

SCOOP
PUBLISHING

Perth Bars & Restaurants

Print & Online Media Packages



Photographer | Stef King

3 REASONS FOR ADVERTISING

Scoop is a proven tool for restaurants & bars wanting to build and maintain a high-spending repeat and referral client base in Perth.

1. Positions your business as a market leader in Perth

- ◆ Showcasing your business in WA's leading food & wine magazine.
- ◆ Alongside other leading bars and restaurants in Perth.
- ◆ Attracting valuable new and repeat business.

2. Puts you in the premium bar & restaurant guide in Perth

- ◆ Used by more than 300,00 readers each year.
- ◆ Presenting your business as one of a limited number of options.
- ◆ At the very moment they are deciding where to go out and book.
- ◆ Leveraging your reputation and word-of-mouth referral base.
- ◆ Increasing your most important client base – your repeat customer.

3. Reaches affluent niche markets not available through other media

- ◆ Assess to the affluent local, corporate and travel markets.
- ◆ Through 100,000 copies of Scoop Magazine.
- ◆ Through 100,000 copies of the Perth Guide.
- ◆ Through Scoop Online – a major lifestyle portal for Perth.

That's why the vast majority of Perth's award winning bars and restaurants continue to advertise in SCOOP.



HOW WE DO IT

Scoop combines a trusted brand and inimitable production quality with massive exposure through a unique targeted-distribution strategy, online and guide map support.

The Magazine

- ◆ **Scoop is unique** – the only international standard magazine focusing on food & wine, bars & restaurants in WA.
- ◆ **Scoop is both magazine & guide** – providing the ultimate one-stop reference guide to the latest news and best bars and restaurants in Perth.
- ◆ **Scoop is trusted** – a relationship built over 15 years as WA's premium lifestyle magazine.

Distribution

- ◆ **Market access is guaranteed** through 100,000 copies of Scoop, a 3 month shelf-life and unique targeted distribution strategy.
- ◆ Scoop **reaches new markets** going beyond the reach of traditional media to an affluent local, corporate and travel market looking for the best.

The Perth Guide

- ◆ **Retailers are further supported** in 100,000 copies of the Perth Guide; the leading guide maps to Perth's entertainment precincts.
- ◆ Plus **interactive maps online** and personalised hotel maps.

Online Support

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

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



EDITORIAL CONTENT

Scoop combines inimitable production-quality with the highest possible editorial standards to produce a much loved guide to Perth's restaurant and bar scene.

Food & Wine Editorial

- ◆ Scoop provides a unique style and quality of content not available from other media.
- ◆ Scoop is the only international-quality magazine dedicated to the best of food and wine, restaurants and bars in Perth and WA.
- ◆ Scoop Food & Wine editorial appeals to the serious lover of food and wine and industry wanting to keep up with the latest news and insights.
- ◆ Highly experienced and renowned writers and reviewers showcase the very best of what's available a season ahead.
- ◆ The latest news is combined with valuable insights and opinions sourced from local and international experts, providing a popular guide for industry and consumers.
- ◆ The result is a stunningly beautiful and informative guide to all you need to know about eating and going out in Perth

The Guide

- ◆ A valuable reference point to the top 150 bars and restaurants in Perth.
- ◆ Easy to use, bars and restaurants can be found by location or cuisine type, making it simple for the user to find and book their favourite venue.
- ◆ The most popular guide to eating out in Perth – used by hundreds of thousands of locals, travellers and businesses each year.



THE READER

The affluent food and wine lovers, travellers and business rely on Scoop as their trusted guide to the best restaurant and bar experiences available in Perth and WA.

Food & Wine Lovers

- ◆ Scoop's readership is best defined by the nature of the bars & restaurants that continue to advertise - including 38 of the 40 recent industry award winners.
- ◆ Typically 25 to 55 years of age, the Scoop reader is affluent sophisticated, well-travelled and educated with an active interest in quality and lifestyle.
- ◆ The Scoop reader is cash-rich and time-poor, remaining loyal to bars and restaurants that provide consistent quality.

