

scoop

MAGAZINE

WA's Leading Lifestyle Magazine

Share in the success of WA's most successful brands and businesses by putting your business in front of more than 250,000 affluent locals and visitors to Western Australia.

WA'S PREMIUM MARKETING MEDIUM

✓ 4 EDITIONS

✓ 12 MONTH EXPOSURE

✓ POWERFUL BRANDING

✓ TARGETED DISTRIBUTION

✓ 88,000 COPIES

✓ 250,000 READERS

✓ PLUS ONLINE PROMOTION

✓ PROOF OF SUCCESS

REASONS TO ADVERTISE

1. Each year reach 250,000 affluent corporate, locals & visitors to WA
2. Position your business as an industry leader
3. Generate lucrative new, repeat & referral business

FOR NEW BUSINESS

1. Put your business on the map
2. Establish a premium brand
3. Build an affluent new client base

FOR ESTABLISHED BUSINESS

1. Maintain market position
2. Leverage brand and reputation
3. Generate invaluable repeat & referral business

HOW WE GUARANTEE SUCCESS

1. Targeted distribution guarantees access to key markets
2. Inimitable production quality and content guarantee readership
3. Positioning alongside WA's leading businesses guarantees premium branding

TARGETING KEY MARKETS

1. Affluent locals; through a loyal readership built over 13 years and beauty salons, cafes, restaurants, gyms, medical centres, event sponsorship...
2. Corporate clients; through direct mail to 6,000 leading executives
3. Visitors to Perth; through 6,000 hotel rooms, airport lounges & Emirates airlines

PROOF OF SUCCESS

1. A repeat-advertising rate in excess of 90% with the leading brands & businesses in WA
2. Why would they continue to invest if it wasn't working for their business?

TIME OUT



HEALTH, BEAUTY & STYLE



FEATURES



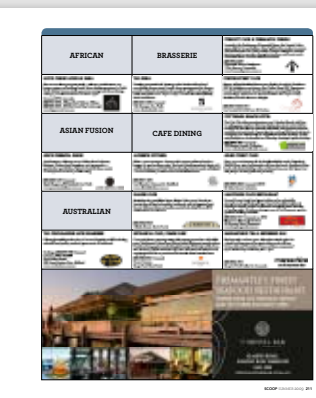
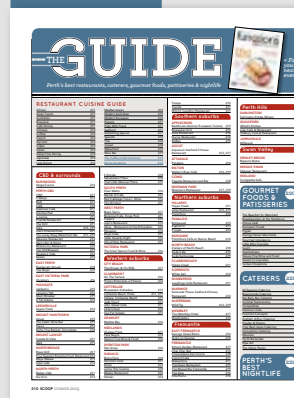
FOR MEN



FOOD & WINE



THE GUIDE



WELCOME TO THE BRAND NEW

SCOOP ONLINE

www.scoop.com.au

WA's leading lifestyle, events & travel guide.



Showing towns & suburbs in WA



Priority search results



Providing invaluable online exposure to Scoop magazine clients

SCOOP.COM.AU

CONTENT

- Features: from all 8 Scoop Publishing titles.
- Read Us Online: all magazines available online.
- News: daily event, travel & lifestyle news.
- Events: the most comprehensive portal in WA.
- Travel: covering every travel region & town in WA.
- Directories: including restaurants, nightlife, wineries, galleries, tours, attractions, accommodation...

READ US ONLINE

- All magazines are available online with:
- Key word search
 - Zoom in and out
 - Email to a friend
 - Links to client web sites

THE WEEKLY E-NEWSLETTER

- Reaching 1,000s of subscribers with:
- A weekly events guide
 - The latest events & lifestyle news
 - Tickets coming on sale

FULL PAGE PROFILES

- For relevant clients:
- A full page profile on your business
 - A map marking your exact location
 - Priority search results
 - Direct links to your email and web
 - Updating via user name & password

All magazines online



Full page profiles for relevant clients



SCOOP MAGAZINE RATES & DEADLINES

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

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 - 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.

Lifestyle Series



Home & Design Series

