

scoop TRAVELLER

WESTERN AUSTRALIA

Welcome to the premium planning tool and on-the-ground guide for travel in and around Western Australia. PLUS The brand new travel, events & lifestyle portal for WA: www.scoop.com.au

PUTTING YOUR BUSINESS ON THE MAP FOR A PREMIUM TRAVEL MARKET IN WA

WHAT YOU GET

- ✓ 2 EDITIONS
- ✓ 12 MONTHS EXPOSURE
- ✓ 11,000 HOTEL ROOMS
- ✓ 60,000 COPIES
- ✓ 300,000 READERS
- ✓ PLUS ONLINE PROMOTION
- ✓ FROM JUST \$140 / MONTH

MASSIVE MARKET EXPOSURE

- To affluent locals, the corporate market and visitors to WA
- As an industry leader in your region
- In conjunction with the leading operators in WA
- At the time of booking and while travelling in your region

PLACEMENT ON THE MAP

- All relevant clients are placed on detailed maps
- Which are also available for viewing online

IN A PROVEN PRODUCT

- With content, distribution & a loyal readership built over 7 years
- Generating valuable new, repeat & referral business with an affluent market
- And a 95% repeat advertising rate with the leading travel & hospitality operators in WA - absolute proof of our ability to generate new business for our clients

PLUS FREE ONLINE EXPOSURE

- Scoop Traveller Magazine is now available for reading online
- PLUS all advertisers receive a full page profile on www.scoop.com.au

WHY BOOK NOW?

1. Free online promotion: starting from the day of booking confirmation
2. Avoid missing out: Scoop Traveller cannot increase in size and therefore space will be allocated on a first-in basis

Placement on Detailed Maps
Comprehensive Regional Guides

Invaluable On The Ground Guides

Regional Promotions

REGIONAL GUIDES			REGIONAL GUIDE DISPLAY		
All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)	All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)
Single Unit (1/12-page)	\$1,200	\$1,680 per year (\$140 per month)	Third page horizontal	\$2,950	\$4,680 (\$390 per month)
Double Unit (1/6-page)	\$1,500	\$2,340 per year (\$195 per month)	Full page	\$5,850	\$9,840 (\$820 per month)

DISTRIBUTION		Magazines	DISPLAY	
4 & 5 star hotel rooms (11,000+)		13,000	All prices + GST	1 insertion rate 2 insertion rate
Newsagencies and subscribers 8,000		8,000	DISCOUNT	0% 15%
Direct mail to regional operators		2,000	Double page	\$8,550 \$7,260
Distribution via Tourism WA		4,000	Full page	\$5,850 \$4,970
Expos, event sponsorship, promotions		2,000	Half page	\$3,750 \$3,180
Hair & beauty salons, day spas (500)		500	Third page	\$2,950 \$2,500
Airline and airport lounges		500		
TOTAL		30,000		

CONTACT DETAILS	
sales@scoop.com.au / (08) 9388 8188	



PLUS
INVALUABLE FREE PROMOTION ON
SCOOP
ONLINE

www.scoop.com.au

WA's leading lifestyle, events & travel guide.

Providing complimentary full page PREMIUM LISTINGS to all Scoop Traveller Magazine clients.

POWERFUL ONLINE PROMOTION

THE SITE

- Content from all 8 Scoop titles
- All magazines able to be read online
- Daily event, travel & lifestyle news
- WA leading events portal
- Every travel region and town in WA
- All leading travel & hospitality operators

WHAT YOU GET

- A full page profile on your business
- Up to 10 images
- A map marking your exact location
- Priority search results so you come up first
- Comprehensive search functions
- Direct links to your email and web site
- Further exposure in the magazine posted online
- Also with links direct to your website
- Easy updating via user name & password

WHAT IT COSTS

Nothing - For NON-Scoop magazine clients: \$90+gst per month

LAUNCH DATE

January 30th 2010

YOUR BUSINESS PROFILE

TOP TEN LISTINGS BY CATEGORY

PRIORITY SEARCH RESULTS

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 December 2011	14,000	12 months	16-Jul	23-Jul	30-Jul	15-Sep

Home & Design Series

Lifestyle Series



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 - 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.