

# SCOOP

## PUBLISHING

WESTERN AUSTRALIA'S LEADING MAGAZINE PUBLISHER SINCE 1997

### MEDIA KIT 2011

# LIFESTYLE SERIES

THE PREMIUM REFERENCE GUIDES TO LIFESTYLE, TRAVEL,  
FUNCTIONS AND VENUES IN WESTERN AUSTRALIA



## ENJOY THE PROFIT AND SUCCESS YOUR BUSINESS DESERVES BY...

- **SHARING** in the success enjoyed by the leading brands and businesses in WA
- **REACHING** the high-spending consumer, corporate and visitors market in WA
- **POSITIONING** your business as an industry leader with the lucrative AB market in WA
- **WINNING** lucrative, high-margin new, repeat and referral clients for your business

**PROOF OF SUCCESS IS A REPEAT-ADVERTISING RATE IN EXCESS OF 90%**



READ US ONLINE  
at [scoop.com.au](http://scoop.com.au)

# SCOOP

MAGAZINE & ONLINE  
ADVERTISING PACKAGES



## FAST FACTS

Published Quarterly  
On shelf Mar 11, Jun 3, Aug 26, Nov 25  
Shelf life 3 months  
Print run 22,000 copies  
Additional Co-branded Issues 4,000 (average)  
Distribution CAB audited  
Estimated readership 129,000  
Pages 242  
Retail price \$11.95  
Content Events, features, personality profiles, men's style, health & beauty, style, food, wine & nightlife



## WELCOME to WA's premium lifestyle guide and the magazine of choice for affluent locals, the corporate market, plus leisure and business travellers to WA.

**SHOWCASING** your business as an industry leader alongside the very best brands and businesses in WA.

**REACHING** key top-end (AB) markets in WA through 88,000 copies per year, with a 3-month shelf life and targeted distribution channels established over 14 years.

**PROFILING** your business on scoop.com.au to an additional 200,000+ online visitors each year.

**WINNING** your business lucrative new, repeat and referral clients that are still spending strongly today.

**PROOF OF SUCCESS** is a repeat-advertising rate in excess of 90%, with the industry's most successful operators – clear proof of our ability to generate strong results for our clients.

### READERSHIP: KEY MARKETS

- 1. AFFLUENT WEST AUSTRALIANS** Over 14 years of consistent quality and targeted distribution has built a loyal readership with an active interest in lifestyle, quality and service, and with the money to pay for it. Typically aged over 30 years and high on repeat and referral business.
- 2. INDUSTRY & CORPORATE DECISION-MAKERS** Direct mail to 6,000 CEOs, senior executives & business owners each year guarantees access to valuable corporate business plus the lucrative private executive market.
- 3. LEISURE & BUSINESS TRAVELLERS** Placement in more than 6,800 4 & 5-star hotel rooms and airlines guarantees access to a wealthy travel market staying in the city, and affluent locals travelling around regional WA.

### THE GUIDES: RESTAURANT / NIGHTLIFE / CATERING / GOURMET FOOD

Leverage your reputation and win valuable new, repeat and referral clients by placing your business on the map at the very moment readers are making decisions about where to go out and planning their next function. Complimentary online full-page profiles also provided on scoop.com.au.

STANDARD LISTINGS*		GUIDE THIRD PAGE DISPLAY (HORIZONTAL)			
OPTION 1 (4 Editions / 12 Months)	OPTION 2 (4 Editions / 12 Months)	1 INSERTION RATE (1 Edition / 3 Months)	2 INSERTIONS RATE (2 Editions / 6 Months)	3 INSERTIONS RATE (3 Editions / 9 Months)	4 INSERTIONS RATE (4 Edition / 12 Months)
\$1560+gst (Pay in advance)	\$130+gst (Pay monthly via DD)**	\$2,300	\$2,180 per insertion	\$2,070 per insertion	\$1,950 per insertion

\* Monthly payments can be made via direct debit only \*\* No cancellations or refunds allowed for annual listing bookings

DISPLAY ADVERTISING RATES				
RATES (excluding GST)	1 insertion rate	2 insertion rate	3 insertion rate	4 insertion rate
DISCOUNT	0%	5%	10%	15%
Double page	\$8,550	\$8,120	\$7,690	\$7,260
Full page	\$5,850	\$5,550	\$5,260	\$4,970
Half page	\$4,120	\$3,910	\$3,700	\$3,490
Third page	\$3,240	\$3,080	\$2,910	\$2,750
Guide Display (third page)	\$2,300	\$2,180	\$2,070	\$1,950

