



WELCOME TO THE BRAND NEW

SCOOP ONLINE

www.scoop.com.au

WA's leading lifestyle, events & travel guide.

Providing complimentary full page PREMIUM LISTINGS to all Scoop Magazine clients.

YOUR BUSINESS PROFILE



THE SITE

Content: utilising content from all 8 Scoop Publishing titles.
Read Us Online: all magazines available to be read online.
News: daily event and lifestyle news and updates.
Events: the only comprehensive events portal in WA.
Travel: covering every travel region and town in WA.
New: coming soon includes functions, catering & gourmet food.

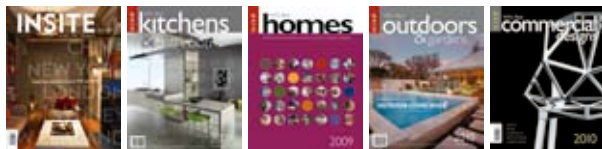
WHAT YOU GET

- A full page profile on your business
- A map marking your exact location
- Priority search results so you come up first
- Search functions including by cuisine & town
- Direct links to your email and web site
- A copy of your menu
- Easy updating via user name & password

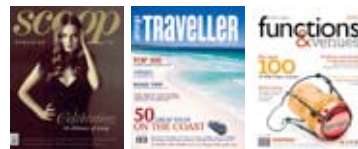
WHAT IT COSTS

Nothing at all! All Scoop magazine clients receive a complimentary listing for NON - Scoop magazine clients: \$90+gst per month.

Home & Design Series



Lifestyle Series



GENERIC AREA SEARCH RESULTS

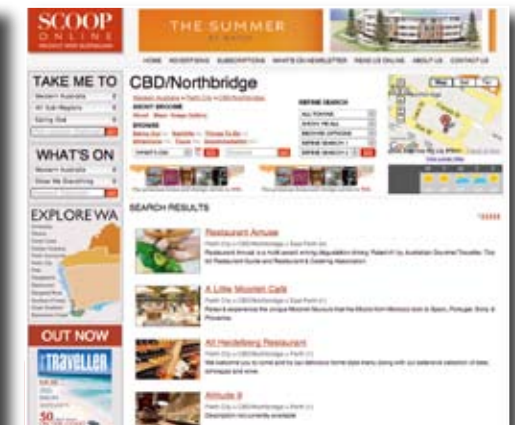
SCOOP MAGAZINE Display Advertising Rates

	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	\$3,750	\$3,560	\$3,370	\$3,180
Third page	\$2,950	\$2,800	\$2,650	\$2,500
Quarter page	\$2,300	\$2,180	\$2,070	\$1,950
Guide Display (third page)	\$2,300	\$2,180	\$2,070	\$1,950

SCOOP LIFESTYLE SERIES SCHEDULES & DEADLINES

Magazine Title	Effective On-Shelf Months	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop autumn edition	March to June	22,000	3 months	15-Jan	29-Jan	5-Feb	10-Mar
Scoop winter edition	June to September	22,000	3 months	9-Apr	16-Apr	23-Apr	26-May
Scoop spring edition	September to December	22,000	3 months	9-Jul	16-Jul	23-Jul	25-Aug
Scoop summer edition	December to March	22,000	3 months	8-Oct	15-Oct	22-Oct	24-Nov
Scoop Traveller (ed 18)	June to December 2010	30,000	6 months	23-Apr	30-Apr	7-May	22-Jun
Scoop Traveller (ed 19)	December 2010 to June 2011	30,000	6 months	15-Oct	22-Oct	29-Oct	8-Dec
Scoop Functions & Venues 2011	September 2010 to September 2011	14,000	12 months	16-Jul	23-Jul	30-Jul	15-Sep

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. 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.



SPECIFIC AREA SEARCH RESULTS

SCOOP MAGAZINE	Option 1:	Option 2:
Scoop Guide Listings (4 editions / 12 month)	Pay in Advance \$1,560	Pay Monthly \$130 per month

SCOOP MAGAZINE Distribution	Magazines
Newsagency / subscribers	9,000
4 and 5 star hotels (6,000 rooms)	7,500
Corporate direct mail (to 6,000 executives per year)	1,500
Clients / Industry	1,500
Airlines / airports (all major lounges & Emirates airlines)	1,000
Expos / promotions	1,000
Hair & beauty, gyms, cafes	500
Total	22,000