

**SCOOP**  
PUBLISHING

WA's Best  
Homes & Design Annual  
Architects, Builders & Designers

Print & Online Media Packages





## A STRATEGY FOR SUCCESS

**Winning high-margin clients based on quality & service is the solution for businesses struggling with increasing costs, staff retention and diminishing profits**

### A formula for success

1. Provide a top quality product and stay strong on rates and margins
2. Target a market prepared to pay for quality and service
3. Build a strong repeat & referral client rate

### Maintain profit

- ◆ Across all sectors, the divide between successful and static businesses is growing
- ◆ Rising costs is making small price-focused jobs unprofitable
- ◆ High margins are still being generated by quality clients staying strong on rates with a market that is prepared to pay more for quality and service

### Increase repeat & referral business

- ◆ Clients attracted by price will recommend your business on price
- ◆ Clients attracted by quality will recommend your business on quality
- ◆ High referral and conversion rates = lower sales and advertising costs

### Retain quality staff

- ◆ Quality trades want better pay and better quality projects
- ◆ High-margin quality clients make it possible to provide both



## THE MARKET

**The affluent high-spending building and renovations market in WA is growing rapidly in size and wealth**

### **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 the national average of \$57,925
- ◆ The WA average wage in 2011 was \$79,419 – 15% higher than national
- ◆ The WA average wage grew 10.4% in 2011
- ◆ Savings rates are at 22% - more than double the national rate





## REASONS TO ADVERTISE

**SCOOP's Print & Online Packages are proven tools for winning high-margin consumer and corporate clients for suppliers and retailers in WA**

### **Brand your business as a market leader in WA**

- ◆ Present your business in the leading branding vehicles in WA
- ◆ Associate your business with other market leaders
- ◆ Build a reputation as one of the best suppliers or retailers in WA

### **Win new high-margin consumer business**

- ◆ Reach the top end new-homes and renovations market in WA
- ◆ Saturate the industry through the major reference guides for homes & design

### **Penetrate the homes & design industry**

- ◆ All titles are mailed direct to all know architects, builders, designers and developers, plus all relevant retailers and suppliers in WA
- ◆ This represents a valuable potential source of business
- ◆ Plus the key opinion-leaders and a valuable source of referrals

### **Increase online leads through [www.scoop.com.au](http://www.scoop.com.au)**

- ◆ SCOOP Online is the leading portal for Homes & Design in WA, with a database dedicated to architects, builders and designers
- ◆ Packages include a full page company profile, including links to your individual product ranges, and hyperlinks to your website

### **Build a strong repeat & referral client base**

- ◆ The majority of established SCOOP clients generate more than 80% of their business through repeat and referral clients



## MEDIA PACKAGES

**SCOOP's unique Print & Online Packages include  
the leading Homes and Design reference guide  
and Homes & Design website in WA**

### WA's Best Homes & Design Annual

- ◆ WA's leading Homes & Design magazine
- ◆ 15,000 copies per year
- ◆ On-shelf for 12 months plus key distribution points through WA
- ◆ Mailed direct to all known architects, builders and designers

### The new portal for Homes & Design in WA

- ◆ The leading portal for Homes & Design in WA
- ◆ Including a full page Design Profile
- ◆ Plus full page Design Profiles
- ◆ Plus all magazines online with client hyperlinks
- ◆ Plus inclusion in a monthly newsletter to industry and online subscribers

### SCOOP Homes & Arts magazine (quarterly)

- ◆ WA's leading homes & design magazine
- ◆ 80,000 copies per year / 20,000 copies per edition
- ◆ Providing quarterly updates on the latest and greatest available in WA
- ◆ Targeting affluent home lovers, builder and renovators
- ◆ Mailed direct to all known architects builders and designers





## WA'S BEST HOMES & DESIGN

**WA's Best Homes & Design annual combines a trusted brand name and production-quality with targeted distribution to guarantee market access**

