

SCOOP
PUBLISHING

Functions & Venues Annual and Online Portal

Print & Online Media Packages



A FORMULA FOR SUCCESS

SCOOP'S FUNCTIONS & VENUES magazine and website are proven tools for reaching the lucrative high-margin private and corporate functions market in WA

The Market

- ◆ Market demand for lucrative functions, venues, caterers and event services at the top end of the market is increasing rapidly in WA
- ◆ This market is generating consistent high-margin profit to quality operators

The Magazine

- ◆ The major reference guide for functions and venues in WA, used by thousands of affluent West Australians, event organisers and PA's organising tens of thousands of corporate and private functions in WA
- ◆ Available in print and digital format online for free

The Website: www.scoop.com.au

- ◆ The major online reference guide for functions and venues in 2012-13
- ◆ Print & Digital Media Packages now include full page promotion online
- ◆ Plus showcases a portfolio of your top functions as 'Function Profiles'

The Price

- ◆ The complete package for 12 months costs as little as \$408+gst per month
- ◆ Half page print-packages are available from \$241+gst per month



PROOF OF SUCCESS

Proof of success is a repeat advertising rate with the leading brands and businesses in WA and five years generating lucrative new business for our clients

Branding

- ◆ SCOOP is one of the most trusted media brand in WA – readers will trust your brand and business when exposed in a SCOOP Publishing title
- ◆ Presentation in inimitable production-quality alongside other industry leaders confirms your position as a leading operator in WA

Awareness and referral business

- ◆ Exposure in print and online showcases the range of functions and services your business is able to deliver
- ◆ Distribution ensures this message reaches both new and repeat clients, leveraging your brand and increasing word-of-mouth and referrals

Proof of success

- ◆ More than 80% of our clients repeat their advertising each year
- ◆ A magazine that continues to increase in size, quality and distribution
- ◆ A website that continues to improve in content, functionality and traffic



THE WA FUNCTIONS MARKET

There is increasing demand for quality operators able to guarantee results for an increasingly cash-rich, time-poor market, prepared to pay for quality products and services

The WA economy is booming

- ◆ WA's gross state product (GSP) is \$193 billion
- ◆ If WA was a separate country, it would be in the world's top 50 economies
- ◆ In 2011, WA exports accounted for 43.1% of the national total
- ◆ More than \$200 billion of resource projects are currently in the pipeline
- ◆ GSP is forecasted to grow between 4 and 6% in FY2013

