

SCOOP
PUBLISHING

Men's Style

Print & Online Media Packages



Photographer | Stef King

WHY SCOOP?

Scoop is the ultimate marketing tool for building a lucrative client base of male shoppers and fashion lovers in the increasingly affluent WA market.

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 and referral client base.

For retailers

1. Consolidate your position as a leading retailer or service provider for men.
2. Highlight the quality, range and availability of the brands you carry.
3. Send key messages and new reasons to visit your store.

For fashion labels

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 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

Scoop combines inimitable production quality, outstanding content, a unique target-distribution strategy and strong online and editorial support.

The Magazine

- ◆ **Scoop is unique** – the only international standard magazine focusing on the very best of local, national and international men's fashion.

Distribution

- ◆ **Market access is guaranteed** through 100,000 copies per year and a unique targeted distribution strategy specially reaching the AB market in WA.
- ◆ **Scoop reaches new markets** going beyond the reach of traditional media to a loyal readership of affluent fashion lovers.

Editorial & Online Support

- ◆ **Scoop leverages your investment** with strong editorial support in Style File and online promotion, including store and brand profiles on www.scoop.com.au.

The Perth Guide

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



MEN'S STYLE SECTION

Men's Style is the only premium-quality guide dedicated to men's fashion retail and services in WA.

- ◆ **Scoop is both magazine and guide**, providing direction to male readers actively looking to spend money on fashion and accessories.
- ◆ **Men's News:** Scoop provides readers with a special insight into the men's fashion and retail scene plus a comprehensive guide to the best brands and boutiques in WA.
- ◆ **Style Feature:** An indepth look at relevant fashion trends, issues and profiles that are all related to the WA fashion industry.
- ◆ **Style File:** Provides a unique guide to the hottest national and international brands and ranges available in-store for the coming season.



STYLE FILE

Scoop doubles the effectiveness of your investment through exposure in this unique editorial feature profiling the hottest men's fashion in-store.

- ◆ Style File is the only comprehensive guide to the hottest national and international brands available in-store in WA for the coming season.
- ◆ Each advertising insertion is complemented with a minimum of one insertion in Style File, effectively doubling the exposure of your leading brands.
- ◆ For clients booking 2 insertions per year, a full 12 months' exposure can be achieved by using alternative editions for editorial and advertising.
- ◆ Conditions related to deadlines and quality of content provided apply. Our Fashion Editor retains full discretion regarding inclusion in Style File.



MEN'S STYLE READER

The affluent WA male relies on Scoop as the only premium guide to men's fashion and style in WA.

- ◆ Scoop's readership is best defined by the nature of the brands and services promoted through our fashion content: Hugo Boss, Calvin Klein, Burberry, Armani, Versace...
- ◆ The SCOOP reader is typically 25 to 55 years of age, affluent sophisticated, well-travelled and educated and has an active interest in fashion and style.
- ◆ Our readers are cash-rich and time-poor and inclined to be loyal customers to businesses who consistently provide good quality products and services.
- ◆ Scoop has a loyal following male readers from white collar and resource sectors with a keen interest in men's style and the money to spend.
- ◆ Scoop's unique WA focus saturates the local fashion market in comparison to national magazine readership which is typically less than 10% in WA.



TARGETED DISTRIBUTION

Scoop's unique targeted distribution strategy reaches the high spending niche markets for men's fashion not reached through other media in WA.

- ◆ **More than 50,000 copies per year** are direct mailed to niche high spending markets not reached through newsagencies and subscribers.
- ◆ The **local affluent, style-savvy reader** is also reached through a network of exclusive men's clubs, premium retailers, yacht and golf clubs, day spas, salons, cafes, restaurants and newsagencies.
- ◆ The **high-earning male corporate market** is reached through direct mail to 6000 CEOs and senior executives.
- ◆ The **wealthy leisure and business traveller** is reached through copies distributed to 7000 4 & 5 star hotel rooms and all major airline lounges.
- ◆ Scoop's distribution is **complemented through sponsorship** of the Perth Fashion Festival, StyleAid, plus hundreds of corporate, community, charity, school and local fashion events.

