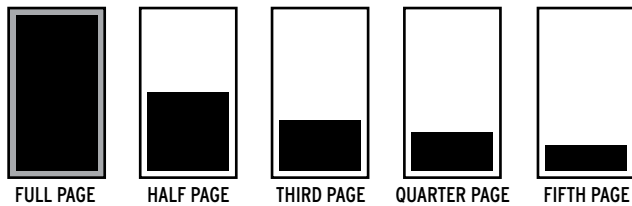
Covers (Add 15% loading to Full Page rates)

## ONLINE ADVERTISING

Banner Ad	\$800	\$880	\$760	\$836	\$720	\$792	\$680	\$748
Tile Ad	\$400	\$440	\$380	\$418	\$360	\$396	\$340	\$374

# ANNUAL PUBLICATION SCHEDULE

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Summer 2008/09	Friday, 31 October 2008	Wednesday, 5 November 2008	December 2008 – February 2009
Autumn 2009	Tuesday, 27 January 2009	Monday, 2 February 2009	March – May 2009
Winter 2009	Tuesday, 28 May 2009	Friday, 1 May 2009	June – August 2009
Spring 2009	Tuesday, 28 July 2009	Friday, 31 July 2009	September – November 2009
Summer 2009/10	Wednesday, 28 October 2009	Friday, 2 November 2009	December 2009 – February 2010



# ADVERTISING SIZES

## MAGAZINE

Full page	Type area	104 mm (w)	x	192 mm (h)
	Trim size	120 mm (w)	x	210 mm (h)
	+ 5mm bleed	130 mm (w)	x	220 mm (h)
Half page horizontal	Type area	104 mm (w)	x	95 mm (h)
Third page horizontal	Type area	104 mm (w)	x	57 mm (h)
Quarter page horizontal	Type area	104 mm (w)	x	48 mm (h)
Fifth page horizontal	Type area	104 mm (w)	x	32 mm (h)

## ONLINE

Banner	Type area	468 pixels (w)	x	60 pixels (h)
Tile ad	Type area	120 pixels (w)	x	60 pixels (h)

# ADVERTISING ENQUIRIES

**Jacinta Scott**

Tel: 0402 728 436

Fax: (02) 9908 8666

Email: jacintascott@hardiegrant.com.au

## PLEASE SEND MATERIAL TO:

**This Week in Canberra**

Maria Kefaloukos

Hardie Grant Magazines

Level 4, 50 Yeo St. Neutral Bay, NSW 2089

Email: mariakefaloukos@hardiegrant.com.au

## TERMS & CONDITIONS

The terms and conditions, under which advertising is accepted to appear in *This Week In Canberra*, are detailed at the bottom of the booking confirmation forms. All material is subject to space availability and publishers approval.

- Rates for multiple insertions apply to the whole term of the contract.
- If the contract is cancelled before the full term, rates will be charged at the number of insertions used.
- Artwork that requires makeup will be charged at 10% of media value.

**Bookings for less than \$300 require payment at time of booking.**

# MAGAZINE: MATERIAL REQUIREMENTS

There are two methods for supplying your advertising material to Hardie Grant Magazines

## 1: E-MAILED PDF (must be under 8MB)

- Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients. Hardie Grant will not edit PDF documents.
- Ensure advertisement is the correct size (including any bleed) and that all images are CMYK and 300dpi and fonts are embedded when creating the PDF file.
- Do not use PDF short cuts within native programs. PDFs must be created as press optimised and include crop, bleed and registration marks.
- Foolproof PDF job options can be downloaded from [www.3dap.com.au](http://www.3dap.com.au) and it is advised that you use these job options to make your PDF as they are industry standard. PC and Mac versions are available as well as step-by-step instructions.

## 2: ON CD OR DVD

- Discs must be Mac compatible with artwork prepared in Indesign CS (inx file to be supplied if created in CS2)
- All fonts must be included on the disc in Mac format. Reversed out type must be at least 8pts and small fonts with fine serifs should be avoided.
- All images (links) must be included on disc, scaled to 100% of print size, at least 300dpi (please supply black & white line art at 600dpi) and CMYK.
- Please also supply a proof / printout of the file marked up with any special instructions.
- Please also include a press optimised PDF, prepared in the method outlined below.

## PLEASE NOTE:

Do not supply total ad layout in Photoshop, Illustrator, Word, Pagemaker or any other unsupported software. Do not supply advertising material as a TIFF, JPEG or EPS only.

- Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant is required to amend it.

# ONLINE: MATERIAL REQUIREMENTS

- Files should be supplied as **gifs** or **jpeg**s at 72dpi in RGB colour format.
- Banner ad maximum file size is **12k**
- Tile ad maximum file size is **8k**



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