

SCOOP
PUBLISHING

SCOOP HOMES & ART MAGAZINE

Print & Online Media Packages



Photographer | Chantel Corcoran

WHY SCOOP HOMES & ART?

SHA is the perfect tool for positioning your business as a market leader and reaching key high-spending consumers & industry decision-makers in WA.

Reasons for advertising

1. To position your business as a market leader.
2. To reach valuable niche markets not available through alternative media.
3. To build a core high spending repeat & referral client base.

For retailers and service providers

1. Consolidate your position as a leading homes, design or art provider.
2. Highlight the quality, range and availability of the brands you carry.
3. Send key messages and new reasons to visit your business.

For national brands

1. Position your brand alongside other national and international leaders.
2. Highlight the quality, range and availability of your brand in WA.
3. Help support, maintain and increase your retail network in WA.

Proof of our success is a loyal client-base including WA's most successful brands and businesses, who continue to invest year after year.



HOW WE DO IT

SHA combines a trusted brand and inimitable production quality, with massive exposure through a unique targeted distribution strategy and strong online promotion.

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.

The Perth Guide

- ◆ **Retailers are further supported** in 100,000 copies of the Perth Guide.
- ◆ Plus **interactive maps online** and personalised hotel maps.

Online Support: www.scoop.com.au

- ◆ **Digital versions of all magazines** are made available for reading online.
- ◆ A **full page profile** provides additional exposure on Scoop Online.

No other media package provides such cost-effective branding and reach to an affluent market still spending strongly today.



CONTENT

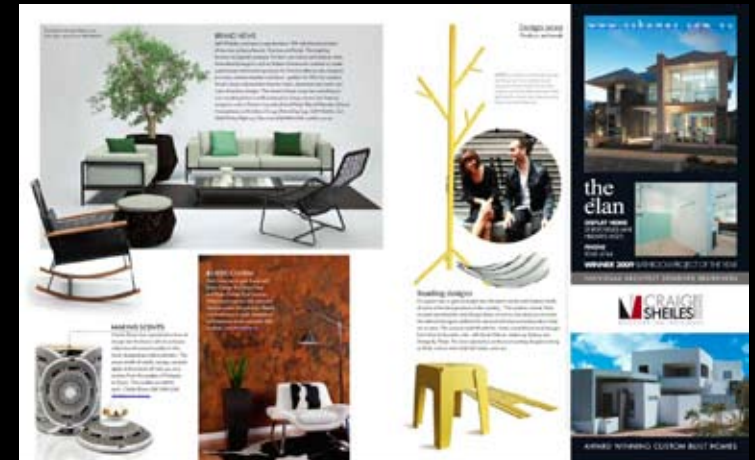
SHA is the only premium-quality magazine dedicated to showcasing the very best in homes, design and fine arts available in WA.

Content

- ◆ SHA provides a style and quality of content not available from other media in WA.
- ◆ SHA is the only magazine that provides West Australians with WA-focused content in international production-quality.

Regular Features

- ◆ **Trends:** Directions for the coming season.
- ◆ **Design News:** Designs and innovations from local designers.
- ◆ **Global Review:** Inspiration from the world's best.
- ◆ **Features:** Topical features impacting on WA living and home design.
- ◆ **Kitchens & Bathrooms:** Trends, tips and new products.
- ◆ **Homes & Interiors:** Leading local and international designs.
- ◆ **Outdoors & Gardens:** Trends, tips and new products.
- ◆ **Antiques & Visual Arts:** Leading guide to antiques and visual arts in WA.



CONSUMER READERSHIP

The SHA reader includes affluent home lovers and West Australians looking to spend money on building, renovating and beautifying their private space.

- ◆ SHA's readership is best defined by the nature of the brands and labels advertised through our homes and art content: Abey, Mondoluce, Giorgi Homes, Brans Antiques, Linton & Kay, Baileys, Gallows Gallery...
- ◆ 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.
- ◆ Our readers are typically cash-rich and time-poor and inclined to be loyal customers to businesses who provide good quality products and services.
- ◆ SHA's unique WA focus saturates local homes and art markets in comparison to national magazines readership which is typically less than 10% in WA.
- ◆ SHA has a strong arts-lovers readership, inspired by the only high-quality visual guide to the top art and leading exhibitions available a season ahead.



INDUSTRY READERSHIP

Leading architects, builders and designers use SHA to keep up with the latest industry news, insights and opinions, suppliers, product innovation and ranges available in WA.