### The Magazine

- ◆ 444 pages of local and international style, design, products and trends
- ◆ Editorial to inspire and educate
- ◆ Design Profiles showcase your leading products
- ◆ All are presented in international product-quality
- ◆ All are supported with the SCOOP Publishing brand

### The Market

- ◆ All leading architects, builders, designers and developers in WA
- ◆ The top 20- 30% of the new-homes and renovations market

### The Distribution

- ◆ 14,000 copies
- ◆ 12 months on-shelf with 3 deliveries per year to all leading newsagencies
- ◆ Direct mail to all leading known architects, builders and designers in WA
- ◆ Sponsorships – AIA (Australian Institute of Architects), DIA (Design Institute of Australia), UDIA (Urban Development Institute of Australia), LIAWA (Landscape Institute Awards of Western Australia) and other industry sponsorships and awards
- ◆ Expos, hair & beauty salons, leading cafes & restaurants, exclusive clubs, etc.

Distribution		# Copies
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
<b>Total</b>		<b>14,000</b>



## WA'S BEST HOMES & DESIGN

Architects, Builders & Designers showcase their latest brands and product ranges over 2 to 8 pages in inimitable production-quality to an affluent client base looking for quality and style, rather than price

### Display advertising

- ◆ Display advertising allows architects, builders and designers to send key messages to prospective clients in the front and editorial section
- ◆ Display advertising is particularly effective as a branding tool, when used in conjunction with 'Design Profiles' in the 'Feature Profile Section'

### Feature Profiles

- ◆ Feature Profiles showcase your best brand and product ranges alongside other market leaders in WA in the 'Feature Profile Section'
- ◆ All Feature Profiles are proofed and laid out by the professional design team at SCOOP – strict style guides ensure consistency

### Online Exposure

- ◆ All advertising is included in the online magazine with hyperlinks to your website
- ◆ The number of Online Design Profiles are dictated by your advertising package





# WWW.SCOOP.COM.AU

**SCOOP Online provides the ultimate guide to commercial and residential designs, architects, builders, designers, suppliers and product innovations available in WA**

## The 2 portals on SCOOP Online

1. Commercial Building & Design Portal
2. Homes & Design Portal

## The target market

1. Industry and end-users looking for new suppliers and the latest products
2. Consumers and corporate looking for an architect, builder or designer partner
3. Anyone looking to keep up with the latest news and trends in building & design

## The latest news, features and opinions online

- ◆ SCOOP Online incorporates the latest technology and expert designs
- ◆ News and features are updated daily
- ◆ The latest designs, developments and product ranges are profiled

## Developer and Designer Profiles

- ◆ Company Profiles showcase the leading architects, builders, designers & developers
- ◆ Design Profiles showcase the latest designs and developments

## Suppliers, Retailers & Product Range Profiles

- ◆ Company Profiles showcase the leading suppliers and retailer.
- ◆ Product Range Profiles showcase the latest product ranges

## The newsletter

- ◆ Two newsletters are dedicated to the commercial and homes sectors
- ◆ Providing industry and online subscribers with the latest updates

## COMPANY PROFILE

The screenshot shows a company profile for Craig Steere Architects. Red lines point from text labels to specific parts of the page:

- Business name:** Points to the company name 'Craig Steere Architects'.
- Business address and telephone number:** Points to the address '219 Groslow Road, Sherrin WA, Tel: (08) 9380 4002'.
- Links to email, website and social media:** Points to the 'Email Us', 'Website', and social media icons.
- Business Overview (Approx 25 words):** Points to the 'Overview' section.
- Detailed description of your business or service:** Points to the 'In Detail' section.
- Gallery of images:** Points to the 'PROJECTS BY CRAIG STEERE ARCHITECTS' gallery.
- Links to design portfolios:** Points to the 'THE LIFESTYLE SERIES', 'THE BUILDING & RENOVATION SERIES', and 'THE MAP SERIES'.
- Google map showing location:** Points to the 'Our Location' map.