WA is attracting wealthy migrants

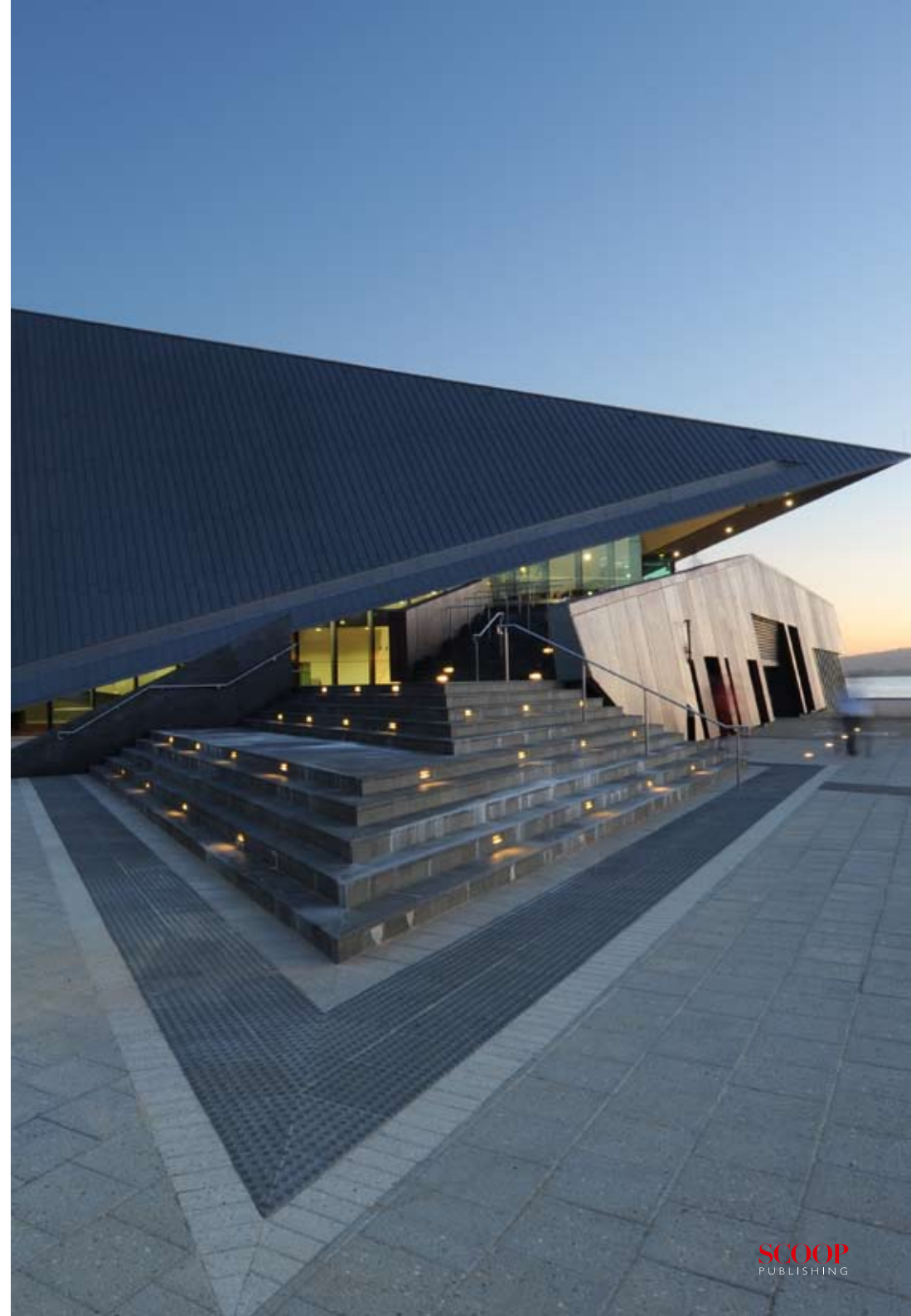
- ◆ Unemployment rate is 4.3% (Dec11) and predicted to fall under 4%
- ◆ The population last year increased by 55,800, the fastest in Australia

West Australians are the highest paid workers in the country

- ◆ GSP per capita is \$82,653 - 42% higher than national average of \$57,925
- ◆ The average WA wage in 2011 was \$79,419 – 15% higher than national
- ◆ The average WA wage grew 10.4% in 2011
- ◆ Savings rates are at 22% - more than double the national rate

A formula for success

- ◆ The market outlined above is increasingly cash-rich and time-poor, prepared to pay more for quality and service, generating strong margins
- ◆ High margins mean more money to retain staff and provide quality service
- ◆ Quality service leads to more repeat & referral clients and increased profits



THE MAGAZINE

WA'S BEST FUNCTIONS & VENUES is an invaluable, easy-to-use resource used to organise tens of thousands of private and corporate functions each year in WA

Providing the ultimate guide to WA's best

- ◆ Unique function concepts
- ◆ Function services
- ◆ Perth and regional venues
- ◆ Caterers