The Corporate Market

- ◆ Scoop is an invaluable guide for PA's and the corporate market looking to book private and corporate events in Perth

Industry

- ◆ Scoop has a strong following from restaurateurs, chefs and sommeliers; proud of the integrity and quality with which the local industry is promoted.



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.

The affluent local market

- ◆ Loyal newsagency buyers and subscribers account for 28,000 copies per year, an audience actively looking for the very best of WA.
- ◆ Surveys show that food & wine editorial is the primary reason for buying Scoop
- ◆ Niche markets are also reached through a network of exclusive clubs, premium retailers, yacht and golf clubs, day spas and hair & beauty salons.
- ◆ Scoop's distribution is **complemented through sponsorship** of hundreds of corporate, community, charity and school events.

Restaurants & Cafes

- ◆ Restaurants & Cafes are reached through direct mail of 5,000 magazines

The Corporate market

- ◆ The high-earning corporate market is reached through direct mail to 6,000 CEOs and senior executives.

Travellers

- ◆ The wealthy leisure and business traveller is reached through 7,000 4 & 5 star hotel rooms and all major airline lounges.

Distribution *	Per Edition	Annually
Newsagency/subscribers	7,000	28,000
4&5 star hotels (6,800 rooms)	7,500	30,000
Corporate Direct Mail	1,500	6,000
Clients/Industry	3,000	12,000
Airport Lounges/Airlines	1,000	4,000
Expos/Promotions	1,000	4,000
Hair & Beauty, gyms, cafes	1,000	4,000
Corporate co-branded issues	3,000	12,000
TOTAL STANDARD DISTRIBUTION	25,000	100,000

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



THE PERTH GUIDE

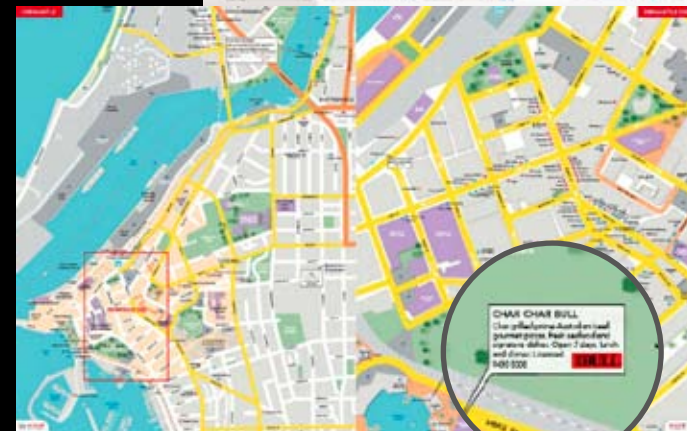
The Perth Guide provides significant support through 100,000 copies of the leading guide map series for Perth.

The Perth Guide

- ◆ 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.
- ◆ The Scoop Bar & Restaurant Guide listing is repeated in the Perth Guide, doubling your exposure.

Hotel Maps

- ◆ Personalised maps are also made available for use at major international functions and hotel concierge desks such as the Burswood Intercontinental.



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 scoop.com.au.

Digital Magazine

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

Full Page Profile

- ◆ All advertisers are provided with a full page profile on the 'Lifestyle & Travel' portal, a leading cross-industry portal for affluent West Australians.

Interactive Maps

- ◆ Available online at www.scoop.com.au plus licensed to other websites.
- ◆ Links directly to your online profile making it easy for readers to navigate to your business.



OPTION 1

SCOOP GUIDE LISTING

A Scoop Guide Listing is an absolutely necessity for bars and restaurants serious about building a core high-spending repeat and referral client base in Perth.