# WWW.SCOOP.COM.AU

**SCOOP Print & Digital packages provide architects, builders and designers with a Company Profile PLUS multiple Design Profiles**

## Company Profile

- ◆ SCOOP Online includes a guide to Homes & Design architects, builders and designers
- ◆ All advertisers received a full page Company Profile on this guide
- ◆ Your profile includes 5 images and direct links to your Design Profiles
- ◆ Plus hyperlinks to your website, email and social media pages

## Design Profiles

- ◆ SCOOP Online includes a separate guide to Homes & Design designs
- ◆ All advertisers receive a number of full page Design Profiles
- ◆ Each Design Profile showcases a specific design, including up to 15 images and a direct link to your Company Profile

## Newsletter exposure

- ◆ All new Company Profiles and Design Profiles are put in the newsletter
- ◆ This puts your company and leading designs in front of more than 3,000 industry and individual online subscribers

## Timing

- ◆ Company Profiles have an online lifetime of 1 year
- ◆ Design Profiles have an online lifetime of 3 years
- ◆ If a Client Profile is deactivated, associated Design Profiles will be deactivated

## Package Details

Print Advertising	Max number of designs in print	Online Company Profile	Online Product Range Profiles
Full page	NA	1	2
DPS	NA	1	3
2-page Product Range profile	1	1	2
4-page Product Range profile	3	1	3
6- page Product Range profile	5	1	4

## DESIGN PROFILE

Design/product title

Business name

Links to social media

Detailed description of your business or service

SCOOP PUBLISHING CAMBILD

FOR BUSINESS MAGAZINES WHAT'S ON LIFESTYLE & TRAVEL ART & ANTIQUES FUNCTIONS & VENUES HOME & DESIGN COMMERCIAL DESIGN

**Shenton Park Home**  
By Craig Steere Architects

Overview  
An important aspect of the Craig Steere Architects design ethos is an interest in creating timeless, functional and engaging architecture.

In Detail  
Architect Craig Steere ensured this family home met all requirements through a perfect combination of stunning aesthetics and practical living spaces.

The Shenton Park lake residence was to accommodate a classic family with three children and two dogs. The owner's brief included outdoor living space at both the front and the rear of the home, with views of the lake and park to be maximised where possible.

Good storage inside and outside was also on the request list along with low maintenance finishes, good use of natural light and sufficient entertaining space.

Craig Steere referenced to past and present in order to meet the owner's brief and create an understated contemporary design.

"The aim was for the home to not be a 'fashion of the day' statement or window out to the street, but to offer a fresh, timeless and contemporary feel," says Craig.

The home's sculptural street facade enhances privacy and has the multiple benefits of made-to-order. Limestone design offers an open plan, particularly on the ground floor, allowing a good view of the lake and park.

Read About Craig Steere Architects

MORE PROJECTS BY CRAIG STEERE ARCHITECTS

Swansea Home, Moorland Bay Home, Cornish Home, Redfern Home, Piggemont Green Home, Shenton Park Home

THE LIFESTYLE SERIES, THE BUILDING & RENOVATION SERIES, THE NEAR SERIES

Gallery of images

Links to other design portfolios

Link to business profile

SCOOP PUBLISHING

## ONLINE NEWSLETTER

All new Company Profiles and Design Profiles are included, with links to full page profiles, on the newsletter to more than 3,000 industry and online subscribers

### The Newsletter

- ◆ A separate newsletter is dedicated to the homes and commercial design portals
- ◆ Each newsletter is emailed to more than 3,000 industry and online subscribers
- ◆ Each newsletter contains the latest news, features and online updates

### Invaluable exposure and awareness

- ◆ New Company Profiles, Design profiles & Product Ranges are put in the newsletter
- ◆ This puts your company and your products in front of more than 3,000 industry and individual online subscribers

