

home

business

health

education

dining

shopping

events

travel

whats on

trends

calendar

OUR TERRITORY

ideNTity

Media Kit

2026-27

ideNTitymag.com.au



ideNTity is

AUTHENTIC! FRESH! FUN!

We're pleased to introduce IdeNTity – a beautiful coffee table magazine, that you'll love to have sitting around ready to choose your next move, adventure, and outing, or just for a relaxing read.

IdeNTity is the epitome of our Territory lifestyle, our identity, and we have you covered whether you are coming to live and work in the NT or just visiting, IdeNTity Magazine provides it all.

IdeNTity is a bi-annual magazine, brought to you by a highly regarded local team of professionals, who live and breathe our fabulous Territory and its lifestyle. Our equally professional new bi-annual covers everything across the Northern Territory, from top to bottom and everywhere in between. From living and working here (education, business, industries, healthcare, housing, shopping, cars, wining, dining, lifestyle and more).

If you're visiting the Territory, IdeNTity shows you what to do, where to go, what's happening and when around the Territory. We cover a variety of travel and touring options Territory-wide, across Australia's north and beyond. For those of us who live in the Territory – guess what? IdeNTity has your needs covered too! Because we also like to travel nationally and internationally.

Launching 30 October 2026, it will cover 6 months of jam-packed information –a massive amount of exposure for our contributors and advertisers. Read on for more information.

Then we'd love to hear from you. IdeNTity is brought to you with loads of love and care by co-founders

Nannette Holliday & Paul Buckley.

OUR TERRITORY
ideNTity

about

THE RIGHT TARGET AUDIENCE

IdeNTity's friendly format enables you to reach the people most likely to purchase your product or service in a way other media can't compete with.

WIDE COVERAGE

IdeNTity Magazine is Territory-wide. You will find 12,000+ copies bi-annually in all accommodation outlets, restaurants, newsagents, airports, hire cars, tour operator's vehicles, local hotspots and visitor information centres in throughout the NT.

GREAT CONTENT

Content is king in IdeNTity. With professionally written section overviews, and editorials for both those living in the NT and visitors, they'll have all the information they need to make informed decisions for living and enjoying their stay in the NT to the fullest. As a beautiful-looking and useful glossy magazine, people will proudly display and share it with friends planning to holiday or live in the NT.

EXCEPTIONAL QUALITY

Professional design, professional photography, professional writing and unbiased information. Your investment includes the services of award-winning graphic designers, writers and photographers. Our whole team knows the Territory in detail, and they know how to relate to your customers and engage visitors.

STRATEGIC PLATFORM

- Premium quality yearly publication
- Various advertising placements to suit all marketing budget
- Access to professional writers, photographers and designers

Why Advertise in IdeNTity Magazine?

WEB SERVICES

Your advertising goes further. IdeNTity is not only produced as a hard copy, it will also be published on our website with live links to your website, plus active social media networks. This ensures your message reaches both online and offline readers.

AFFORDABLE AND COST EFFICIENT

IdeNTity offers a wide range of advertising opportunities to suit your budget, ranging from back cover, inside front or inside back cover, double-page spreads to full-page, half-page, third-page ads and small ads around the listing pages. You can also sponsor section and category introduction photo pages. Our cost per thousand ratios place IdeNTity as one of the most affordable advertising options in the Northern Territory when matched with distribution and quality.

ENVIRONMENTALLY FRIENDLY

We are also conscious of the environment at IdeNTity, and our magazine is printed on recycled paper.

