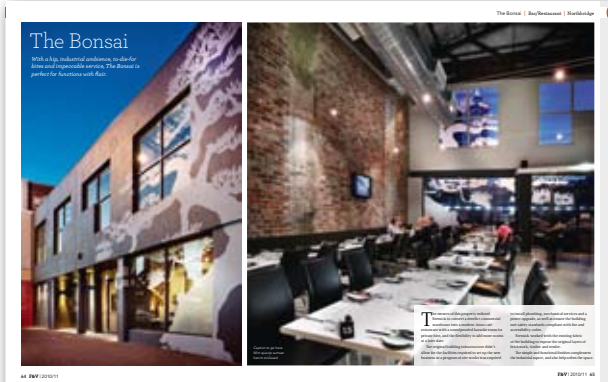


WA's Best functions & venues 2010/11

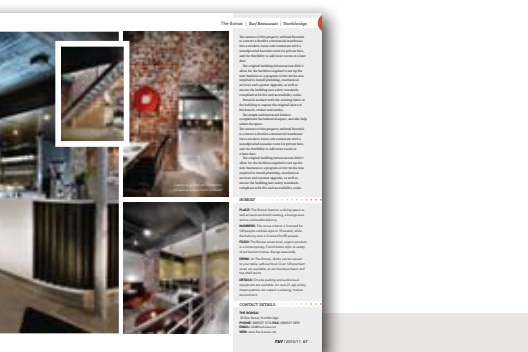
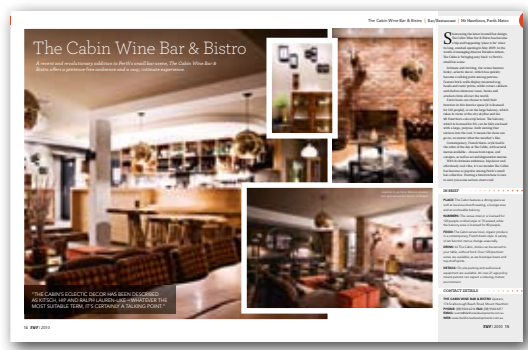


Welcome to WA's premium ANNUAL reference guide and major ONLINE PORTAL for private & corporate functions.

SHOWCASING...



WA'S TOP VENUES



PUTTING YOUR BUSINESS ON THE MAP FOR TENS OF THOUSANDS OF CORPORATE AND PRIVATE FUNCTIONS IN 2010/11.

- ✓ 14,000 COPIES
- ✓ 12 MONTHS EXPOSURE
- ✓ 500 PR & EVENT ORGANISERS
- ✓ 6,000 CORPORATIONS HOLDING EVENTS
- ✓ 1,000'S OF PRIVATE EVENT ORGANISERS
- ✓ POWERFUL ONLINE PROMOTION
- ✓ PROOF OF SUCCESS

THE ULTIMATE FUNCTIONS GUIDE

- Showcasing the very best function options in WA
- Including the leading venues, caterers, event concepts & services
- Used to organise 1000's of private & corporate functions

MASSIVE MARKET EXPOSURE

- Direct mail to 6,000 major corporations in WA
- Direct mail to 500 PR companies and event organisers
- All major newsagencies, 500 hair & beauty salons, 1,000 hotel rooms, cafes, restaurants, event sponsorship...

PROOF OF SUCCESS

- A 90% repeat-advertising rate
- Growth from 340 to 360 pages
- Massive feedback from clients in 2009

MAJOR ONLINE SUPPORT

- Available for reading online at www.scoop.com.au
- A full page profile with links on www.scoopfunctions.com.au;
- a major functions portal planned for launch in 2011

COMPREHENSIVE GUIDES

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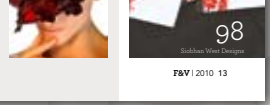
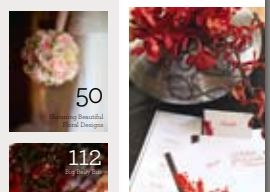
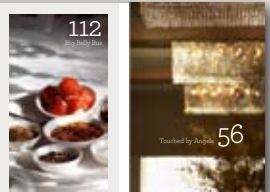
154

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Other

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POWERFUL ONLINE PROMOTION

All clients receive complimentary online promotion on two major WA portals:
www.scoop.com.au and www.scoopfunctions.com.au (launching 2011)

WWW.SCOOP.COM.AU

- ✓ WA leading lifestyle portal
- ✓ All magazines available for reading online
- ✓ A major portal for functions in WA
- ✓ Including a full page profile on your business
- ✓ With up to 10 images
- ✓ Direct links to your email and web site
- ✓ A map marking your exact location
- ✓ Priority search results
- ✓ Supporting destination promotion
- ✓ Easy updating via user name & password



PERTH BUSINESS PROFILE



TOP REGIONAL GUIDES



PRIORITY SEARCH RESULTS



REGIONAL BUSINESS PROFILE



ONLINE AT WWW.SCOOP.COM.AU

DISTRIBUTION		
Retail	Newsagencies/subscribers	5,000
Companies & clubs	Direct mail to 6,000 companies & clubs in WA	6,000
PR, events industry & event organisers	Direct mail to 500 leading events industry operators, event organisers and PR firms	500
Through industry	Through the events industry to their top clients	1,000
Hotel rooms	In regional WA reaching an affluent local market	1,000
General	Hair & beauty salons, sponsorships, cafes	500
Total		14,000

RATES* (exclusive of GST)						
Advertising type	Rate	20% Deposit	Option 1: balance due September 1	Option 2: 4 monthly payments starting September 1		
Display - dps	\$6,900	\$1,380	\$5,520	\$1,380 per month		
Display - fpg	\$4,900	\$980	\$3,920	\$980 per month		
Display - 1/2 pg	\$2,900	\$580	\$2,320	\$580 per month		
2 pg profile	\$4,900	\$980	\$3,920	\$980 per month		
4 pg profile	\$6,700	\$1,340	\$5,360	\$1,340 per month		
6 pg profile	\$8,500	\$1,700	\$6,800	\$1,700 per month		
8 pg profile	\$10,300	\$2,060	\$8,240	\$2,060 per month		
10 pg profile	\$12,100	\$2,420	\$9,680	\$2,420 per month		

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SCOOP LIFESTYLE SERIES SCHEDULES & DEADLINES							
Magazine Title	Effective On-Shelf Months	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop spring edition	September to December	22,000	3 months	9-Jul	16-Jul	23-Jul	1-Sept
Scoop summer edition	December to March	22,000	3 months	8-Oct	15-Oct	22-Oct	24-Nov
Scoop autumn edition	March to June 2011	22,000	3 months	14-Jan	28-Jan	4-Feb	10-Mar
Scoop winter edition	June to September	22,000	3 months	8-Apr	15-Apr	22-Apr	25-May
Scoop Traveller (ed 19)	December 2010 to June 2011	30,000	6 months	15-Oct	22-Oct	29-Oct	8-Dec
Scoop Traveller (ed 20)	June to December 2011	30,000	6 months	22-Apr	29-Apr	6-May	22-June
Scoop Functions & Venues 2011	October 2010 to October 2011	14,000	12 months	13-Aug	20-Aug	26-Aug	5-Oct

Home & Design Series



Lifestyle Series



CONTACT US

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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: Att Sales Manager - Suite 3/266 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.