## ONLINE NEWSLETTER

Personalised introduction

Links to the latest stories

Links to features and opinions

The screenshot shows the layout of the SCOOP Publishing Commercial Building & Design Newsletter. At the top, it includes the date 'Summer 2012' and 'places to go'. The main header identifies it as 'SCOOP PUBLISHING' and 'Scoop Commercial Building & Design Newsletter'. Below this is a personalized introduction 'Dear XXXX' and 'INTRO TEXT HERE'. The main article is 'Planning Minister hits back at City Gatekeepers' criticism of Waterfront plan' by Georgina Barrett. A 'Latest Product Ranges' section displays a grid of product images with labels like 'Favorm Lighting Range', 'Dean Prisms Lighting Range', and 'MCCOutdoor - Astor Tables'. The 'Latest News' section on the right lists various industry events and developments, such as 'Register now for the 2012 Planning Institute of Australia National Congress' and 'New secondary school for northern suburbs'.

Links to the latest product ranges and/or designs

Links to the latest news



## SCOOP HOMES & ART (SHA)

SHA is the leading homes & design magazine in WA, providing repeat-exposure to industry, home-lovers and affluent consumers looking to build and renovate

### The Magazine

- ◆ SHA is unique – the only international-production-quality magazine focusing on the very best of homes, design and visual arts in WA
- ◆ SHA brands your business alongside other leading national and international brands available in WA

### Distribution

- ◆ Market access is guaranteed through 80,000 copies per year and a unique targeted distribution strategy
- ◆ SHA reaches affluent homes lovers and West Australians looking to build or renovate their private space
- ◆ SHA reaches key industry leaders, including architects, builders and designers
- ◆ SHA readership is estimated at 240,000 readers per year

### Online Exposure: [www.scoop.com.au](http://www.scoop.com.au)

- ◆ All advertising is included in the online magazine with hyperlinks to your website
- ◆ All advertising includes an increased number of Design profiles, building your design portfolio online

PACKAGE DETAILS		
Print Advertising	Online Company Profile	Product Range Profiles
Quarter page	1	1
Half Page	1	1
Full page	1	2
DPS	1	3



## SHA FOR HOMES & DESIGN

SHA is dedicated to Homes & Design,  
specifically targeting an audience looking to build,  
renovate and beautify their home

### Dedicated to Homes & Design

- ◆ This space is dedicated to consumers and industry wanting to keep up with the latest design trends and products available in WA
- ◆ It is the perfect environment for targeting a H&D renovations market

### The SHA consumer

- ◆ Affluent home lovers looking to build, renovate and beautify their home.
- ◆ SHA's readership is best defined by the nature of the leading brands and businesses operating in WA
- ◆ The SHA reader is typically 30 to 60 years of age, affluent, sophisticated, well-travelled and educated and has an active interest in quality and style

### The SHA industry audience

- ◆ Leading architects, builders and designers use SHA to keep up with the latest industry news, product innovation and operators from both a local and international perspective
- ◆ SHA is appreciated as a magazine that does not do advertorials, and strives to go beyond PR to find lesser known inspiration and talent
- ◆ SHA is often kept in company libraries and used as an online reference guide to what's new and available in WA
- ◆ This makes SHA an invaluable tool for branding and reaching key industry figures and opinion-leaders





## SHA DISTRIBUTION

**A unique distribution strategy combined with the SCOOP brand and a 3 month shelf-life guarantees access to markets beyond the reach of other media**

### Distribution and Readership

- ◆ 20,000 copies per edition / 80,000 copies per year
- ◆ Estimated annual readership: 240,000