- ◆ Distribution to every known architect, builder, designer and developer in WA ensures saturation of the leading industry operators in WA.
- ◆ SHA is known as a trusted and credible source of industry news, with content relevant and available in WA.
- ◆ SHA is appreciated as a magazine that does not do advertorial, 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.
- ◆ Relevant content and distribution ensures SHA is read by influential government and political figures.



DISTRIBUTION

Scoop combines a trusted brand name with a targeted distribution strategy and 3 month shelf life to reach niche markets beyond the reach of other media.

Standard distribution channels

- ◆ 28,000 copies are distributed through newsagencies and subscribers.

Targeted Consumer & Corporate 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 travellers and affluent locals through distribution to 4&5 star hotels and all major airline lounges.

Targeted Industry distribution channels

- ◆ 14,000 copies are direct mailed to ALL 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.

Distribution *	Per Edition	Annually
Newsagency/subscribers	7,000	28,000
4&5 star hotels	5,000	20,000
Corporate Direct Mail	1,500	6,000
Clients/Industry	3,500	14,000
Airport Lounges/Airlines	1,000	4,000
Expos/Promotions	1,000	4,000
Hair & Beauty, gyms, cafes	1,000	4,000
TOTAL DISTRIBUTION	20,000	80,000

Annual readership is estimated at 240,000.

* Distribution is subject to change, depending on new opportunities and seasonal changes

ONLINE SUPPORT

Scoop Online will be the major portal for Homes & Design and Commercial Building & Design in WA, providing substantial added-value for advertisers.

Magazines Online

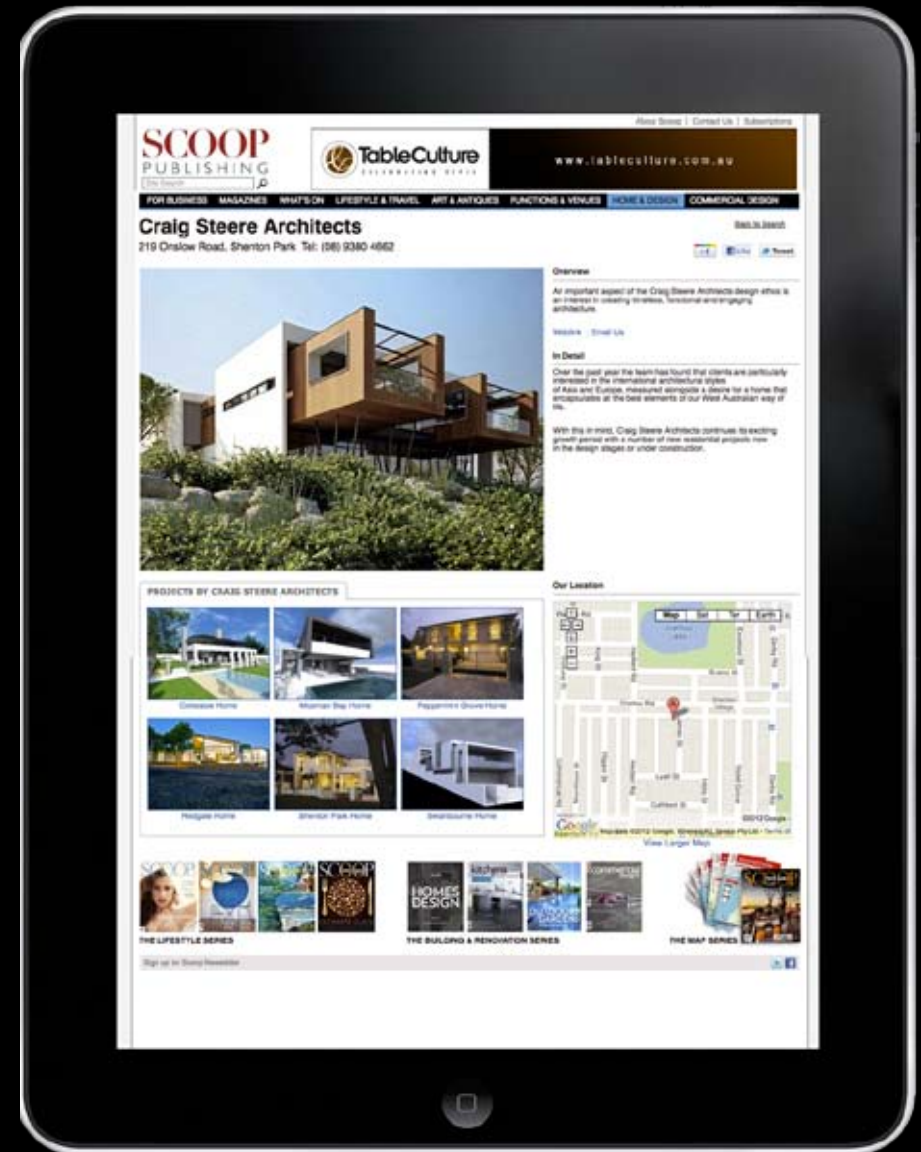
- ◆ All **magazines are available online** using the latest digital technology, with hyperlinks to advertiser's websites.