Distribution	Magazines
Newsagency/subscribers	7,000
4&5 star hotels (6,800 rooms)	7,500
Corporate Direct Mail	1,500
Clients/Industry	3,000
Airport Lounges/Airlines	1,000
Expos/Promotions	1,000
Hair & Beauty, gyms, cafes	1,000
Corporate co-branded issues	3,000
TOTAL STANDARD DISTRIBUTION	25,000

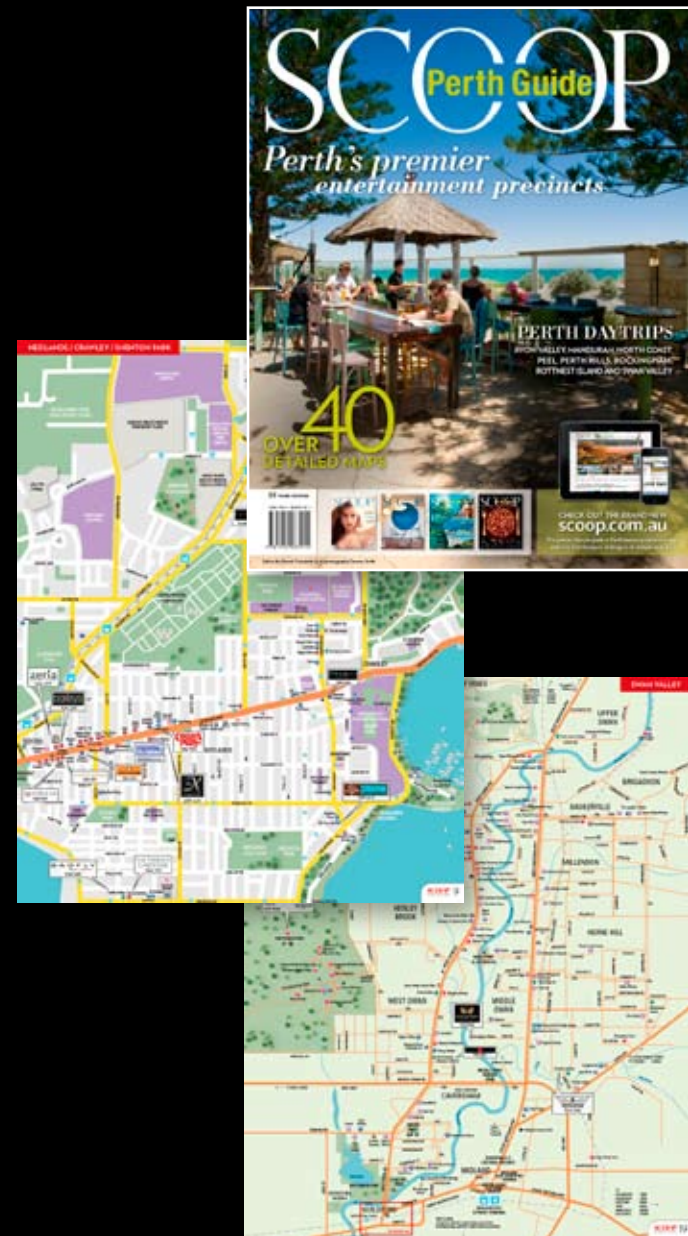


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THE PERTH GUIDE

The Perth Guide provides significant support through 100,000 copies of the leading guide map series for Perth.