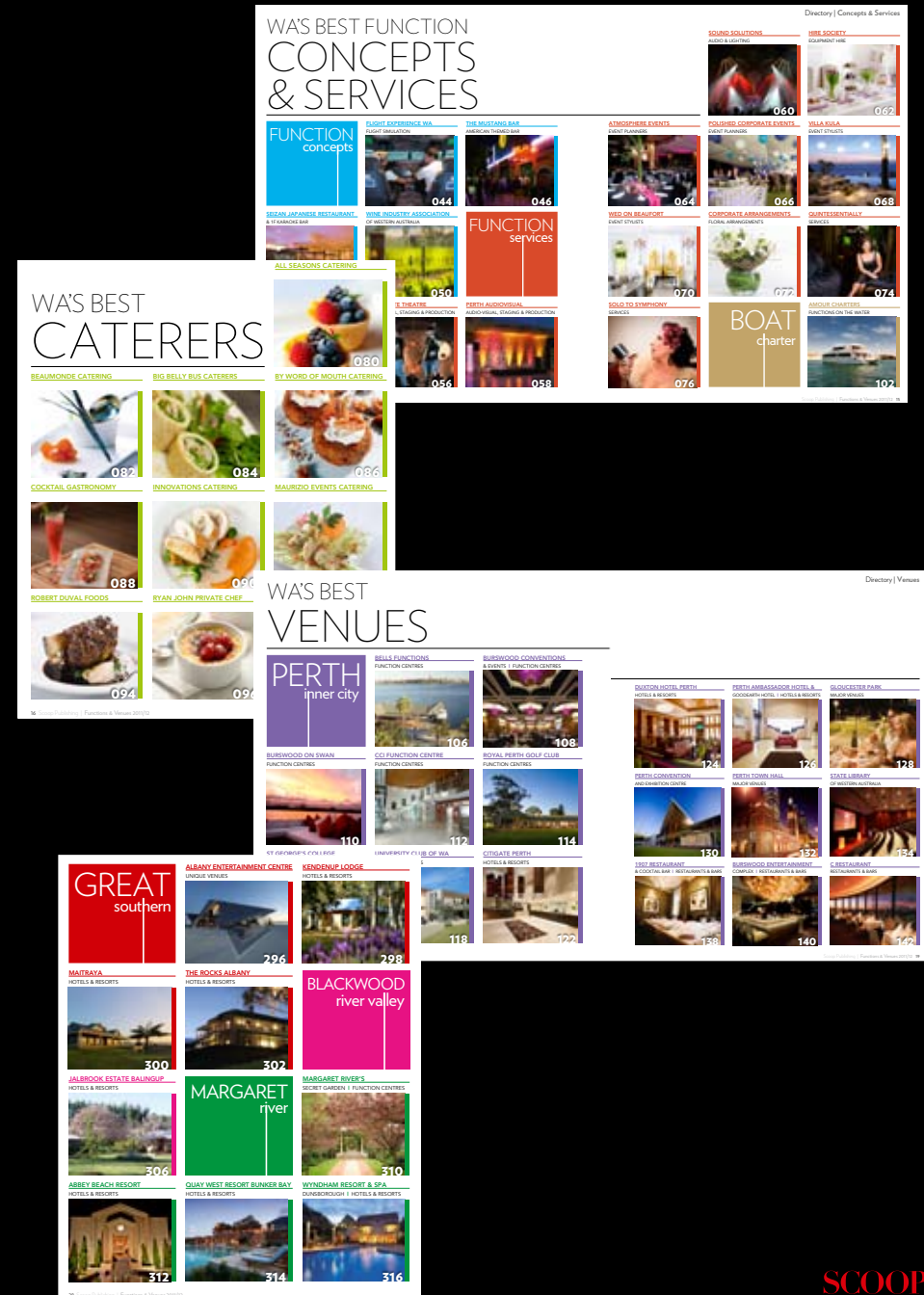
Stunning, simple and easy to use

- ◆ The SCOOP brand provides an assurance of quality and trust
- ◆ A simple image-driven contents provides easy access to operators
- ◆ Inimitable production-quality and professional design produces a visually stunning magazine

The ultimate tool for

- ◆ Weddings and private parties
- ◆ The rapidly increasing and affluent 'new to WA' market
- ◆ PA's and marketing departments organising multiple corporate functions
- ◆ The events industry, marketing consultants, PR companies and events organisers looking for new venues, caterers and suppliers

EASY TO USE CONTENTS



MAGAZINE DISTRIBUTION

Access to the lucrative corporate and high net-worth consumer market is guaranteed with a 5-year history, 12,000 copies and a unique targeted-distribution strategy

Leading newsagencies in WA

- ◆ The first point of reference when organising private events and weddings
- ◆ Instantly recognisable as a WA product due to the title and SCOOP brand
- ◆ Standing out on the shelf due to size, production-quality and design
- ◆ Three separate distribution runs ensure full exposure over 12 months

Direct mail to 5,000 CEO's and senior executives (and their PA's)

- ◆ Renowned as an invaluable business tool for the WA corporate market
- ◆ Corporate WA is saturated with direct mail to 5000 named CEO's & executives
- ◆ Sources include the Business News' Book of Lists and SCOOP's client database

Direct mail to all known clubs and associations

- ◆ A valuable source of repeat functions and affluent members
- ◆ Including exclusive membership, yacht, golf, men's, women's and other clubs