Scoop Online: www.scoop.com.au

- ◆ Scoop Online is the leading guide to the latest designs, product ranges, retailers and suppliers available in WA.
- ◆ News, updates, press releases, key industry information and topics for discussion will be complemented with a **monthly newsletter**.

What you receive

- ◆ A **full page company profile** with images, hyperlinks and portfolio links.
- ◆ **Architects, builders and designers** are able to post a limited number of full-page design profiles, linked to their company profile.
- ◆ **Suppliers and retailers** are able to post a limited number of full-page product-range profiles, linked to their company profile.



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YOUR PACKAGE

**Campaigns include 12 months exposure
in SHA Magazine,
the Perth Guide and Scoop Online.**

SHA Magazine

- ◆ 80,000 copies per year.
- ◆ Readership of 240,000 affluent locals and visitors to WA.
- ◆ Plus the digital magazine free online.

Perth Guide

- ◆ 100,000 copies per year.
- ◆ Business name and position placed on leading guide maps.
- ◆ Personalised copies used by hotels and function organisers.

Scoop Online: www.scoop.com.au

- ◆ Business name and position placed on online interactive maps.
- ◆ A full-page 'company profile' with hyperlinks to your site and your design/product portfolio.
- ◆ A limited number of full page design/product profiles.



RATES, SCHEDULES & ARTWORK

* Rates do not include GST

Campaign Rate

Rate	1 Edition Rate	2 Edition Rate	3 Edition Rate	4 Edition Rate
Discount	0	5%	10%	20%
Quarter (Arts Only)	\$2,250	\$2,138	\$2,025	\$1,800
Half	\$3,590	\$3,411	\$3,231	\$2,872
Full	\$5,550	\$5,273	\$4,995	\$4,440
DPS	\$7,990	\$7,591	\$7,191	\$6,392

Campaign Cost

Rate	1 Edition Cost	2 Edition Cost	3 Edition Cost	4 Edition Cost
Discount	0	5%	10%	20%
Quarter (Arts Only)	\$2,250	\$4,275	\$6,075	\$7,200
Half	\$3,590	\$6,821	\$9,693	\$11,488
Full	\$5,550	\$10,545	\$14,985	\$17,760
DPS	\$7,990	\$15,181	\$21,573	\$25,568

Campaign Savings

Rate	1 Edition Savings	2 Edition Savings	3 Edition Savings	4 Edition Savings
Discount	0	5%	10%	20%
Quarter (Arts Only)	0	\$225	\$675	\$1,800
Half	0	\$359	\$1,077	\$2,872
Full	0	\$555	\$1,665	\$4,440
DPS	0	\$799	\$2,397	\$6,392

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
Quarter Page (Arts Only)	n/a	99.5 x 130	n/a

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.

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 PUBLISHING TITLES

THE LIFESTYLE SERIES



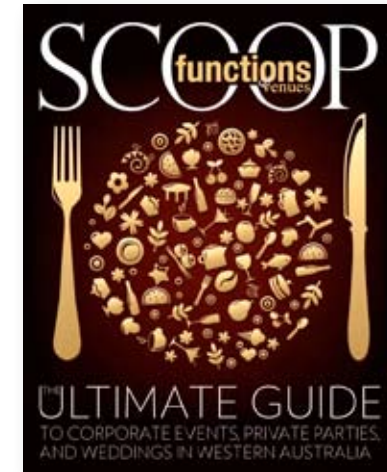
SCOOP
On-shelf: Mar, June, Sep, Dec



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: Oct



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

SCOOP

PUBLISHING

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