

MAGAZINES

MAPS

SUBSCRIPTIONS

RATE CARD

Scoop Cobranding Maps & Magazines

The perfect corporate gift
The ultimate direct marketing tool



The Ultimate Marketing Tool

Offering select clients a unique solution for reaching niche markets through Scoop's leading magazines and maps, with personalised covers, perfectly-bound inserts and exposure through Scoop's extensive distribution network

✓ As a corporate gift

- A unique personalised gift of quality and style
- Safe, practical and highly valued content
- Perfect for staff, clients and events
- Cost-effective and easy to distribute

✓ As a marketing tool

- Able to be direct mailed to specific target markets
- Presentation as part of a trusted magazine brand
- Stunning print-quality, high visibility & long shelf-life
- Access to niche markets through a highly valued product
- Access to your clients' friends, family & colleagues

✓ Case studies

WESFARMERS: 5,000 copies of Scoop to promote community and arts sponsorship to staff and stakeholders

HBF: 5,000 copies of Scoop promoting insurance and community activities, targeting hospitals and medical centres

NEWMONT MINING: 3,000 copies of Scoop promoting WA lifestyle for recruitment and local promotion

TOURISM WA: 5,000 copies for destination promotion

CURTIN UNIVERSITY: Scoop and Scoop Traveller targeting students; sent to education advisors in Asia

PERTH AIRPORT: 3,000 copies of Scoop Traveller and 10,000 copies of Perth Guide for airport arrivals

REIWA: personalised Perth Guide for launch function and distribution to real estate members

DÔME CAFÉ: personalised 9 maps with the location of 70+ cafés; printed 200,000 copies for distribution through cafés, regional hotels and the airport

PERTH RACING: cobranded Perth Guide for corporate clients, functions and distribution through Scoop network



Magazines

Magazines with personalised covers and perfectly-bound 8-16 page inserts can be distributed through Scoop's extensive distribution networks for as little as \$6.60 per copy

Magazines

- Magazines (without cobranding) can be purchased in bulk at lower prices

Perfectly-bound inserts

- Feature promotions are possible over 8 or 16 pages
- Features are bound in the front of the magazine
- Design, layout and proofing is done by Scoop's professional design team, at \$120+gst per hour

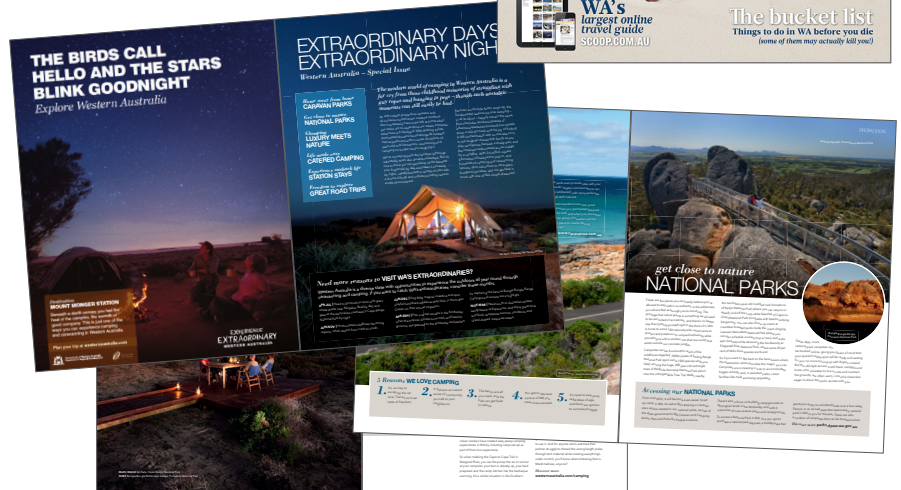
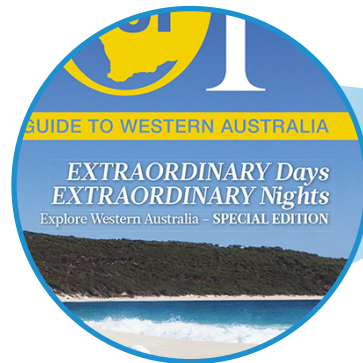
Targeted distribution

- Magazines and boxes can be mailed for \$6 to \$10
- Scoop's extensive distribution network can be leveraged for as little as \$1 per copy: E.g.

Distribution channels
1,000 architect, building and design firms
1,000 CEOs and senior executives
10,000 4&5 star hotel rooms
500 clubs and salons; airport lounges
Scoop's extensive client database