LOADING: 1FC/PAGE 1/BC (25%); Page 2-21/IBC (10%); Preferred position (10%)

DISTRIBUTION		Magazines
Newsagency / subscribers		7,000
4&5 star hotels (6,800 rooms)		7,500
Corporate direct mail (6,000 per year)		1,500
Clients / Industry		3,000
Airport lounges / Airlines		1,000
Expos / promotions		1,000
Hair & beauty, gyms, cafes		1,000
TOTAL STANDARD DISTRIBUTION		22,000
Plus average corporate co-branded bulk sales		4,000
TOTAL ESTIMATED DISTRIBUTION		26,000

All unsold copies are re-distributed through functions, restaurants, cafes, salons, corporate mail out & private hospitals.

### SCOOP LIFESTYLE SERIES: SCHEDULES & DEADLINES

Magazine Title	On-Shelf	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop autumn (ed 55)	Mar to Jun 2011	22,000	3 months	21-Jan	28-Jan	4-Feb	18-Mar
Scoop winter (ed 56)	Jun to Sep 2011	22,000	3 months	13-Apr	20-Apr	27-Apr	3-Jun
Scoop spring (ed 57)	Sep to Dec 2011	22,000	3 months	6-Jul	13-Jul	20-Jul	26-Aug
Scoop summer (ed 58)	Dec to Mar 2012	22,000	3 months	5-Oct	12-Oct	19-Oct	25-Nov
Scoop Traveller (ed 20)	Jun to Dec 2011	30,000	6 months	21-Apr	29-Apr	6-May	17-June
Scoop Traveller (ed 21)	Dec 2011 to Jun 2012	30,000	6 months	19-Oct	26-Oct	2-Nov	9-Dec
Scoop Functions & Venues 2012 (ed 4)	Oct 2011 to Oct 2012	14,000	12 months	19-Aug	26-Aug	2-Sep	14-Oct

**CONTACT US** Level 1, 29 Station St, Subiaco WA 6008 Phone (08) 9388 8188 Fax (08) 9388 8199 Email sales@scoop.com.au Web scoop.com.au

**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 – Level 1, 29 Station St, Subiaco WA 6008) or emailed to 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.

# SCOOP TRAVELLER

MAGAZINE & ONLINE ADVERTISING PACKAGES



## FAST FACTS

Published 2 times per year  
 On shelf June, December  
 Shelf life 6 months  
 Print run 27,000 copies per edition  
 Estimated readership 161,800  
 Pages 338  
 Retail price \$14.95  
**Content** Events and travel news, amazing travel features, feature profiles - cruises & tours, guides to regional WA, touring maps



**WELCOME** to the definitive planning and on-the-ground guide to travel in WA, showcasing the top travel destinations and leading travel & hospitality operators across regional WA.

**SHOWCASING** your business as an industry leader in your region, alongside the very best brands and businesses in travel & hospitality in WA.

**REACHING** key high-spending (AB) markets in WA through 54,000 copies per year with a 6-month shelf life and targeted distribution channels established over 8 years.

**PROFILING** your business on scoop.com.au to an additional 200,000+ online visitors each year.

**WINNING** your business lucrative new, repeat and referral clients that are still spending strongly today.

**PROOF OF SUCCESS** is a repeat-advertising rate in excess of 90%, with the industry's most successful operators - clear proof of our ability to generate strong results for our clients.

### REGIONAL GUIDES (\$150+gst per month)

Starting at just \$150 per month, the regional guide magazine/online package showcases your business as a premium operator in your region in: (1) the guides; (2) the maps; (3) the magazine online (4) in a full page profile on scoop.com.au. No other magazine offers a package this powerful at this price.