Direct mail to all known PR, marketing and event organisers

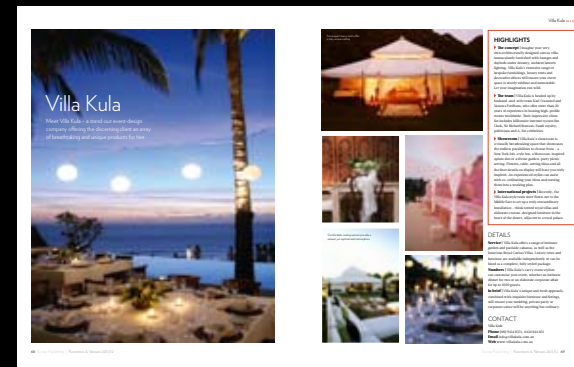
- ◆ Directly responsible for organising thousands of events
- ◆ Plus a major source of referrals

Through 180,000 unique visitors to SCOOP Online

- ◆ All magazine titles are free to read online
- ◆ Including key word search and hyperlinks to client websites

Distribution		# Copies
Retail	Newsagencies/subscribers	3,500
Corporate	Direct mail to 5,000 companies in WA	5,000
To industry	Direct mail to leading events industry operators, event organisers, PR firms & clients	3,000
General	Hair & beauty salons, sponsorships, cafes	500
Total		12,000

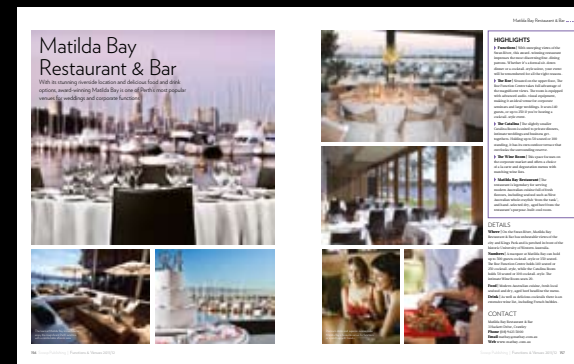
FEATURE PROFILES



FUNCTION CONCEPTS & SERVICES



CATERING



VENUES

WWW.SCOOP.COM.AU

The SCOOP Function & Venues Portal provides users with an invaluable guide to the top venues, caterers, functions concepts and services available in WA

Types of guides on SCOOP Online

- 1 Venues
- 2 Caterers
- 3 Function Organisers
- 4 Function Concepts
- 5 Function Services

Your Company Profile

- ◆ Up to 5 images (15 images with captions for Function Services)
- ◆ Email, website, social media and online booking links
- ◆ Links to a portfolio of your top functions (Function Profiles)
- ◆ 'Function Services' do not have links to 'Function Profile'

Function Profiles

- ◆ Function Profiles are linked to your Company Profiles
- ◆ Function Profiles enable you to showcase the type of events you can deliver
- ◆ More details on Function Profiles on the next page

The updated portal and newsletter (coming soon)

- ◆ The existing portal will soon be complimented with regularly updated news, features, latest event profiles and more
- ◆ Updates to industry and subscribers provided through a regular newsletter

COMPANY PROFILE



WWW.SCOOP.COM.AU

SCOOP Online provides users with a unique guide to the top functions & events held in WA, and advertisers the opportunity to showcase their portfolio of leading events

Meeting the needs of your client

- ◆ Your client is looking for a guaranteed 'event outcome', not a venue or service
- ◆ By showcasing a portfolio of your leading events, you can show your potential client exactly what you are capable of delivering

Function Profiles

- ◆ Function profiles provide a full page of information including a description of your function along with up to 10 images and captions
- ◆ Users can search for 'function profiles' by function type, location, size, etc.
- ◆ All functions are linked to your company profile and your website

Which Company Profiles can list Function Profiles?

- ◆ Venues; Caterers; Function organisers; Function Concepts
- ◆ Note: 'Function Services' showcase their work through 15 images allocated to their Company Profile, and are not linked to individual 'Function Profiles'

How many Function Profiles can be listed?

