

SCOOP

PUBLISHING

HOME & DESIGN SERIES MEDIA KIT 2011

The premium reference guides to homes & interiors, commercial design, kitchens & bathrooms, outdoors & gardens and the fine arts in WA.



Showcase your business alongside the leading West Australian and international designers, brands and businesses.

Attract the key consumer and corporate markets for your business: an affluent client base that is still spending strongly on their homes and the visual arts, and those building and renovating their private and commercial space.

Position your business as an industry leader through direct mail to more than 1,000 of the leading builders, designers, architects and retailers in WA.

Win lucrative new and referral business through these proven magazine titles with a repeat-advertising rate in excess of 90%, and capture the high-spending client base your business deserves.



READ US ONLINE
at scoop.com.au

INSITE

WESTERN AUSTRALIA'S BEST HOMES DESIGN ARTS ANTIQUES



FAST FACTS

Published Quarterly
 On-shelf Mar 18, Jun 3, Aug 26, Nov 25
 Shelf life 3 months
 Print run 20,000 copies
 Distribution CAB audited
 Estimated readership 98,500
 Pages 234
 Retail price \$11.95
 Content Trends, Homes, Outdoors, Art and Antiques



Welcome to the premium reference guide to homes, design and the fine arts in WA, the magazine of choice for affluent consumers looking to build and renovate their private space, the leading architects, builders and designers in WA, and home-lovers with a passion for their home and the visual arts.

SHOWCASE your business in inimitable production quality alongside other industry leaders in homes and design.

REACH the key high-spending (AB) markets for homes and design in WA, and industry leaders through 80,000 copies per year, with a three-month shelf life and targeted distribution channels established over seven years.

WIN lucrative new, repeat and referral business – proof of success is more than 90% of our clients, the leading brands and businesses in WA, repeating their advertising.

POSITION your business as an industry leader in WA with an audience that matters.

DISTRIBUTION / READERSHIP

A loyal readership of magazine buyers and subscribers built over seven years is supplemented with a targeted distribution strategy through key traffic points that ensures saturation of the affluent consumer markets and industry in WA.

AFFLUENT HOME-LOVERS with an active interest in homes, design and the fine arts, typically aged 30 years and above, high spending, and high on repeat and referral business.

MID TO HIGH-INCOME CONSUMERS building and renovating their home.

INDUSTRY including the leading architects, builders, designers and retailers in WA.

KEY CONSUMER AND INDUSTRY CLIENTS on the east coast and overseas.

ART GALLERIES / ANTIQUES

This premium reference guide to the fine arts in WA includes more than 50 pages showcasing the leading art, antiques, galleries and exhibitions in WA, alongside credible editorial written by nationally recognised art critics, and supported by a distribution strategy that ensures access to art and antique lovers and collectors in WA. Advertisers are also guaranteed inclusion in Galleries Choice, a stunning visual guide to the best art from the leading galleries and exhibitions for the season ahead. Inclusion in Gallery's Choice is conditional upon content being supplied as requested, in acceptable quality, before the relevant artwork deadline, which is why early bookings are preferred. Scoop Publishing retains final discretion for inclusion at all times.

RATES (excluding GST)	1 insertion rate (0% discount)	2 insertion rate (5% discount)	3 insertion rate (10% discount)	4 insertion rate (15% discount)
Double page	\$7,990	\$7,590	\$7,190	\$6,790
Full page	\$5,550	\$5,270	\$4,990	\$4,710
Half page	\$3,590	\$3,410	\$3,230	\$3,040
Quarter page	\$2,250	\$2,140	\$2,020	\$1,910
New product guide	\$1,701	\$1,615	\$1,530	\$1,445

DISTRIBUTION Estimated readership 98,500		
Retail	Newsagencies/subscribers	8,000
Homes expos	All major homes expos in WA	500
To industry	Direct mail to architects, builders, designers & clients	4,000
Corporate	Direct mail to leading CEOs and executives	1,500
Hotels	Regional & city hotels	5,000
General	Hair & beauty salons, sponsorships, cafes, sales & airlines	1,000
TOTAL		20,000