### READERSHIP: KEY MARKETS

- HIGH-SPENDING WEST AUSTRALIANS** Over 8 years of consistent quality, detailed content and targeted distribution has built a loyal readership of West Australians looking for new, high-quality travel options when planning and travelling WA.
- NATIONAL / INTERNATIONAL MARKETS** Placement in national newsagencies, airlines (incl business class Emirates), national lounges and 10,000+ hotel rooms reach tens of thousands of new and repeat, national / international business & leisure travellers in WA.
- INDUSTRY & CORPORATE DECISION-MAKERS** Direct mail to CEOs, senior executives and business owners each year guarantees access to a valuable business and executive consumer market.
- TRAVELLERS STILL SPENDING TODAY!** Placement in 10,000 4 & 5-star hotel rooms plus direct mail to 500+ regional operators, guarantees access to a market travelling and spending today, at a time when they are in your region and planning their private and business travel.

### REGIONAL GUIDE LISTINGS

All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)
Single Unit (1/12-pg)	\$1,200	\$1,800 per year (\$150 per month)
Double Unit (1/6-pg)	\$1,800	\$2,640 per year (\$220 per month)

### REGIONAL GUIDE DISPLAY

All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)
Third page horizontal	\$2,950	\$4,680 (\$390 per month)
Full page	\$5,850	\$9,840 (\$820 per month)

Monthly payments available and payable by direct debit only. Template artwork guidelines apply to single and double unit regional guides.

### DISPLAY

All prices + GST	1 insertion rate	2 insertion rate
DISCOUNT	0%	15%
Double page	\$8,550	\$7,260
Full page	\$5,850	\$4,970
Half page	\$3,750	\$3,180
Third page	\$2,950	\$2,500

Loading: IFC/PAGE 1/BC (25%); Page 2-21/IBC (10%); Preferred position (10%)

### DISTRIBUTION

	Magazines
4 & 5-star hotel rooms (10,000+)	11,000
Newsagencies and subscribers	7,000
Direct mail to regional operators	4,500
Distribution via Tourism WA	1,000
Expos, event sponsorship, promotions	1,000
Hair & beauty salons, day spas, cafes	500
Corporate direct mail	1,500
Airline and airport lounges	500
<b>TOTAL</b>	<b>27,000</b>

### SCOOP LIFESTYLE SERIES: SCHEDULES & DEADLINES

Magazine Title	On-Shelf	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop autumn (ed 55)	Mar to Jun 2011	22,000	3 months	21-Jan	28-Jan	4-Feb	18-Mar
Scoop winter (ed 56)	Jun to Sep 2011	22,000	3 months	13-Apr	20-Apr	27-Apr	3-Jun
Scoop spring (ed 57)	Sep to Dec 2011	22,000	3 months	6-Jul	13-Jul	20-Jul	26-Aug
Scoop summer (ed 58)	Dec to Mar 2012	22,000	3 months	5-Oct	12-Oct	19-Oct	25-Nov
Scoop Traveller (ed 20)	Jun to Dec 2011	30,000	6 months	21-Apr	29-Apr	6-May	17-June
Scoop Traveller (ed 21)	Dec 2011 to Jun 2012	30,000	6 months	19-Oct	26-Oct	2-Nov	9-Dec
Scoop Functions & Venues 2012 (ed 4)	Oct 2011 to Oct 2012	14,000	12 months	19-Aug	26-Aug	2-Sep	14-Oct

**CONTACT US** Level 1, 29 Station St, Subiaco WA 6008 Phone (08) 9388 8188 Fax (08) 9388 8199 Email sales@scoop.com.au Web scoop.com.au

**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 - Level 1, 29 Station St, Subiaco WA 6008) or emailed to 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.

# WA's Best FUNCTIONS & VENUES

MAGAZINE & ONLINE  
ADVERTISING PACKAGES



## FAST FACTS

Published Annually  
On shelf October  
Shelf life 12 months  
Print run 12,000 copies  
Estimated readership 80,500  
Pages 346  
Retail price \$19.95  
Content Trends & tips PLUS a guide to the leading venues, caterers and events services in Perth and regional WA.

## WELCOME to the major reference guide for private and corporate functions, venues and caterers in WA.

**SHOWCASING** your business as an industry leader alongside the very best venues, caterers and event service providers in WA.

**REACHING** the key markets for private and corporate functions in WA, plus key event and PR organisers across Australia, with a 12-month shelf life and highly targeted direct-mail distribution strategy.

**PROFILING** your business on scoop.com.au to an additional 200,000+ online visitors each year.

**WINNING** your business lucrative new, repeat and referral clients that are still spending strongly today.

**PROOF OF SUCCESS** is a repeat-advertising rate in excess of 90%, with the industry's most successful operators – clear proof of our ability to generate strong results for our clients.