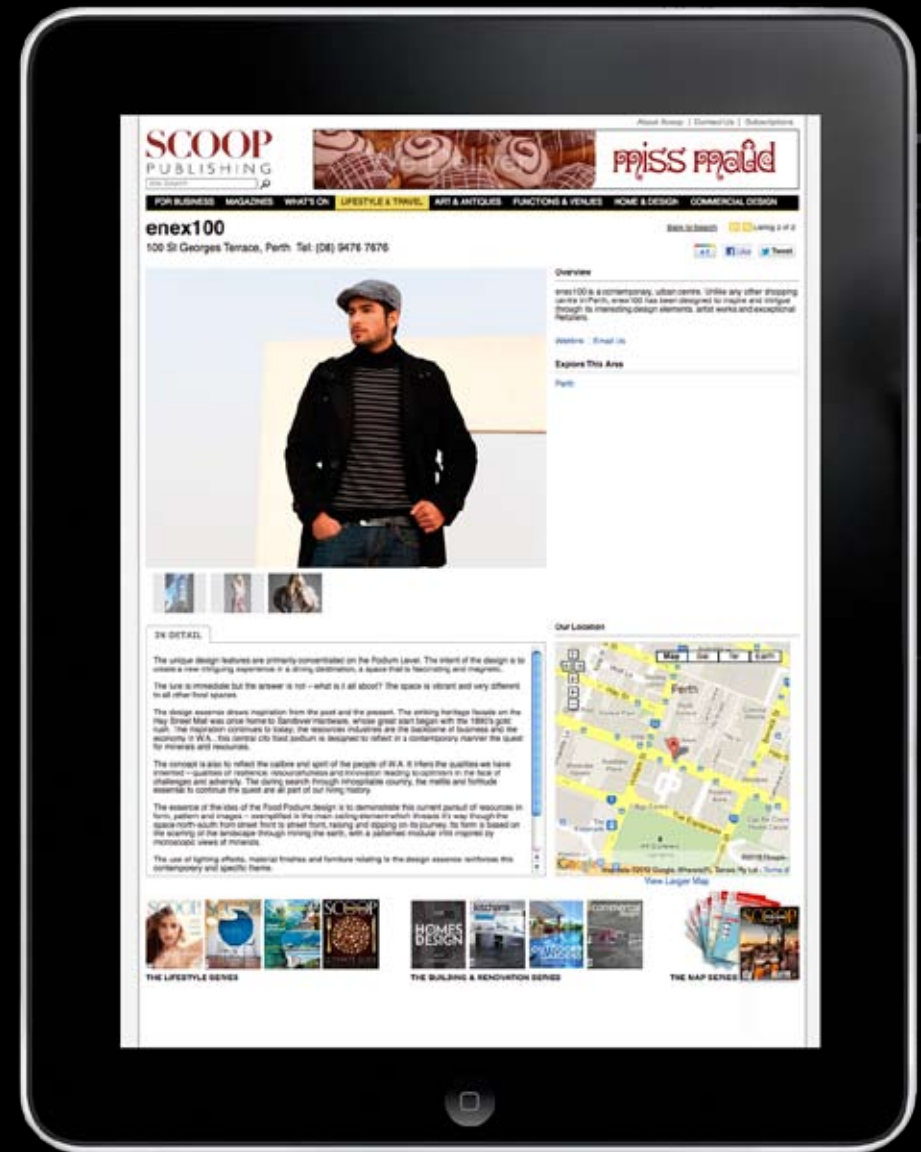
- ◆ The Perth Guide is the ultimate guide for locals and travellers to WA, including 40 maps and all of Perth's entertainment and shopping precincts.
- ◆ Distribution saturates the local markets through 100,000 copies sold in leading newsagencies plus cafes, restaurants and all major hotels in Perth.
- ◆ All retailers are marked on the maps, positioning your business as a key destination for hundreds of thousands of readers looking for the best of Perth.
- ◆ Personalised maps are also made available for use at major international functions and hotel concierge desks, such as the Burswood Intercontinental.
- ◆ Interactive maps are online at www.scoop.com.au plus licensed to other major WA websites.



ONLINE SUPPORT

Scoop online is a major portal for lifestyle in WA, providing exposure through digital magazines, interactive maps and a full-page profile on www.scoop.com.au.

- ◆ Digital magazines: All magazines are available online using the latest digital technology, with hyperlinks to advertiser's websites.
- ◆ Full-page profiles: All retailers are provided with a full-page store profile on the 'Lifestyle & Travel' portal, a leading cross-industry portal for affluent West Australians.
- ◆ Brand Promotion: In 2012, specific brands and product ranges will also be promoted in a new guide to fashion and retail in WA.