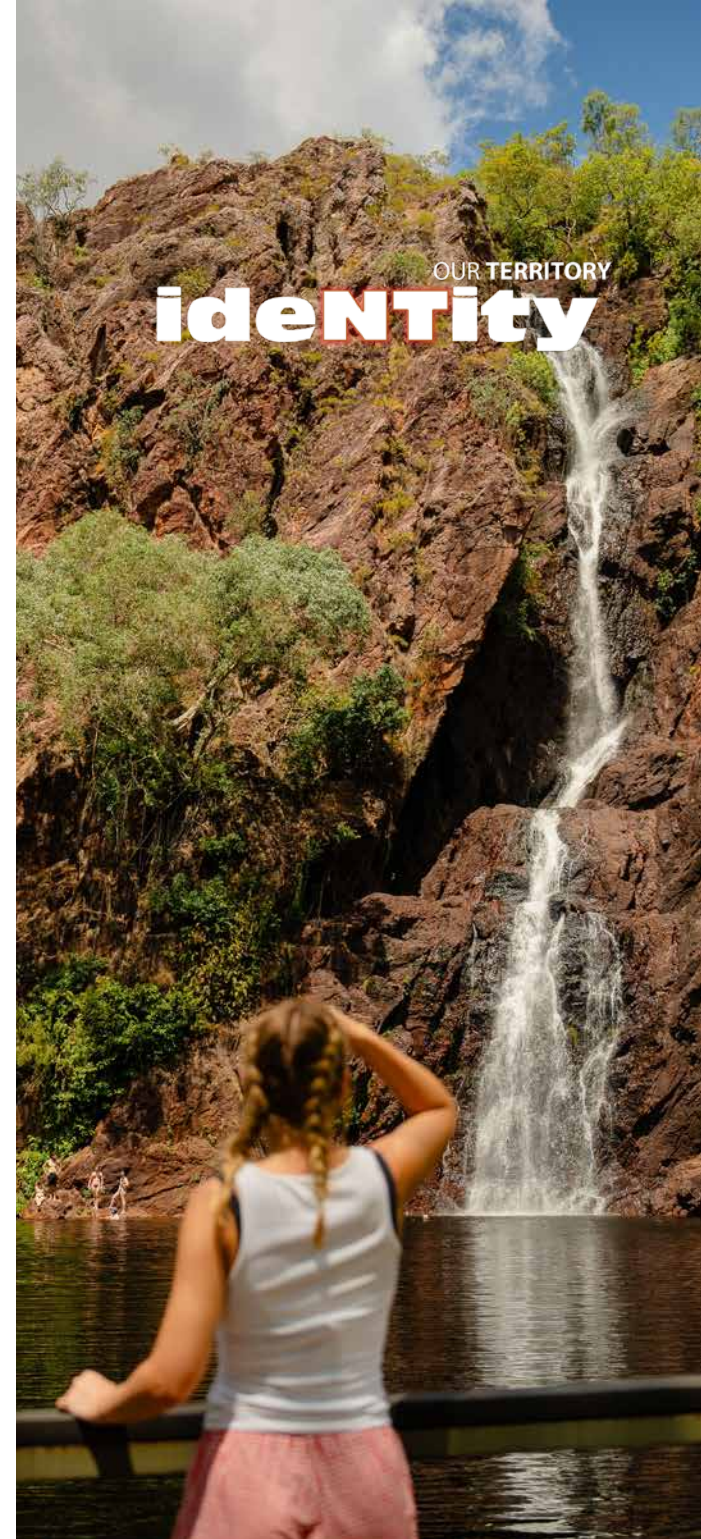
SOCIAL MEDIA

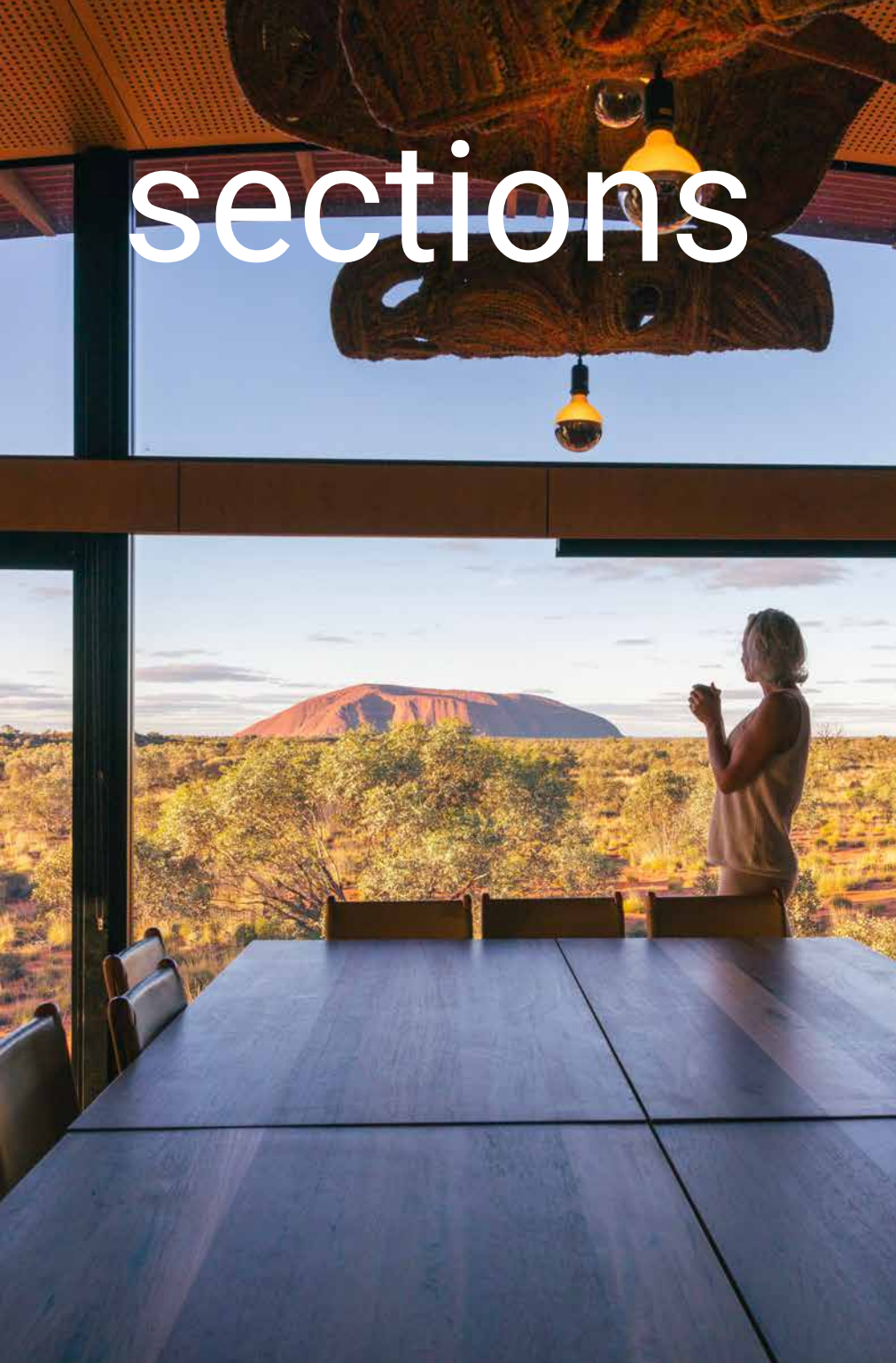
When you advertise in IdeNTity it will also be posted in our social media pages, gaining thousands of new eyes regularly viewing your product.