Scoop Bar & Restaurant Guide

- ◆ Scoop Guide is the most cost effective investment in WA.
- ◆ Puts your business in front of readers as they are choosing where to go.
- ◆ Leverages your reputation and word-of-mouth.
- ◆ Increases your repeat and referral client base.
- ◆ Wins new business from the local and hotel market

Perth Guide

- ◆ Enhanced 'box out' advertising in 100,000 copies of the Perth Guide.
- ◆ Personalised hotel concierge maps (eg. The Burswood).

Scoop Online

- ◆ Interactive maps and the digital magazines online.
- ◆ The Restaurant & Bar guide on Scoop Online.
- ◆ All advertisers are provided with a full page profile on scoop.com.au.

Scoop Guide listings are available for \$150+gst per month



OPTION 2

SCOOP GUIDE DISPLAY

A Scoop Guide Display dramatically increases the effectiveness of your campaign and increases exposure online and in the Perth Guide.

Scoop Guide Display

- ◆ Presents your business as one of just 12 main options.
- ◆ Sends key messages in stunning display advertising.
- ◆ Reach hundreds of thousands of potential customers.
- ◆ Puts your business in front of readers as they are choosing where to go.

Perth Guide

- ◆ Enhanced 'box out' advertising in 100,000 copies of the Perth Guide.
- ◆ Personalised maps used by hotels, such as the Burswood.

Scoop Online

- ◆ Interactive maps and the digital magazines online.
- ◆ All advertisers are provided with a full page profile on scoop.com.au.
- ◆ Display advertisers receive priority online promotion.

*Limited number of third-page advertising positions available in the Guide.

Scoop Guide display advertising is available from \$613+gst per month.



OPTION 3 FEATURE DISPLAY

The Scoop Food & Wine section is the perfect environment for reaching industry and serious food and wine lovers.

Scoop Food & Wine Section

- ◆ Editorial is widely respected by serious food lovers and industry.
- ◆ Reach a Perth readership serious about their food and wine.
- ◆ Reach key opinion leaders – other restaurateurs, chefs, sommeliers...
- ◆ Confirm your position as a leading bar or restaurant in Perth.
- ◆ Send key messages to an engaged readership re awards, services...

Perth Guide

- ◆ Enhanced 'box out' advertising in 100,000 copies of the Perth Guide.
- ◆ Personalised maps used by hotels, such as the Burswood.

Scoop Online

- ◆ All advertisers are provided with a full page profile on scoop.com.au.
- ◆ Display advertisers receive priority online promotion.

Scoop Feature advertising is available for \$863+gst per month



RATES, SCHEDULES & ARTWORK

* Rates do not include GST

DISPLAY ADVERTISING

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

SCOOP GUIDE LISTINGS

Scoop Guide Listing	Pay in Advance	Pay Monthly
4 editions / 12 months	\$1,800	\$150 per month

SCHEDULE

Magazine Title	Shelf Life	Booking Deadline	Artwork Deadline
Scoop Autumn	Mar-Jun 2012	27-Jan	03-Feb
Scoop Winter	Jun-Sep 2012	13-Apr	20-Apr
Scoop Spring	Sep-Dec 2012	13-Jul	20-Jul
Scoop 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
Third Page Vertical	82 x 302	66 x 265	88 x 308
Guide Third	n/a	208 x 85	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

SCOOP GUIDE LISTINGS: Scoop Guide Listings must be booked for 4 editions / 12 months and monthly payments must be made via Direct Debit.

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



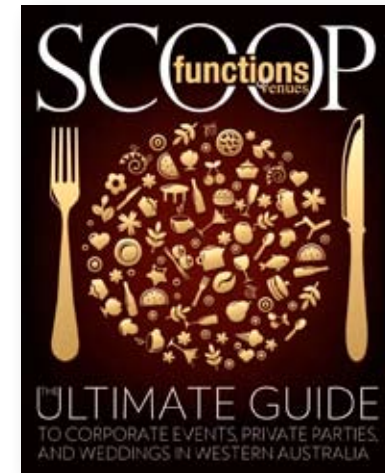
SCOOP
On-shelf: Mar, June, Sep, Dec



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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