



# WA's Best kitchens & bathrooms

## 2010

Welcome to the premium reference guide to kitchens and bathrooms in Western Australia. This publication is a major reference point for architects, builders, designers and affluent consumers looking to build or renovate their kitchen or bathroom in WA.

- ✓ **17,000 COPIES & 12 MONTH SHELF LIFE**
- ✓ **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.
- ✓ **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](http://www.scoop.com.au). [www.scoophomes.com.au](http://www.scoophomes.com.au) launching June 2010!
- ✓ **PROOF OF SUCCESS** A 90% repeat advertising rate.

SHOWCASING LEADING LOCAL  
& INTERNATIONAL DESIGNS

**SCOOP**  
PUBLISHING

SCOOP PUBLISHING MEDIA KIT 2010



Bring the outside in. Embrace outdoor living and create beautiful spaces in your home by opening up your kitchen and bathroom to the world. [www.scoop.com.au](http://www.scoop.com.au)

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kitchens & bathrooms



APPLECROSS

**Dean Kitchens**

This kitchen maximises space, including a surprising amount of storage, while looking a treat beside its perch neighbour.

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MOSMAN PARK

MOSMAN PARK



LABELLING THE PROJECT AN 'EXTRAORDINARY DESIGN CHALLENGE', DEAN KITCHENS SET ABOUT CREATING A MASTERPIECE BY A METHOD OF DEDUCTION.

**APPLECROSS KITCHEN**  
The brief was to create a kitchen that was both functional and beautiful. The client wanted a kitchen that was modern, clean and bright. The design team focused on creating a kitchen that was both functional and beautiful. The client wanted a kitchen that was modern, clean and bright. The design team focused on creating a kitchen that was both functional and beautiful.

**CONTACT DETAILS**  
Dean Kitchens  
1800 000 000  
www.deankitchens.com.au

**DESIGN PROFILES**

Showcasing the top designs from the leading designers in WA (maximum 1 design over 2 pages; 3 designs over 4 pages; 5 designs over 6 pages)

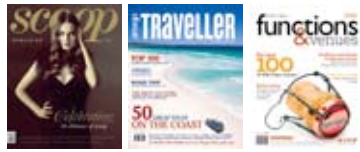
RATES* (exclusive of GST)				
Advertising type	Rate	20% Dep	Payment option 1: balance due April 1	Payment option 2: 4 monthly payments starting April 1
Display - double page	\$6,900	\$1,380	\$5,520	\$1,380 per month
Display - full page	\$4,900	\$980	\$3,920	\$980 per month
2 page profile	\$4,900	\$980	\$3,920	\$980 per month
4 page profile	\$6,700	\$1,340	\$5,360	\$1,340 per month
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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		
Retail	Newsagencies/ subscribers	10,500
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

Home & Design Series

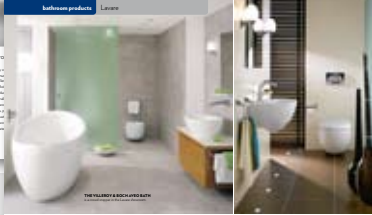


Lifestyle Series



**PRODUCT PROFILES**

Showcasing the latest products and brands to key industry operators & end users in the following categories: bathroom products, kitchen products, showrooms & services.



**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

**CONTACT US**

Suite 3/266 Hay St, Subiaco WA 6008 Phone (08) 9388 8188 Fax (08) 9388 8199 Email sales@scoop.com.au Web scooppublishing.com.au

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**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.