CROSS PLATFORM EXPOSURE

One advertising price includes:

- Print edition
- Online published flipbook
- Social media exposure - Facebook, Instagram.



A woman stands in a modern interior, looking out a large window at a vast landscape. In the distance, a large, reddish-brown rock formation (Uluru) is visible under a clear sky. The interior features a long wooden table, chairs, and a large, textured, brown pendant light hanging from the ceiling. The word "sections" is overlaid in large white letters on the left side of the image.

sections

MILLIONS OF ANNUAL VISITORS WITH ENORMOUS SPENDING POWER MEANS YOUR BUSINESS CAN MAKE THE MOST OF YOUR ADVERTISING DOLLARS

Restaurants, hotels, attractions, wedding venues, shops, entertainment, construction, business, health, education, tours, festivals, and so much more. Stay in touch with local events, special offers and what's on. IdeNTity Magazine is a unique concept that delivers the information needed for locals and visitors alike.

SECTIONS

Each section will be divided into NT regions

Full page photos will introduce each regional section

- Darwin
- Katherine
- Nhulunbuy/Arnhemland
- Tennant Creek/Barkly
- Alice Springs
- Uluru/Central Australia

CATEGORIES

Each NT region will be divided into categories with a full page introductory photo.

- **Business** - Working, industries, government – who's who and how it works, what's happening
- **Health** - wellbeing
- **Home** - Home and lifestyle - building & construction, buying, renting
- **Education**
- **Events/What's On/Arts & Culture** - listing of events and festivals NT-wide. Consider a special feature for your major event
- **Shopping** - Shopping / Fashion / Jewellery
- **Travel** - Tours - NT
- **Outdoor** - Adventure
- **Wining and dining**

ADDITIONS

Additional editorial, information, profiles, people, new happenings, what's trending and travel editorial NT, national and international at the editor's discretion.

OUR TERRITORY

ideNTity rates

ADVERTISEMENT COST	6 MONTHS	ONE YEAR	TWO YEARS
1/4 PAGE HORIZONTAL	\$1580	\$1422	\$1343
1/3 PAGE VERTICAL	\$2180	\$1962	\$1853
1/2 PAGE VERTICAL	\$2880	\$2592	\$2448
1/2 PAGE HORIZONTAL	\$2880	\$2592	\$2448
FULL PAGE	\$3890	\$3500	\$3300
DOUBLE PAGE SPREAD	\$6400	\$5760	\$5440

ALL PRICES ARE FOR A SINGLE ISSUE AND GST EXCLUSIVE.

ADVERTISEMENT SIZE

1/4 PAGE HORIZONTAL	200mm W x 65mm H
1/3 PAGE VERTICAL	65mm W x 273mm H
1/2 PAGE VERTICAL	100 mm W x 273mm H
1/2 PAGE HORIZONTAL	200mm W x 130mm H
FULL PAGE	230mm W x 300mm H
	Bleed 240mm W x 310mm H
DOUBLE PAGE SPREAD	460mm W x 300mm H
	Bleed 470mm W x 310mm H

ADVERTORIAL SPECIAL	6 MONTHS	ONE YEAR	TWO YEARS
FULL PAGE	\$2700.00	\$2400.00	\$2200.00
DOUBLE PAGE SPREAD	\$3890.00	\$3500.00	\$3300.00

NO LOGOS ARE PLACED ON THESE PAGES.

