

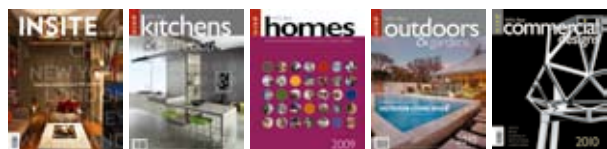
SCOOP PUBLISHING SCHEDULES AND DEADLINES 2010

1. VIEW ONLINE: ALL MAGAZINES CAN BE VIEWED ONLINE AT WWW.SCOOP.COM.AU/VIEWONLINE
2. MEDIA KITS: ALL MEDIA KITS AND OTHER DETAILS CAN BE FOUND AT WWW.SCOOP.COM.AU/ADVERTISING

SCOOP LIFESTYLE SERIES								
Magazine title	Effective on-shelf months	Shelf life	Distribution	Readership figures	Cancellation deadline	Booking deadline	Artwork deadline	On-shelf date
Scoop autumn edition (ed 51)	March – June 2010	3 months	22,000	166,000	15 January	29 January	5 February	10 March
Scoop winter edition (ed 52)	June – September 2010	3 months	22,000	166,000	9 April	16 April	23 April	26 May
Scoop spring edition (ed 53)	September – December 2010	3 months	22,000	166,000	9 July	16 July	23 July	25 August
Scoop summer edition (ed 54)	December 2010 – March 2011	3 months	22,000	166,000	8 October	15 October	22 October	24 November
Scoop Traveller (ed 18)	June – December 2010	6 months	30,000	252,000	23 April	30 April	7 May	23 June
Scoop Traveller (ed 19)	December 2010 – June 2011	6 months	30,000	252,000	15 October	22 October	29 October	8 December
Scoop Functions & Venues 2011 (ed 3)	September 2010 – September 2011	12 months	14,000	110,000	16 July	23 July	30 July	15 September

SCOOP HOME SERIES								
Magazine title	Effective on-shelf months	Shelf life	Distribution	Readership figures	Cancellation deadline	Booking deadline	Artwork deadline	On-shelf date
Insite autumn edition (ed 24)	March – June 2010	3 months	20,000	152,000	15 January	29 January	5 February	10 March
Insite winter edition (ed 25)	June – September 2010	3 months	20,000	152,000	9 April	16 April	23 April	26 May
Insite spring edition (ed 26)	September – December 2010	3 months	20,000	152,000	9 July	16 July	23 July	25 August
Insite summer edition (ed 27)	December 2010 – March 2011	3 months	20,000	152,000	8 October	15 October	22 October	24 November
WA's Best Kitchens & Bathrooms 2010 (ed4)	April 2010 – March 2011	12 months	17,000	107,000	12 February	19 February	26 February	7 April
WA's Best Homes 2010/11 (ed 4)	July 2010 – May 2011	12 months	14,000	95,000	30 April	7 May	14 May	30 June
WA's Best Outdoors & Gardens 2011 (ed 4)	October 2010 – September 2011	12 months	15,000	99,000	6 August	13 August	20 August	29 September
WA's Best Commercial Designs 2011 (ed 4)	December 2010 – November 2011	12 months	11,000	85,000	15 October	22 October	29 October	15 December

Home & Design Series



Lifestyle Series



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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: Attn Sales Manager – 266 Hay St Subiaco 6008) or emailed to sales@scoop.com.au. **DISPLAY ARWORK** Ad display advertising rates are based on the provision of finished artwork according to artwork specifications. **PRODUCT GUIDE ARTWORK** Must follow specific Scoop artwork guidelines; **FURTHER** terms & conditions can be found at www.scoop.com.au/advertising.