YOUR PACKAGE

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

Scoop Magazine

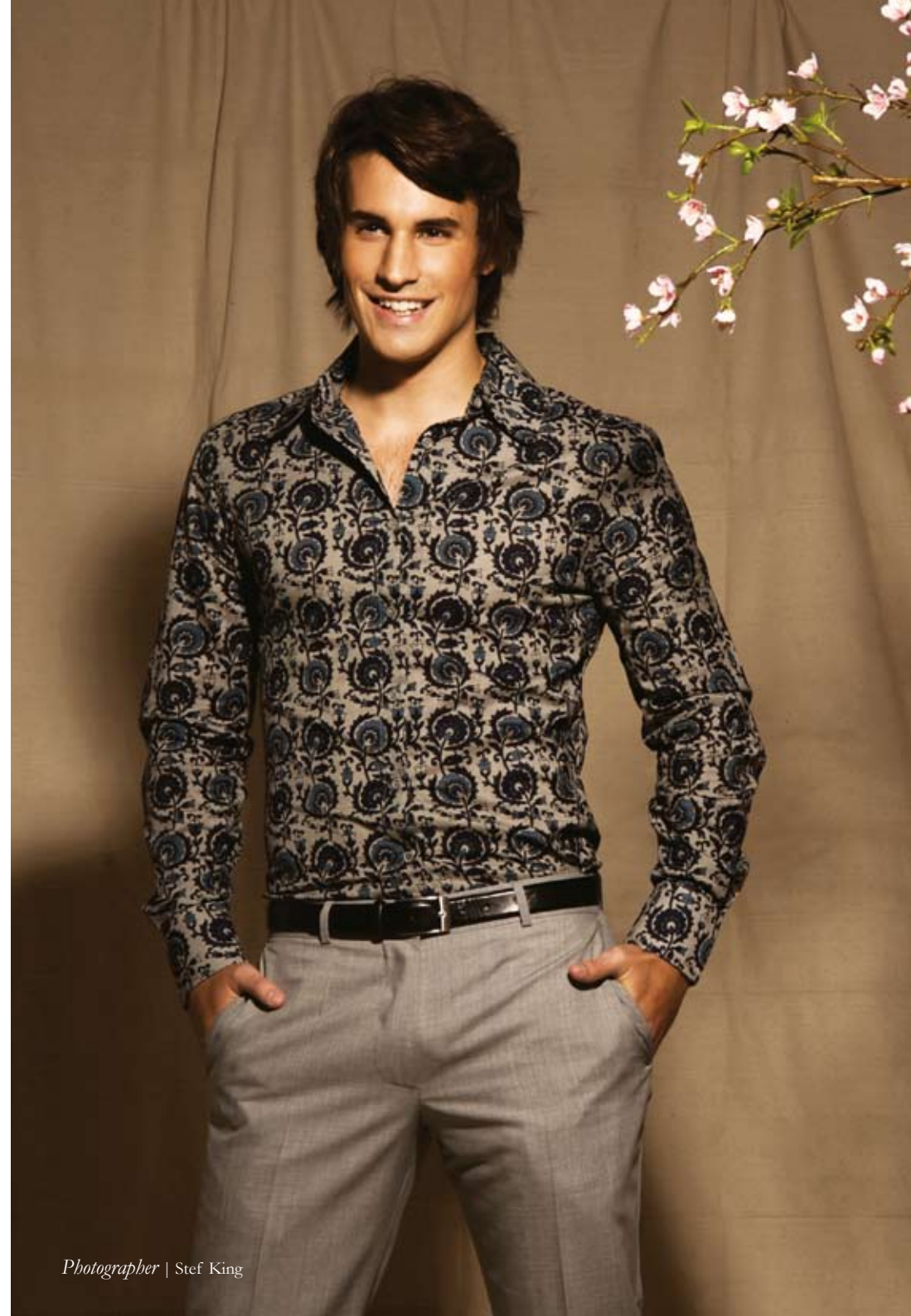
- ◆ 100,000 copies per year
- ◆ Readership of 300,000 affluent locals and visitors to WA.
- ◆ Additional editorial in Style File.
- ◆ Plus the digital magazine free online.