### FEATURE PROFILES

Feature profiles allow you to showcase the very best of your business, across 2 or more pages, for a full 12 months, for the monthly equivalent of just \$408 per month. While content is the responsibility of the client, Scoop's professional team of designers, copywriters and sub-editors create your profile at no additional charge.

All feature profiles are listed in the user-friendly index under:

(1) *Professional Services*; (2) *Caterers*; (3) *Venues*.

Venues are listed by region and suburb, making it even easier for your clients to find your business in 2011/2012.

### READERSHIP: KEY MARKETS

- 1. CORPORATE DECISION-MAKERS** Direct mail to 5,000 CEOs, senior executives and business owners each year guarantees access to valuable corporate business plus the lucrative private executive market.
- 2. PRIVATE FUNCTIONS MARKET** Delivery to all leading newsagencies in WA, plus wedding and hospitality expos and sponsorship of key events, guarantees saturation of the affluent private function and wedding markets.
- 3. PR & EVENTS INDUSTRY** Saturation of the PR and events industry through direct mail Australia-wide plus industry event sponsorship reaches the majority of major event organisers and a lucrative market for multiple-event bookings and planning.

### RATES (exclusive of GST)

Advertising type	Rate	20% Dep	Monthly Equivalent
Display - double page	\$6,900	\$1,380	\$575 per month
Display - full page	\$4,900	\$980	\$408 per month
2 page feature profile	\$4,900	\$980	\$408 per month
4 page feature profile	\$6,700	\$1,340	\$558 per month
6 page feature profile	\$8,500	\$1,700	\$708 per month
8 page feature profile	\$10,300	\$2,060	\$858 per month
10 page feature profile	\$12,100	\$2,420	\$1,008 per month

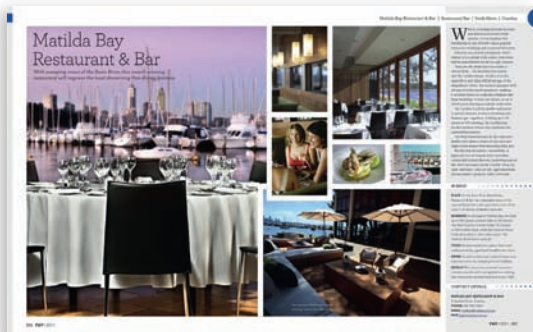
Loading: IFC/PAGE 1/BC (25%); Page 2-21/IBC (10%);  
Preferred position (10%)

### DISTRIBUTION

Retail	Newsagencies/subscribers	3,500
<b>Corporate</b>	Direct mail to 5,000 companies & clubs in WA	5,000
<b>To Industry</b>	Direct mail to leading events industry operators, events organisers, PR firms and clients	3,000
<b>General</b>	Hair & beauty salons, sponsorships and cafes	500
<b>Total</b>		12,000

### SCOOP LIFESTYLE SERIES: SCHEDULES & DEADLINES

Magazine Title	On-Shelf	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop autumn (ed 55)	Mar to Jun 2011	22,000	3 months	21-Jan	28-Jan	4-Feb	18-Mar
Scoop winter (ed 56)	Jun to Sep 2011	22,000	3 months	13-Apr	20-Apr	27-Apr	3-Jun
Scoop spring (ed 57)	Sep to Dec 2011	22,000	3 months	6-Jul	13-Jul	20-Jul	26-Aug
Scoop summer (ed 58)	Dec to Mar 2012	22,000	3 months	5-Oct	12-Oct	19-Oct	25-Nov
Scoop Traveller (ed 20)	Jun to Dec 2011	30,000	6 months	21-Apr	29-Apr	6-May	17-June
Scoop Traveller (ed 21)	Dec 2011 to Jun 2012	30,000	6 months	19-Oct	26-Oct	2-Nov	9-Dec
Scoop Functions & Venues 2012 (ed 4)	Oct 2011 to Oct 2012	14,000	12 months	19-Aug	26-Aug	2-Sep	14-Oct



**CONTACT US** Level 1, 29 Station St, Subiaco WA 6008 Phone (08) 9388 8188 Fax (08) 9388 8199 Email sales@scoop.com.au Web scoop.com.au

**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 – Level 1, 29 Station St, Subiaco WA 6008) or emailed to 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.