



INSITE

2010 HOMES ART ANTIQUES

Welcome to the premium reference guide to homes & design, the fine arts & antiques in Western Australia. A proven product for business targeting industry, affluent home lovers and the lucrative building and renovations market in WA.

- ✓ **QUARTERLY DISTRIBUTION / 80,000 COPIES PER YEAR**
- ✓ **POSITIONING YOUR BUSINESS** as an industry leader in WA.
- ✓ **MAILED DIRECT TO 2,000 KEY INDUSTRY LEADERS** including the leading architects, builders & designers in WA.
- ✓ **REACHING THE AFFLUENT HOME LOVERS MARKET** INSITE remains the magazine of choice with a loyal readership of affluent consumers with an active interest in homes, design and the fine arts
- ✓ **SATURATING THE NEW HOME & RENOVATIONS MARKET** through all leading newsagencies, subscribers, key industry operators & major homes expos in WA.
- ✓ **PLUS ONLINE PROMOTION** WA's Best Kitchens & Bathrooms can be read online at www.scoop.com.au. www.scoophomes.com.au launching June 2010!
- ✓ **PROOF OF SUCCESS** A 90% repeat advertising rate.

SCOOP
HOME & DESIGN SERIES

SCOOP PUBLISHING
MEDIA KIT 2010

INSPIRING HOMES



Lofty ambition

A combination of contemporary design and modern antique furnishings dramatically transforms this New York loft into an inspiring work of art. TEXT: CLARE BROWN IMAGES: TONY MULLER



CORD LAMP BY FORM US WITH LOVE DESIGN HOUSE STOCKHOLM

By our new...
Stockholm...
327 Church Avenue
Stockholm 1001 4111
info@formus.com



"The client had a strong interest in modern and clean aesthetics, but didn't want it to look like typical modern furnishings that have become ubiquitous."

DIRECTIONS Showcasing design trends in key overseas markets including: Milan, New York, London, New Zealand, Shanghai & Sydney

TRENDS Inspirational products and design, furniture and interiors in WA.



GALLERY'S CHOICE
Curators select their favourite art and antiques for the month.

ART & ANTIQUES
A collection of art and antiques from various galleries.

ON THE SCENE
Cut out the latest from the local art scene to share the inspiration.

ART AND THE ARCHITECT
How art influences architecture and vice versa.

THE PEOPLE CHOOSE
A collection of art and antiques chosen by the public.

50 pages profiling the latest in arts & antiques. Advertisers also receive editorial exposure in INSITE (Gallery's Choice), SCOOP (Exhibition Guide) and ONLINE (Gallery profile & events guide).

NEW PRODUCT GUIDE

A key reference point for affluent consumers and the leading retailers, architects, builders & designers looking for the latest products available in WA.

NEW PRODUCT GUIDE
GET THE INSIDE TRACK ON THE LATEST PRODUCTS AND INNOVATIONS FRESH FROM THE SOURCE.

ART HOUSE
A collection of art and antiques.

EUROPA
A collection of European furniture and decor.

AT HOME
A collection of home furnishings and decor.

LIGHT SPACE
A collection of lighting fixtures and decor.

OFFICE SOLUTIONS
A collection of office furniture and decor.

MISSIONI
A collection of mission-style furniture and decor.

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	1,500
To industry	Direct mail to architects, builders & designers	2,000
Through industry	As gifts for their clients building & renovating	1,500
Corporate	Direct mail to leading CEOs and executives	1,000
Hotels	Regional & city hotels	5,000
General	Hair & beauty salons, sponsorships, cafes, sales	1,000
Total		20,000

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 – 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. **PRODUCT GUIDE ARTWORK** Must follow specific Scoop artwork guidelines; **FURTHER** terms & conditions can be found at www.scoop.com.au/advertising.