- ◆ All advertisers receive a single Company Profile in the F&V Portal
- ◆ The number of Function Profiles depends upon the amount of advertising
- ◆ Advertising in SCOOP and SCOOP Traveller magazines increases the number of your Function Profiles

Number of Function Profiles

FEATURE ADVERT TYPE	# PROFILES	DISPLAY ADVERT TYPE	# PROFILES
2-page feature profile	2	Half page display	1
4-page feature profile	3	Full page display	2
6-page feature profile	4	Double page spread display	3
8-page feature profile	5		

FUNCTION PROFILE

Business Overview
(Approx 25 words)



TESTIMONIALS

Five years of winning lucrative new private and corporate functions and weddings for a range of clients in Perth and regional WA is proof of success

Villa Kula

“We were very happy, loved the type of client it brought in, sophisticated, with good budgets, who got our concept entirely. So thank you for getting us on board - it certainly generated a lot of interest which translated into events.”

Cocktail Gastronomy

Providing a premium cocktail and food pairing catering service, the SCOOP Functions & Venues Annual won them valuable repeat business with major event organisers and caterers in Perth. “Functions & Venues is the premier guide for premium businesses in Western Australia and we are pleased with the results on achieved growth of our brand from the publication.”

South of Perth Yacht Club: Applecross

“Since advertising our Business has had substantial growth in the corporate function area, and we are extremely happy with the results. We will definitely be renewing.”

NIB/Paterson’s Stadium (Mustard Catering)

“After profiling in SCOOP Functions & Venues, enquiries for functions have increased significantly across our venues, namely corporate functions. I believe the distribution of Scoop Function & Venues to corporate PA’s has contributed to our increased business.”

Tompkins on Swan: Alfred Cove

“Since the SCOOP Functions and Venues publication has been distributed we have had 6 enquiries with 3 conversions into bookings. It paid for itself in 2 weeks! Since then our phones have not stopped. It has definitely been worth spending the money!”



FUNCTIONS & VENUES ANNUAL

Print & Online Media Packages provide a full 12 months' exposure in print and online, winning valuable new clients for your business for the equivalent of \$408+gst per month

All packages include:

- ◆ Advertising exposure in WA's Best Functions & Venues annual
- ◆ The magazine online: www.scoop.com.au
- ◆ Full page Company Profile on the Function & Venues Portal
- ◆ Function Profiles – depending upon the type and amount of advertising

Display advertising

- ◆ Provides strong branding at the front of the magazine
- ◆ Reaches a wider audience not looking for anything specific

Feature Profiles

- ◆ Feature profiles are included in the contents and expanded contents
- ◆ Feature profiles showcase your business over 2 to 10 pages
- ◆ Feature profiles are laid out by SCOOP's expert design team as part of the package – guidelines apply and material must be provided by the client

Online Exposure

- ◆ Company Profiles and Function Profiles can be listed online in advance of publication date, conditional upon a signed booking and 30% deposit paid

RATES

DISPLAY ADVERTISING

Ad size	Rate	# Function Profiles
Half	\$4,120	1
Full	\$5,850	2
DPS	\$8,550	3

ARTWORK

Ad Size	Trim	Type Area	Bleed (3mm)
Double Page Spread	480 x 302	408 x 265	486 x 308
Full Page	240 x 302	204 x 265	246 x 308
Half Page Vertical	117.5 x 302	99.5 x 265	123.5 x 308

PACKAGE DETAILS

Advertising Type	Rate	30% Deposit	70% Balance	Monthly Equivalent	# Function Profiles
2-page feature profile	\$4,900	\$1,470	\$3,430	\$408	2
4-page feature profile	\$6,700	\$2,010	\$4,690	\$558	3
6-page feature profile	\$8,500	\$2,550	\$5,950	\$708	4
8-page feature profile	\$10,300	\$3,090	\$7,210	\$858	5
10-page feature profile	\$12,100	\$3,630	\$8,470	\$1,008	6
Half page display	\$2,900	\$870	\$2,030	\$241	1
Full page display	\$4,900	\$1,470	\$3,430	\$408	2
Double page spread display	\$6,900	\$2,070	\$4,830	\$575	3

TERMS & CONDITIONS

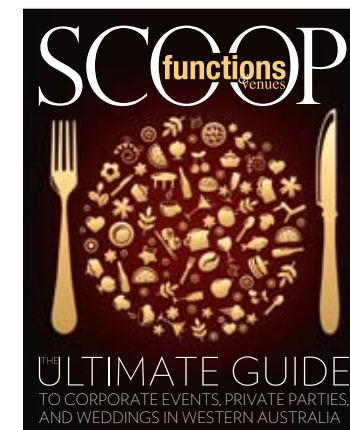
RATES: Rates do not include GST. 10% GST will be added to all invoices

GUARANTEED POSITIONING: Will be liable for a 10% surcharge.

