



WA's Best
outdoors
 & gardens
 2010/11

Welcome to the premium outdoor and gardens magazine in Western Australia, and the major reference guide for architects, builders, designers and affluent consumers looking to build a new home and redesign their outdoor space in 2010/11.

A proven product for winning lucrative new, repeat & referral clients for businesses targeting the lucrative building & renovations market in 2010/11

- ✓ **15,000 COPIES & 12 MONTH SHELF LIFE**
- ✓ **POSITIONING YOUR BUSINESS** as an industry leader in WA.
- ✓ **REACHING 2,000 KEY INDUSTRY LEADERS** through direct mail to the 2,000 leading architects, builders, designers, landscapers and suppliers in WA
- ✓ **REACHING THE NEW HOME & RENOVATIONS MARKET** through all leading newsagencies plus subscribers, key industry operators & all major homes, garden & outdoor expos
- ✓ **PLUS ONLINE PROMOTION** with WA's Best Outdoors & Gardens can be read online at www.scoop.com.au. www.scoophomes.com.au launching June 2010!
- ✓ **PROOF OF SUCCESS** with a 90% repeat advertising rate with WA's leading operators

SHOWCASING LEADING LOCAL
 & INTERNATIONAL DESIGNS

SCOOP
 PUBLISHING
 MEDIA KIT 2010/11

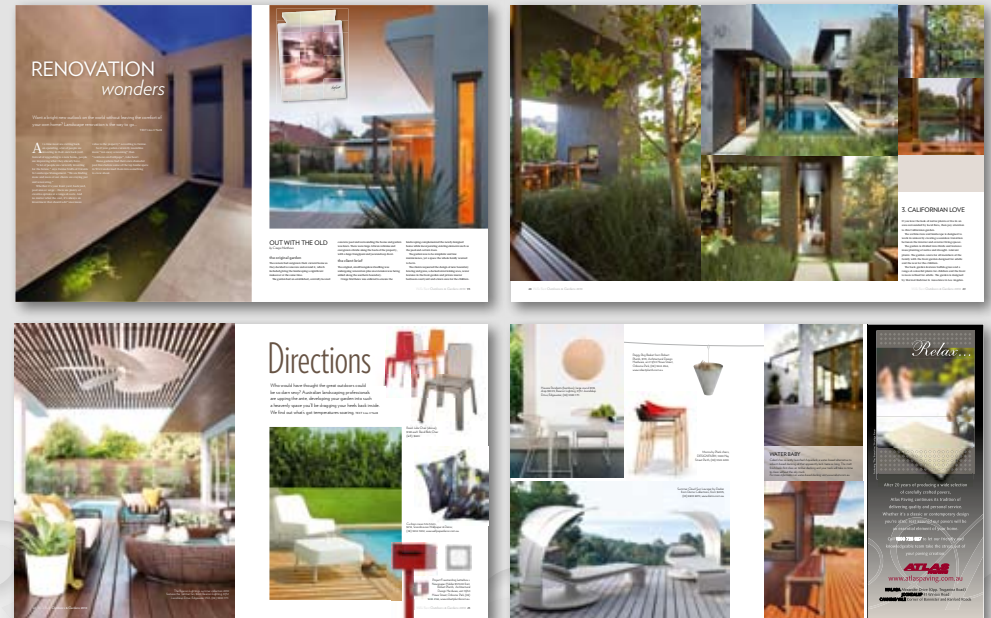


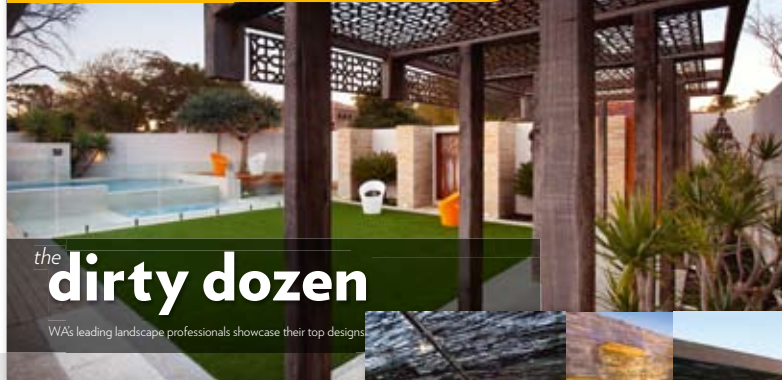
a league
OF THEIR OWN

If you're lacking inspiration and want something a little different for your garden design, then look no further. We've picked 10 elite gardens from around the world that are guaranteed to inspire you to create your ideal garden. **WORDS: CALEE EYRE**