Prices

All prices are subject to GST



		Cobranded Magazines (including personalised cover and 8 or 16 page insert)										Magazine only
MAGAZINE	COPIES	1,000	2,000	3,000	4,000	5,000	6,000	7,000	8,000	9,000	10,000	Price Per Copy
Scoop Magazine	Cost	\$9,550	\$15,865	\$22,181	\$28,539	\$34,897	\$41,123	\$47,348	\$53,574	\$59,799	\$66,024	
	Unit cost	\$9.55	\$7.93	\$7.39	\$7.13	\$6.98	\$6.85	\$6.76	\$6.70	\$6.64	\$6.60	\$4.90 per copy
Scoop Homes & Art	Cost	\$9,550	\$15,865	\$22,181	\$28,539	\$34,897	\$41,123	\$47,348	\$53,574	\$59,799	\$66,024	
	Unit cost	\$9.55	\$7.93	\$7.39	\$7.13	\$6.98	\$6.85	\$6.76	\$6.70	\$6.64	\$6.60	\$4.90 per copy
Scoop Traveller annual	Cost	\$12,191	\$21,147	\$30,105	\$39,105	\$48,104	\$56,971	\$65,837	\$74,704	\$83,571	\$92,438	
	Unit cost	\$12.19	\$10.57	\$10.04	\$9.78	\$9.62	\$9.50	\$9.41	\$9.34	\$9.29	\$9.24	\$7.90 per copy
Scoop Functions & Venues annual	Cost	\$12,191	\$21,147	\$30,105	\$39,105	\$48,104	\$56,971	\$65,837	\$74,704	\$83,571	\$92,438	
	Unit cost	\$12.19	\$10.57	\$10.04	\$9.78	\$9.62	\$9.50	\$9.41	\$9.34	\$9.29	\$9.24	\$7.90 per copy
Kitchens & Bathrooms annual	Cost	\$9,550	\$15,865	\$22,181	\$28,539	\$34,897	\$41,123	\$47,348	\$53,574	\$59,799	\$66,024	
	Unit cost	\$9.55	\$7.93	\$7.39	\$7.13	\$6.98	\$6.85	\$6.76	\$6.70	\$6.64	\$6.60	\$5.40 per copy
Outdoors & Gardens annual	Cost	\$9,550	\$15,865	\$22,181	\$28,539	\$34,897	\$41,123	\$47,348	\$53,574	\$59,799	\$66,024	
	Unit cost	\$9.55	\$7.93	\$7.39	\$7.13	\$6.98	\$6.85	\$6.76	\$6.70	\$6.64	\$6.60	\$5.40 per copy
Scoop Homes annual	Cost	\$12,904	\$22,573	\$32,244	\$41,957	\$51,669	\$61,249	\$70,829	\$80,409	\$89,988	\$99,568	
	Unit cost	\$12.90	\$11.29	\$10.75	\$10.49	\$10.33	\$10.21	\$10.12	\$10.05	\$10.00	\$9.96	\$8.50 per copy
Commercial building & design annual	Cost	\$11,908	\$20,582	\$29,257	\$37,973	\$46,690	\$55,273	\$63,857	\$72,441	\$81,025	\$89,609	
	Unit cost	\$11.91	\$10.29	\$9.75	\$9.49	\$9.34	\$9.21	\$9.12	\$9.06	\$9.00	\$8.96	\$7.60 per copy

Perth Guide

WA's leading city-guide can be personalised with your own cover image, text and 6 page insert and distributed through Scoop's extensive distribution network, for as little as \$2.14 per copy

Magazines

- Magazines can be purchased for \$1.90 per copy

Personalised cover and promotion

- Feature promotions include the first 6 pages (including IFC)
- Cobranding with cover image only costs \$900 + \$1.90 per copy
- Cobranding with cover image and insert costs \$1500 + \$1.90 per copy
- Design is done by Scoop's professional design team at \$120 per hour

Targeted distribution

- Magazines can be mailed for \$1.80 per magazine.
- Boxes can be mailed for \$6 per box; 25 magazines to a box
- Scoop's distribution network can be leveraged for \$1 per copy
- Distribution includes 7 magazine stands at Perth Airport; airline lounges; CEOs and senior executives; hotel rooms; clubs and salons and various databases

Prices

All prices are subject to GST



PERTH GUIDE	COPIES	1,000	2,000	3,000	4,000	5,000	10,000	15,000	20,000
Magazine only	Cost	\$1,900	\$3,800	\$5,700	\$7,600	\$9,500	\$19,000	\$28,500	\$15,200
	Unit cost	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90
Magazines with Personalised cover & 6pp cobranding	Cost	\$3,400	\$5,300	\$7,200	\$9,100	\$11,000	\$20,500	\$30,000	\$39,500
	Unit cost	\$3.40	\$2.65	\$2.40	\$2.28	\$2.20	\$2.05	\$2.00	\$1.98

Scoop Map Series

WA's 9 leading guide maps can be personalised and distributed through Scoop's extensive distribution networks for as little as 22 cents per map.

Personalised maps

- Maps can be personalised with images and text
- Design and proofing is done by Scoop's professional design team at \$120 per hour
- No client-related text boxes can be covered; no 3rd party advertising is permitted

Targeted distribution

- Scoop's extensive distribution network can be leveraged as required
- Maps can be distributed in boxes of 300 from \$6 per box
- Scoop's extensive distribution network includes 7 magazine stands at Perth Airport; more than 1,000 hotels and tour operators; bar and restaurants

Prices

All prices are subject to GST

COPIES	1,000	5,000	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$1,700	\$2,500	\$3,500	\$5,500	\$7,500	\$9,500	\$11,500	\$21,500
Unit price	\$1.70	\$0.50	\$0.35	\$0.28	\$0.25	\$0.24	\$0.23	\$0.22

Scoop Map Series: 9 foldout maps

1. Perth & Surrounds
2. Perth & Fremantle
3. Perth Inner City
4. Coral Coast
5. Golden Outback
6. WA's Great Southern
7. Margaret River Region
8. WA's North West
9. South West WA

Maps can be viewed online at scoop.com.au/maps