### Newsagencies & Subscribers

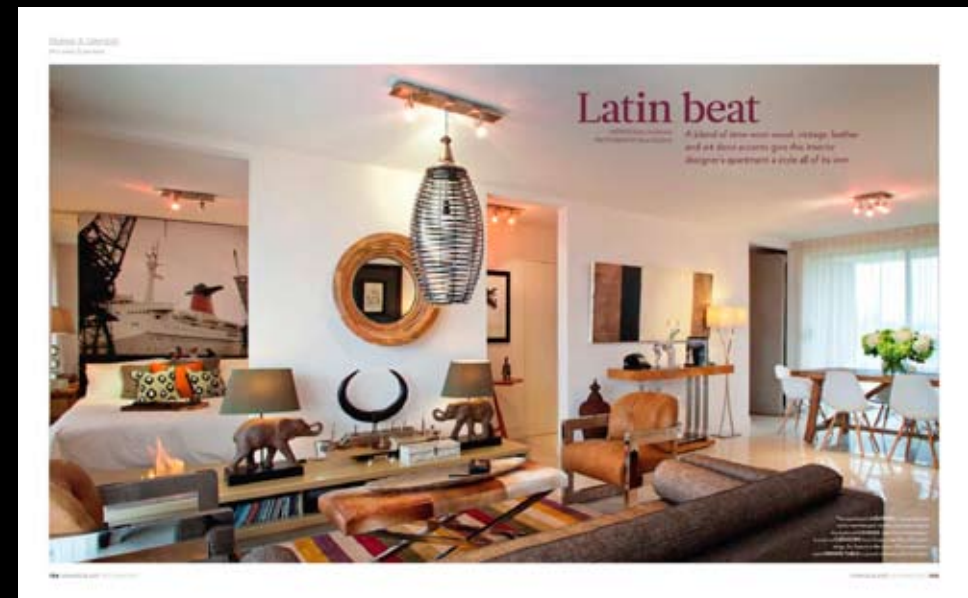
- ◆ 28,000 copies per year

### Targeted Industry distribution channels

- ◆ 14,000 copies are mailed direct to all known architect, building and design firms, plus leading suppliers, retailers and real estate agents in WA
- ◆ 4,000 copies mailed to leading retailers and showrooms reach consumers while they are actively searching and spending at other stores
- ◆ 4,000 copies reach industry through sponsorship of most industry associations, including the AIA, UDIA, LIAWA and DIA

### Targeted Consumer Distribution Channels

- ◆ 8,000 copies reach style-savvy readers through a network of exclusive clubs, premium retailers, day spas, salons, cafes and sponsorship of hundreds of key corporate and community events
- ◆ 6,000 copies are mailed direct to CEO's and senior executives of Perth's leading corporations
- ◆ 24,000 copies reach key decision-makers, including affluent locals, through city and regional distribution to 4 & 5 star hotels and all major airline lounges



# SHA RATES, SCHEDULES & ARTWORK

\* Rates do not include GST

## DISPLAY ADVERTISING

### Campaign Rate

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

### Campaign Savings

Rate	1 Edition Savings	2 Edition Savings	3 Edition Savings	4 Edition Savings
Discount	0	5%	10%	20%
Third	0	\$320	\$990	\$2,600
Half	0	\$420	\$1,260	\$3,320
Full	0	\$600	\$1,770	\$4,680
DPS	0	\$800	\$2,580	\$6,840

### Schedule

Magazine Title	Shelf-Life	Booking Deadline	Artwork Deadline
SHA Autumn	Mar-Jun 2012	27-Jan	03-Feb
SHA Winter	Jun-Sep 2012	13-Apr	20-Apr
SHA Spring	Sep-Dec 2012	13-Jul	20-Jul
SHA Summer	Dec-Mar 2013	12-Oct	19-Oct

### 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
Guide Third	n/a	208 x 85	n/a

# WA' BEST HOMES & DESIGN RATES, SCHEDULES & ARTWORK

\* Rates do not include GST

## DISPLAY & FEATURE ADVERTISING

### Campaign Rate

Print Advertising	Price (\$)
Full Page	\$4,900
Double Page Spread	\$6,900
2-Page Design Profile	\$4,900
4-Page Design Profile	\$6,900
6-Page Design Profile	\$8,900

### Schedule

Magazine Title	Shelf-Life	Booking Deadline	Artwork Deadline
WA's Best Homes & Design Annual 2012	July 2012 - June 2013	18-May	25-May

### 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

## 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](mailto: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](http://scoop.com.au/advertising)



# 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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