SCOOP HOME SERIES SCHEDULES & DEADLINES							
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WA's Best Kitchens & Bathrooms (ed5)	Apr 2011 – Mar 2012	17,000	12 mths	4 Mar	11 Mar	18 Mar	21 Apr
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WA's Best kitchens & bathrooms



FAST FACTS

Published Annually
On-shelf May
Shelf life 12 months
Print run 17,000 copies
Estimated readership 98,500
Pages 224
Retail price \$14.95
Content Editorial features, kitchen and bathroom design profiles, kitchen and bathroom product profiles.



Welcome to the premium reference guide to kitchens and bathrooms in WA, a major reference point for affluent consumers looking to build and renovate their kitchen and bathroom, and an indispensable tool for architects, builders and designers searching for the latest products and leading suppliers in WA.

SHOWCASE your business in inimitable production quality, alongside the leading designers and premium brands and products for kitchens and bathrooms in WA.

REACH the key high-spending (AB) markets for kitchen and bathroom design, renovation and building in WA, plus industry, through 17,000 copies per year (an increase of 50% from edition one), with a 12-month shelf life and targeted distribution channels.

WIN lucrative new, repeat and referral business – proof of success is more than 90% of our clients, the leading brands and businesses in WA, repeating their advertising.

POSITION your business as an industry leader in WA with an audience that matters.

DISTRIBUTION / READERSHIP
Repeat-advertiser feedback and strong newsagency sales at 70% and a targeted distribution strategy ensure access to the key markets for kitchens and bathrooms in WA.

AFFLUENT CONSUMERS looking to build or renovate their kitchen and bathroom, looking

for the best designs and designers and the latest products and brands.

LEADING ARCHITECTS, BUILDERS AND DESIGNERS looking for new products and alternative contractors, products and suppliers – a powerful market in itself and a valuable source of referrals.

CONTENT / ADVERTISING OPTIONS

DISPLAY advertising positions your business as an industry leader to a broad readership, alongside feature editorial profiling international award-winning designs, the latest products, styles and trends for the future.

DESIGN PROFILES* (minimum four pages) showcase your best work alongside the leading designs and designers in WA – a proven winner for generating valuable new leads, with the highest possible conversion rate.

PRODUCT PROFILES* (minimum two pages) profile your business alongside the latest brands and products from the leading suppliers and retailers in WA, generating strong pull-through demand by reaching all three key markets: affluent consumers, retailers and suppliers, and the leading architects, builders and designers in WA.

* Design-profile and product-profile clients are given additional exposure in the contents section. All display advertising is listed on the back page in the 'Advertisers Guide'. Template artwork guidelines apply. All artwork is provided by Scoop at no charge. Images / photography must be supplied by the client.

RATES* (exclusive of GST)

Advertising type	Rate	20% Dep	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

DISTRIBUTION Estimated readership 98,500

Retail	Newsagencies/subscribers	12,500
Homes expos	All major homes expos in WA	1,000
To industry	Direct mail to architects, builders, designers & clients	3,000
General	Hair & beauty salons, sponsorships, cafes	500
Total		17,000

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WA's Best homes



FAST FACTS

Published Annually
On-shelf July
Shelf life 12 months
Print run 14,000 copies
Estimated readership 98,500
Pages 410
Retail price \$24.95
Content Editorial features, architect, building designer, builder, interior designer and product profiles.



Welcome to the premium reference guide to homes and design in WA, a major reference point for affluent consumers looking to build and renovate their homes, and an indispensable tool for architects, builders and designers searching for the latest products and leading suppliers in WA.

SHOWCASE your business in inimitable production quality, alongside the leading designs and designers, and the premium brands and products for homes and design in WA.

REACH the key high-spending (AB) markets in WA and the 1,000 leading architects, builders and designers in WA, through 14,000 copies per year, with a 12-month shelf life and targeted distribution channels.