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WA's Best Outdoors & Gardens 2010 45





the **dirty dozen**

WA's leading landscape professionals showcase their top designs

LANDSCAPER PROFILES showcase the top designs from the leading designers; providing a major reference guide for affluent consumers looking to build, renovate and landscape in WA.

DISTRIBUTION Targeted distribution guarantees access to the key markets for your business!

DISTRIBUTION		
Retail	Newsagencies/ subscribers	8,500
Homes expos	All major homes expos in WA	2,000
To industry	Direct mail to architects, builders & designers	2,000
Through industry	As gifts for their clients building & renovating	1,500
General	Hair & beauty salons, sponsorships, cafes	1,000
Total		15,000



RATES* (exclusive of GST)					
Advertising type	Rate	20% Deposit	Payment option 1: balance due April 1	Payment option 2: 4 monthly payments starting April 1	
Display - double page	\$6,900	\$1,380	\$5,520	\$1,380 per month	
Display - full page	\$4,900	\$980	\$3,920	\$980 per month	
2 page profile	\$4,900	\$980	\$3,920	\$980 per month	
4 page profile	\$6,700	\$1,340	\$5,360	\$1,340 per month	
6 page profile	\$8,500	\$1,700	\$6,800	\$1,700 per month	
8 page profile	\$10,300	\$2,060	\$8,240	\$2,060 per month	
10 page profile	\$12,100	\$2,420	\$9,680	\$2,420 per month	

Contempo
By combining the latest European collections with pieces by local designers, Contempo is in a league of its own when it comes to providing this high-quality outdoor furniture.

Instyle Concrete Pools

pools & spas

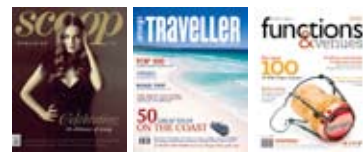
SCOOP HOME SERIES SCHEDULES & DEADLINES

Magazine title	Effective on-shelf months	Distribution	Shelf life	Cancellation deadline	Booking deadline	Artwork deadline	On-shelf date
Insite (ed 24)	Mar – Jun 2010	20,000	3 mths	15 Jan	29 Jan	5 Feb	10 Mar
Insite (ed 25)	Jun – Sept 2010	20,000	3 mths	9 Apr	16 Apr	23 Apr	26 May
Insite (ed 26)	Sept – Dec 2010	20,000	3 mths	9 Jul	16 Jul	23 Jul	25 Aug
Insite (ed 27)	Dec 2010 – Mar 2011	20,000	3 mths	8 Oct	15 Oct	22 Oct	24 Nov
WA's Best Kitchens & Bathrooms (ed4)	Apr 2010 – Mar 2011	17,000	12 mths	12 Feb	19 Feb	26 Feb	7 Apr
WA's Best Homes (ed 4)	Jul 2010 – May 2011	14,000	12 mths	30 Apr	7 May	14 May	30 Jun
WA's Best Outdoors & Gardens (ed 4)	Oct 2010 – Sept 2011	15,000	12 mths	6 Aug	13 Aug	20 Aug	29 Sep
WA's Best Commercial Designs (ed 4)	Dec 2010 – Nov 2011	11,000	12 mths	15 Oct	22 Oct	29 Oct	15 Dec

Home & Design Series



Lifestyle Series



CONTACT US

Suite 3/266 Hay St, Subiaco WA 6008 Phone (08) 9388 8188 Fax (08) 9388 8199 Email sales@scoop.com.au Web scooppublishing.com.au

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.