The advertorial special is a one-full-page or double-page spread promotion produced in the style of ideNTity magazine.

The cost includes up to two photographic images per page and 330 words to create the advertorial feature. Images taken by our team remain the copyright of ideNTity Magazine and can be purchased after publication. ALL PRICES ARE FOR A SINGLE ISSUE AND GST EXCLUSIVE.

1 YEAR CONTRACT DISCOUNT

10%
2 ISSUES

2 YEAR CONTRACT DISCOUNT

15%
4 ISSUES

BOOKING DEADLINES

WET SEASON EDITION SEPTEMBER 15

DRY SEASON EDITION MARCH 15

MATERIAL DEADLINES

WET SEASON EDITION SEPTEMBER 30

DRY SEASON EDITION MARCH 30

NANNETTE HOLLIDAY 0408 851 828 | PAUL BUCKLEY 0411 365 065



specs

MECHANICAL SPECIFICATIONS

Digital Ready Ads: Must be submitted as Adobe PDF (High-Print quality). All graphics and fonts MUST be embedded

Resolution: 300DPI minimum

Colours: CMYK format ONLY

Non-Digital Ready Ads: IdeNTity Magazine can produce the advert for a fee

Full Bleed Ads: Must have an extra 5mm of bleed all round. Keep important information at least 10mm from the trim

EDITORIAL (Supporting Advertising)

Double Page Spread: Max 800 words

Full Page: Max 450 words per page

Half page: Max 300 words

Client can supply hi res images & text for approval or the professional IdeNTity team can create

AD SUBMISSION

via email: art@datatrax.com

WeTransfer: "wetransfer.com" Larger files use WeTransfer to transfer files to art@datatrax.com

AD DIMENTIONS DOUBLE PAGE SPREAD

460mm W x 300mm H

Bleed 470mm W x 310mm H

FULL PAGE

230mm W x 300mm H

Bleed 240mm W x 310mm H

1/2 PAGE HORIZONTAL

200mm W x 130mm H

1/2 PAGE VERTICAL

100 mm W x 273mm H

1/3 PAGE VERTICAL

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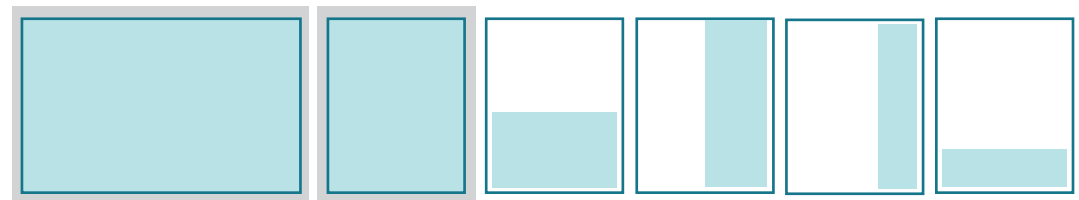
1/4 PAGE HORIZONTAL

100mm W x 65mm H

bleed

trim

ad size



Double Page Spread

Full Page

1/2 Page H

1/2 Page V

1/3 Page V

1/4 Page H



DATE: ____/____/____

BUSINESS NAME: _____

CONTACT PERSON: _____

PHONE: _____

EMAIL: _____

BILLING ADDRESS: _____

ABN: _____

ADVERTISING CONSULTANT: _____

Tax invoices with EFT details will be emailed to the above contact person. If there is a change of contact or details it is the responsibility of the company to contact accounts@datatrax.com

Payment terms are strictly 14 days from the date of invoice.

SIGNATURE: _____

extra notes:

Advertising Contacts

Nannette Holliday 0408 851 828 nannette@datatrax.com
Paul Buckley 0411 365 065 ceo@datatrax.com

IdeNTity Magazine
The Avenue,
12 Salonika St,
Darwin NT 0801

ADVERTISING BOOKING FORM

AD SIZE	AD INFORMATION	AD COST

Advertising supplied as high resolution PDF (min. 300DPI) with 5mm full bleed Artwork supplied by:

Deadline:

Artwork produced at a fee (hourly rate \$110+GST)

Journalist required

Advertising photography required
(images not be published in any other publication without approval)

LOADING

SUB TOTAL

+GST

GRAND TOTAL

BALANCE DUE: _____

**NOTE: Cancellations after booking deadline will be liable for total amount of booking*

CREDIT CARD PAYMENT

Payment by credit card incurs additional 1.7% process

Type of card _____

Credit card number:

Name on card: _____ Expiry Date: ____/____/____ CCV#: _____

Signature: _____ Total Cost incl. GST: _____

Authorised Signature: _____ Full name: _____