WIN lucrative, high-margin, new, repeat and referral business – proof of success is more than 90% of our clients, the leading brands and businesses in WA, repeating their advertising.

POSITION your business as an industry leader in WA with an audience that matters.

DISTRIBUTION / READERSHIP Repeat-advertiser feedback, newsagency sales in excess of 80% and a targeted distribution strategy is evidence of our ability to saturate the key high-spending markets for building and renovating in WA.

AFFLUENT CONSUMERS planning to build or renovate their home, looking for the best designs and designers and the latest products and brands; typically with an active interest in quality and style, and high on repeat and referral business.

AFFLUENT HOME-LOVERS searching for the latest design ideas and products for their home – a valuable source of referrals and future clients.

LEADING ARCHITECTS, BUILDERS AND DESIGNERS searching for new products and alternative contractors, products and suppliers – a powerful market and valuable source of referrals.

CONTENT / ADVERTISING OPTIONS

DISPLAY advertising positions your business as an industry leader to a broad readership, alongside feature editorial profiling international award-winning designs, the latest products, styles and trends for the future.

DESIGN PROFILES* (minimum four pages) showcase your best work alongside the leading designs and designers in WA – a proven winner for generating valuable new leads with the highest possible conversion rate.

PRODUCT PROFILES* (minimum two pages) profile your business alongside the latest brands and products from the leading suppliers and retailers in WA, generating strong pull-through demand by reaching all three key markets: affluent consumers, retailers and suppliers, and the leading architects, builders and designers in WA.

* Design-profile and product-profile clients are given additional exposure in the contents section. All display advertising is listed on the back page in the 'Advertisers Guide'. Template artwork guidelines apply. All artwork is provided by Scoop at no charge. Images / photography must be supplied by the client.

RATES* (exclusive of GST)

Advertising type	Rate	20% Dep	Payment option 1: balance due April 1	Payment option 2: 4 monthly payments starting April 1
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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

DISTRIBUTION Estimated readership 98,500

Retail	Newsagencies/subscribers	10,500
Homes expos	All major homes expos in WA	1,000
To industry	Direct mail to architects, builders, designers & clients	2,000
General	Hair & beauty salons, sponsorships, cafes	500
Total		14,000

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WA's Best

outdoors & gardens



FAST FACTS

Published Annually
On-shelf September
Shelf life 12 months
Print run 17,000 copies
Estimated readership 99,000
Pages 242
Retail price \$14.95
Content Editorial features, landscaping, gardens, pools and spas design profiles, fencing & ballustrades, outdoor living, paving & decking, water features & art.



Leading WA landscape designers in 2011



Welcome to the premium reference guide to outdoors and gardens in WA, a major reference point for affluent consumers looking to landscape and add value to their outdoor space or build a new home, and an indispensable tool for architects, builders and designers searching for the latest products and leading suppliers and designers in WA.

SHOWCASE your business in inimitable production quality, alongside the leading landscape designs and designers, and the premium brands and products for outdoors and gardens in WA.

REACH the key high-spending (AB) markets and leading industry operators in WA through 15,000 copies per year, with a 12-month shelf life and targeted distribution channels.

WIN lucrative new, repeat and referral business – proof of success is more than 90% of our clients, the leading brands and businesses in WA, repeating their advertising.

POSITION your business as an industry leader in WA with an audience that matters.

DISTRIBUTION / READERSHIP
Repeat-advertiser feedback and newsagency sales in excess of 70%, cross-promotion in other Scoop titles and a targeted distribution strategy ensures access to the key markets for outdoors and landscaping in WA:

AFFLUENT CONSUMERS planning to build a new home or landscape the backyard, searching for the best designs and designers and the latest products and brands.

AFFLUENT HOME-LOVERS wanting to enhance their outdoor space or simply interested in the latest design ideas and products for their home – a valuable source of referrals and future clients.

LEADING ARCHITECTS, BUILDERS AND DESIGNERS searching for new products and alternative contractors, products and suppliers – a powerful market and valuable source of referrals.

