



WA's Best homes 2010/11

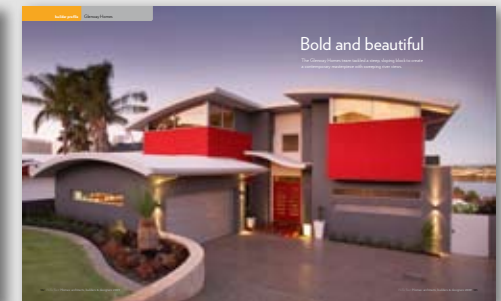
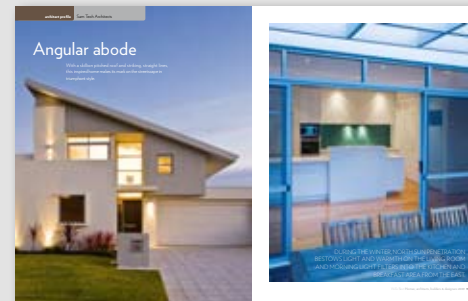
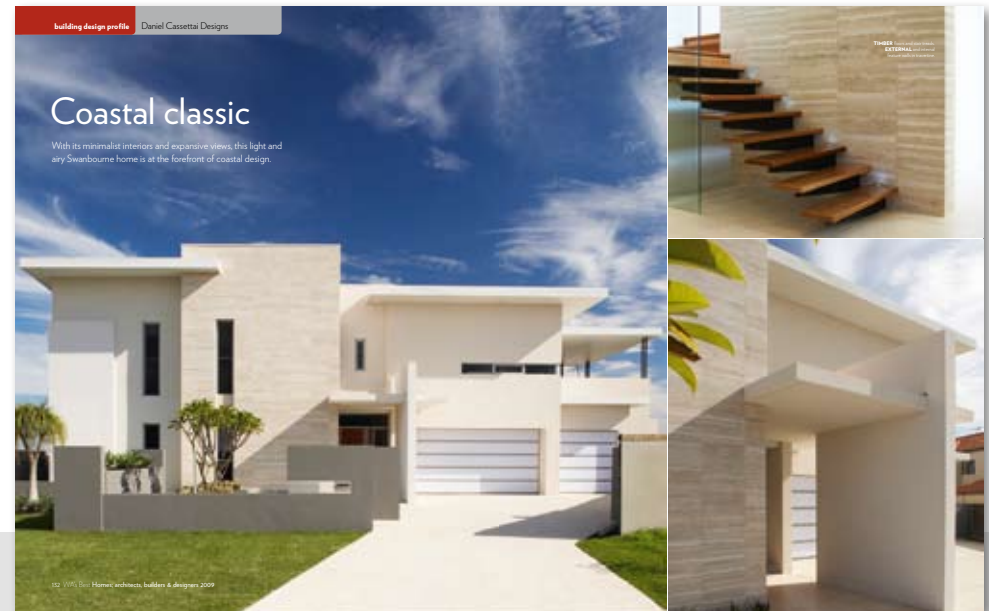
Welcome to the leading annual title for homes & design in Western Australia; the major reference guide for architects, builders, designers and affluent consumers looking to build a new home and renovate in 2010/11.

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

- ✓ **14,000 COPIES & 12 MONTH SHELF LIFE**
- ✓ **POSITIONING YOUR BUSINESS** as an industry leader in WA.
- ✓ **REACHING 2,000 KEY INDUSTRY LEADERS** copies are mailed direct to the 2,000 leading architects, builders, designers and suppliers in WA
- ✓ **REACHING THE NEW HOME & RENOVATIONS MARKET** through all leading newsagencies, subscribers, key industry operators & all major homes expos in WA
- ✓ **PLUS ONLINE PROMOTION** WA's Best Homes can be read online at www.scoop.com.au.
www.scoophomes.com.au launching June 2010!
- ✓ **PROOF OF SUCCESS** A 90% repeat advertising rate with the leading brands & businesses in WA

SHOWCASING LEADING LOCAL
& INTERNATIONAL DESIGNS

SCOOP
PUBLISHING
MEDIA KIT 2010/11



WA's Best
homes 2010



APPLECROSS

Work of art

Light and space successfully combine to create this three storey abode.

APPLECROSS KITCHEN

This award-winning kitchen is the brainchild of architect Ian Dyer. The design is a perfect blend of modern and traditional, with a focus on clean lines and a neutral color palette. The kitchen features a large island with a glass top and a built-in bench seat, providing a functional and stylish space for cooking and entertaining.

Hidden compartments of high-end construction materials are seen in the form of clean, hard edge details such as a stainless steel splashback, integrated appliances and a custom built-in bench seat. The design is a perfect blend of modern and traditional, with a focus on clean lines and a neutral color palette.



DESIGN PROFILES

Showcasing the top designs from the leading architects, builders & designers; providing a major reference guide for affluent consumers looking to build and renovate in WA.

DISTRIBUTION Targeted

distribution guarantees access to the key markets for your business!

DISTRIBUTION

Retail	Newsagencies/ subscribers	7,500
Homes expos	All major homes expos in WA	2,000
To industry	Direct mail to architects, builders & designers	2,000
Through industry	As gifts for their clients building & renovating	1,500
General	Hair & beauty salons, sponsorships, cafes	1,000
Total		14,000

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

SCOOP
PUBLISHING
MEDIA KIT 2010/11



Surface paradise

The Laminex Group is continually providing the best solutions for all interior spaces with its designs and decor setting new benchmarks of quality and style.



Light up your life

With a wealth of style and color, Lighting City can brighten up even the darkest corners.

Lighting City is a leading supplier of lighting solutions for residential and commercial spaces. Our range of products includes ceiling lights, table lamps, and floor lamps, all designed to enhance the aesthetic appeal of any interior space.

PRODUCT PROFILES Showcasing the latest products to key industry operators & end users; providing an indispensable tool for architects, builders & designers searching for the leading contractors, the latest products and premium suppliers in WA.

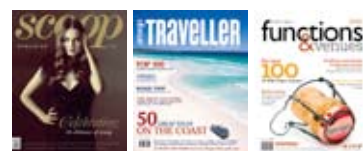
SCOOP HOME SERIES SCHEDULES & DEADLINES

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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TERMS & CONDITIONS

CANCELLATIONS All bookings cancelled after the cancellation date will be liable for 100% of the cost of advertising. Cancellations must be in writing (Scoop Publishing: Att Sales Manager – Suite 3/266 Hay St, Subiaco 6008) or emailed to sales@scoop.com.au. **DISPLAY ARTWORK** Add display advertising rates are based on the provision of finished artwork according to artwork specifications. **FEATURE PROFILES** Advertising rates are based on the provision of adequate content and images in a timely fashion to enable layout and sign off by deadline – a maximum of 3 changes to artwork are provided; additional time will be charged at \$120 per hour. **FURTHER** terms & conditions can be found at www.scoop.com.au/advertising.