CANCELLATIONS: Cancellation date is 60 days prior to on-shelf date. All bookings cancelled after the cancellation date will be liable for 100% of the cost of advertising. Cancellation requests must be emailed to sales@scoop.com.au

DISPLAY ARWORK: Display advertising rates are based on the provision of finished artwork according to artwork specifications. FURTHER terms & conditions can be found at scoop.com.au/advertising

ONLINE: Company Profiles are live for 1 year from booking. Early bookings with deposit can secure an immediate online listing. Function Profiles are live for 18 months



SCOOP MAGAZINE

Increase print-media exposure to industry, plus receive additional 'Function Profiles' online, through advertising in SCOOP Magazine

SCOOP Magazine

- ◆ The leading lifestyle magazine in WA
- ◆ 22,000 copies per quarter / 88,000 copies per year

Food & Wine Section

- ◆ Widely respected by food lovers and industry
- ◆ Showcasing the very best of food, wine & hospitality in WA

Distribution

Distribution *	Per Edition	Annually
Newsagency/subscribers	7,000	28,000
4&5 star hotels (6,800 rooms)	7,500	30,000
Corporate Direct Mail	1,500	6,000
Clients/Industry	3,000	12,000
Airport Lounges/Airlines	1,000	4,000
Expos/Promotions	1,000	4,000
Hair & Beauty, gyms, cafes	1,000	4,000
Corporate co-branded issues	3,000	12,000
TOTAL STANDARD DISTRIBUTION	25,000	100,000

RATES

DISPLAY ADVERTISING

Rate	1 Edition Rate	2 Edition Rate	3 Edition Rate	4 Edition Rate	# Function Profiles
Discount	0	5%	10%	20%	
Third	\$3,240	\$3,080	\$2,910	\$2,590	1
Half	\$4,120	\$3,910	\$3,700	\$3,290	1
Full	\$5,850	\$5,550	\$5,260	\$4,680	2
DPS	\$8,550	\$8,120	\$7,690	\$7,260	3

ARTWORK

Ad Size	Trim	Type Area	Bleed (3mm)
Double Page Spread	480 x 302	408 x 265	486 x 308
Full Page	240 x 302	204 x 265	246 x 308
Half Page Vertical	117.5 x 302	99.5 x 265	123.5 x 308
Half Page Horizontal	240 x 145.5	204 x 122	246 x 151.5
Third Page Vertical	82 x 302	66 x 265	88 x 308
Third Page Horizontal	n/a	208 x 85	n/a

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MAGAZINES

THE LIFESTYLE SERIES



SCOOP
MAGAZINE

On-shelf: Mar, June, Sep, Dec



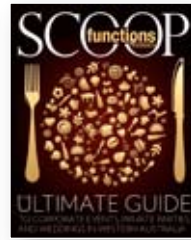
SCOOP
HOMES & ART

On-shelf: Mar, June, Sep, Dec



SCOOP
TRAVELLER

On-shelf: June, Dec



SCOOP
FUNCTIONS & VENUES

On-shelf: Oct

THE BUILDING & RENOVATION SERIES



WA'S BEST
HOMES & DESIGN

On-shelf: Jul



WA'S BEST
KITCHENS & BATHROOMS

On-shelf: Apr



WA'S BEST
OUTDOORS & GARDENS

On-shelf: Sep



WA'S BEST
COMMERCIAL BUILDING & DESIGN

On-shelf: Feb

MAPS & GUIDES



THE SCOOP PERTH GUIDE



THE SCOOP MAP SERIES



SCOOP.COM.AU
HOME PAGE



SCOOP.COM.AU
TOURS PROFILE PAGE



SCOOP.COM.AU
ACCOMMODATION PROFILE PAGE



SCOOP.COM.AU
INTERACTIVE MAPS

SCOOP ONLINE

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