CONTENT / ADVERTISING OPTIONS

DISPLAY advertising positions your business as an industry leader to a broad readership, alongside feature editorial profiling international award-winning designers, the latest products, styles and trends for the future.

DESIGN PROFILES* (minimum four pages) showcase your best work alongside the leading designs and designers in WA – a proven winner for generating valuable new leads with the highest possible conversion rate.

PRODUCT PROFILES* (minimum two pages) profile your business alongside the latest brands and products from the leading suppliers and retailers in WA, generating strong pull-through demand by reaching all three key markets: affluent consumers, retailers and suppliers, and the leading architects, builders and designers in WA.

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RATES*(exclusive of GST)

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

DISTRIBUTION

Retail	Newsagencies/ subscribers	10,500
Homes expos	All major homes expos in WA	1,000
To industry	Direct mail to architects, builders, designers & clients	3,000
General	Hair & beauty salons, sponsorships, cafes	500
Total		15,000

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commercial designs



FAST FACTS

Published Annually
On-shelf January
Shelf life 12 months
Print run 12,000 copies
Estimated readership 85,000
Pages 370
Retail price \$19.95

Content Editorial features, office, retail, institution, developer, hospitality, urban landscaping design profiles, office, furniture, finishes & fittings, tiling, floors, doors & windows product profiles.



Welcome to the premium reference guide to commercial design in WA, a significant reference point for businesses looking to build and renovate their commercial space, and an indispensable tool for architects, builders and designers searching for the latest products and leading suppliers in WA.

SHOWCASE your business in inimitable production quality, alongside the leading designs and designers, and the premium brands and products for commercial design in WA.

REACH the key decision-makers for commercial design and planning in WA's leading businesses, government departments and industry, through 12,000 copies per year, with a 12-month shelf life and targeted distribution channels.

WIN lucrative new, repeat and referral business – proof of success is more than 80% of our clients, the leading brands and businesses in WA, repeating their advertising.

POSITION your business as an industry leader in WA with an audience that matters.

DISTRIBUTION / READERSHIP

The leading reference guide for commercial building and design, combined with a highly targeted distribution strategy, puts your business in front of the key corporate decision-makers and industry opinion-leaders in WA including:

5,000 CEOs, PROPERTY MANAGERS, TOWN PLANNERS & KEY DECISION-MAKERS from WA's leading businesses are direct mailed, plus another 1,000 copies provided for the clients of the leading commercial architects and designers, representing the primary market for building, renovating and refitting commercial space in WA.

GOVERNMENT DECISION-MAKERS through delivery to key government departments that have an impact on selecting companies contracted for government projects plus all members of parliament.

LEADING ARCHITECTS, BUILDERS, DESIGNERS & RETAILERS are reached through direct mail to 1,000 industry leaders, in addition to sponsorship / distribution at key industry events including AIA, FIAA and UDIA, representing a lucrative market and valuable source of referrals.

CONTENT / ADVERTISING OPTIONS

DISPLAY advertising positions your business as an industry leader to a broad readership alongside feature editorial profiling international award-winning designs, the latest products, styles and trends for the future.

DESIGN PROFILES* (minimum four pages) showcase your best work alongside the leading designs and designers in WA – a proven winner for generating valuable new leads with the highest possible conversion rate.

PRODUCT PROFILES* (minimum two pages) profile your business alongside the latest brands and products from the leading suppliers and retailers in WA, generating strong pull-through demand by reaching all three key markets: affluent consumers, retailers and suppliers, and the leading architects, builders and designers in WA.

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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

DISTRIBUTION		
Corporate Direct Mail	Direct mail to 5,000 CEOs, executives, property managers & key stake holders	5,000
Retail	Newsagencies/ subscribers	3,500
Homes expos	All major homes & design expos in WA	500
To industry	Direct mail to architects, builders, designers & clients	2,000
General	Airport lounges, salons, sponsorships, cafes	1,000
Total		12,000

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