



WA's Best commercial designs 2010/11

Welcome to the premium commercial design magazine in Western Australia, and the major reference guide for architects, builders, designers and businesses looking to build or refit their commercial space in 2010/11.

A proven product for winning lucrative new, repeat & referral clients for businesses targeting the lucrative commercial market in 2010/11

- ✓ **12,000 COPIES & 12 MONTH SHELF LIFE**
- ✓ **POSITIONING YOUR BUSINESS** as an industry leader in WA
- ✓ **REACHING 2,000 KEY INDUSTRY LEADERS** through direct mail to the 2,000 leading architects, builders, designers, property managers, suppliers and other key stakeholders in WA
- ✓ **REACHING KEY BUSINESS DECISION MAKERS** through direct mail to 6,000 named CEOs and executives, newsagencies, subscriptions, key industry operators & all major design expos
- ✓ **PLUS ONLINE PROMOTION** where WA's Best Commercial Designs can be read online at www.scoop.com.au. www.scoophomes.com.au launching June 2010!
- ✓ **PROOF OF SUCCESS** with a 90% repeat advertising rate with WA's leading operators

SHOWCASING LEADING LOCAL
& INTERNATIONAL DESIGNS

SCOOP
PUBLISHING
MEDIA KIT 2010/11



around the
WORLD

Each year, jaw-droppingly innovative commercial designs pop up all around the world in the form of restaurants, retail stores, office spaces and hotels. Lisa O'Neill scours the globe from Sydney to São Paulo, honing in on spaces that'll knock your socks off.



**PROMOTING DESIGN
INNOVATION IN WA**

"In designing our building and spaces, our cities and towns, we must ensure that the sense of West Australian spirit is encapsulated. It requires good design and thoughtful responses – not just buildings that work, but those that lift the spirit."

*Quote from State Architect
Steve Woodland in the 2010 edition*





Woodhead

Award-winning architectural firm Woodhead has designed the first West Australian 6 Star Green Star rated building, once again proving its commitment to environmentally sustainable design solutions.

A the core of Woodhead's philosophy is the belief that the responsibility of architects is to create buildings that are not only aesthetically pleasing but also environmentally sustainable. Woodhead has also established a new five-star, '500plus' 'green' leadership program for other building owners in West Australia.

DESIGN PROFILES

showcase the top designs from leading architects, builders & designers; providing a major reference guide for business looking to build and refit in WA.

DISTRIBUTION

guarantees access to key markets and decision-makers!

DISTRIBUTION		
Business in WA	Direct mail to 5,000 CEOs, executives, property managers & key stake holders	5,000
Retail	Newsagencies/ subscribers	2,500
Homes expos	All major homes & design expos in WA	500
To industry	Direct mail to architects, builders & designers	2,000
Through industry	As gifts for their clients building & renovating	1,000
General	Airport lounges, salons, sponsorships, cafes	1,000
Total		12,000



Bremick Design + Build

Specialising in interior design, project management and construction services, Bremick Design + Build provides innovative solutions for the retail and commercial industries.

Interior design and construction services are essential for the success of any commercial project. Bremick Design + Build provides a comprehensive range of services, from concept development and design to project management and construction. Our experienced team works closely with our clients to ensure that every project is completed on time, on budget and to the highest quality standards.

THE BONSAI, Northbridge

RATES* (exclusive of GST)

Advertising type	Rate	20% Deposit	Payment option 1: balance due April 1	Payment option 2: 4 monthly payments starting April 1
Display - double page	\$6,900	\$1,380	\$5,520	\$1,380 per month
Display - full page	\$4,900	\$980	\$3,920	\$980 per month
2 page profile	\$4,900	\$980	\$3,920	\$980 per month
4 page profile	\$6,700	\$1,340	\$5,360	\$1,340 per month
6 page profile	\$8,500	\$1,700	\$6,800	\$1,700 per month
8 page profile	\$10,300	\$2,060	\$8,240	\$2,060 per month
10 page profile	\$12,100	\$2,420	\$9,680	\$2,420 per month



CSR Gyprock

More than just a plasterboard, CSR Gyprock's latest eco range is leading the way for green building practices.

Achieving design and performance goals while maintaining a low carbon footprint is a challenge for many building professionals. CSR Gyprock's latest eco range provides a sustainable solution for green building projects. The new range is made from recycled materials and is designed to be easy to install and maintain. It offers a range of options for different applications, from interior walls to ceiling systems. All of the products are made from recycled materials and are designed to be easy to install and maintain. They are also designed to be easy to install and maintain.



EasyStone

EasyStone offers a wide range of stone in local limestone and recycled stone paving.

For a wide range of stone in local limestone and recycled stone paving, EasyStone is the perfect choice. The company offers a wide range of products, from natural stone to recycled stone paving. All of the products are made from recycled materials and are designed to be easy to install and maintain. They are also designed to be easy to install and maintain.



Mega Vision Sound & Lighting

With over 20 years of experience in the audio, video, lighting and graphics industry, Mega Vision Sound & Lighting is the leading provider of integrated solutions for commercial and residential projects.

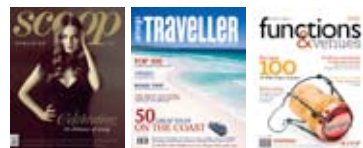
SCOOP HOME SERIES SCHEDULES & DEADLINES

Magazine title	Effective on-shelf months	Distribution	Shelf life	Cancellation deadline	Booking deadline	Artwork deadline	On-shelf date
Insite (ed 24)	Mar - Jun 2010	20,000	3 mths	15 Jan	29 Jan	5 Feb	10 Mar
Insite (ed 25)	Jun - Sept 2010	20,000	3 mths	9 Apr	16 Apr	23 Apr	26 May
Insite (ed 26)	Sept - Dec 2010	20,000	3 mths	9 Jul	16 Jul	23 Jul	25 Aug
Insite (ed 27)	Dec 2010 - Mar 2011	20,000	3 mths	8 Oct	15 Oct	22 Oct	24 Nov
WA's Best Kitchens & Bathrooms (ed4)	Apr 2010 - Mar 2011	17,000	12 mths	12 Feb	19 Feb	26 Feb	7 Apr
WA's Best Homes (ed 4)	Jul 2010 - May 2011	14,000	12 mths	30 Apr	7 May	14 May	30 Jun
WA's Best Outdoors & Gardens (ed 4)	Oct 2010 - Sept 2011	15,000	12 mths	6 Aug	13 Aug	20 Aug	29 Sep
WA's Best Commercial Designs (ed 4)	Dec 2010 - Nov 2011	11,000	12 mths	15 Oct	22 Oct	29 Oct	15 Dec

Home & Design Series



Lifestyle Series



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