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.
- ◆ Digital magazine available using the latest 'Realview' technology.
- ◆ A full-page 'store profile' with hyperlinks to your site.
- ◆ Coming in 2012, further profiles of leading brands and product ranges.



YOUR PACKAGE

Campaign Rate

Rate	1 Edition Rate	2 Edition Rate	3 Edition Rate	4 Edition Rate
Discount	0	5%	10%	20%
Third	\$3,240	\$3,080	\$2,910	\$2,590
Half	\$4,120	\$3,910	\$3,700	\$3,290
Full	\$5,850	\$5,550	\$5,260	\$4,680
DPS	\$8,550	\$8,120	\$7,690	\$7,260

Campaign Cost

Rate	1 Edition Cost	2 Edition Cost	3 Edition Cost	4 Edition Cost
Discount	0	5%	10%	20%
Third	\$3,240	\$6,160	\$8,730	\$10,360
Half	\$4,120	\$7,820	\$11,100	\$13,160
Full	\$5,850	\$11,100	\$15,780	\$18,720
DPS	\$8,550	\$16,240	\$23,070	\$27,360

Campaign Savings

Rate	1 Edition Savings	2 Edition Savings	3 Edition Savings	4 Edition Savings
Discount	0	5%	10%	20%
Third	0	\$320	\$990	\$2,600
Half	0	\$420	\$1,260	\$3,320
Full	0	\$600	\$1,770	\$4,680
DPS	0	\$800	\$2,580	\$6,840

Rates do not include GST. 10% GST will be added to all invoices.
Guaranteed positioning will be liable for a 10% surcharge.

Schedule

Magazine Title	Shelf Life	Booking Deadline	Artwork Deadline
Scoop Autumn (ed 59)	Mar-Jun 2012	27-Jan	03-Feb
Scoop Winter (ed 60)	Jun-Sep 2012	13-Apr	20-Apr
Scoop Spring (ed 61)	Sep-Dec 2012	13-Jul	20-Jul
Scoop Summer (ed 62)	Dec-Mar 2013	12-Oct	19-Oct
Scoop Autumn (ed 63)	Mar-Jun 2013	28-Jan	1-Feb
Scoop Winter (ed 64)	Jun-Sep 2013	19-Apr	26-Apr

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
Third Page Vertical	82 x 302	66 x 265	88 x 308
Third Page Horizontal	n/a	208 x 85	n/a
Quarter Page	n/a	99.5 x 130	n/a

Terms and Conditions

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. 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 PUBLISHING TITLES

THE LIFESTYLE SERIES



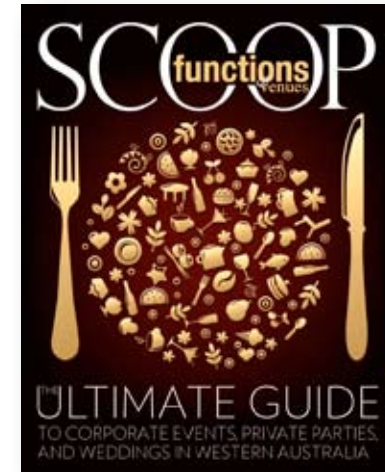
Scoop
 Quarterly: Mar, June, Sep, Dec



Scoop Homes & Art
 Quarterly: Mar, June, Sep, Dec



Scoop Traveller
 Biannual: June, Dec



Scoop Functions & Venues
 Annual: Oct

THE BUILDING & RENOVATION SERIES



WA's Best Homes & Design
 Annual: Oct



WA's Best Kitchens & Bathrooms
 Annual: Apr



WA's Best Outdoors & Gardens
 Annual: Sep



WA's Best Commercial Building & Design
 Annual: Feb

SCOOP

PUBLISHING

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