



SCOOP PERTH GUIDE

Print & Digital Marketing Packages

Putting your business in 100,000 copies of the leading guide to travel, hospitality and entertainment in Perth



THE ULTIMATE GUIDE

- ▶ 88 pages published four times per year
- ▶ 25,000 copies per edition / 100,000 copies per year

ABOUT PERTH

- ▶ Perth's best shopping, health & beauty
- ▶ A comprehensive arts & events guide
- ▶ Perth's top 200 bars and restaurants
- ▶ 32 detailed full-colour city maps

ABOUT PERTH SURROUNDS

- ▶ Perth day trips and weekenders with detailed maps
- ▶ Perth Hills, Swan Valley, North Coast, Avon Valley, Rottneest and Peel

READERSHIP / DISTRIBUTION

Reaching affluent locals and visitors to Perth through unique distribution channels

PERTH AIRPORT

40,000 copies per year on display in arrivals at the domestic and international terminals

HOTELS

Reaching a captured audience through the rooms and concierge desks in all leading 4 & 5 star hotels

BARs, RESTAURANTS, WINERIES

5 copies each edition to the top 500 operators in Perth & Surrounds

NEWSAGENCIES

All leading newsagencies across Perth and WA

| Distribution channel | Magazines | Readership |
|-----------------------------------|---------------|----------------|
| Newsagencies & subscribers | 6,000 | 30,000 |
| Corporate mail out | 1,500 | 22,500 |
| Perth Airport | 10,000 | 50,000 |
| Bars, restaurants, retail | 6,000 | 90,000 |
| Expos / promotions | 1000 | 5,000 |
| Gyms, clubs, hair & beauty salons | 500 | 7,500 |
| TOTAL | 25,000 | 205,000 |

CORPORATE

Direct mail into the offices of 4,000 named CEOs and senior executives each year

GYMS, CLUBS & SALONS

Access to the exclusive membership of Perth's leading clubs

ADDITIONAL DISTRIBUTION THROUGH COBRANDING

The Perth Guide is available to select clients as a cobranded (personalized) marketing tool, creating greater exposure for advertisers. For example, Perth Airport cobranding includes 10,000 copies distributed through the Airport.





YOUR PACKAGE

All packages include the following benefits:



1. Exposure in a minimum of 25,000 copies per edition with a 3 month shelf life

2. Enhanced promotion on the maps with name and phone number (new)



3. Scoop Perth Guide magazine online

4. Full page profile online with priority search ranking: www.scoop.com.au



5. Enhanced promotion and links from the interactive maps



REGIONAL GUIDE PACKAGES

Limited space is available for advertising in each regional guide, and the Perth Guide.

| Regional Guide Advertising (6 & 12 month bookings only) | | |
|---|---------------------------|----------------------------|
| RATES (+ GST) | For 2 editions (6 months) | For 4 editions (12 months) |
| Single unit | 1,200 | 1,800 (\$150 per month) |
| Double unit | 1,800 | 2,640 (\$220 per month) |
| 1/3 page regional guide | 2,950 | 4,680 (\$390 per month) |

TERMS & CONDITIONS all regional guide advertising contracts auto-renew on an edition by edition basis; minimum contract 12 months; monthly payments may be made by direct debit only; cancellations after 12 months require 3 months' notice to sales@scoop.com.au.

DISPLAY ADVERTISING

Limited display advertising is only available to clients already booked into other Scoop Publishing magazine titles

| Display Advertising Rates* | |
|----------------------------|---------|
| Full page | \$3,000 |
| Half page | \$2,000 |
| Third page | \$1,500 |

*Standard terms & conditions apply: see www.scoop.com.au

SCHEDULES & DEADLINES

| Schedules & Deadlines | | | | |
|-----------------------|------------|-----------------------|------------------|------------------|
| Edition | On Shelf | Cancellation Deadline | Booking Deadline | Artwork Deadline |
| Autumn | Mar to Jun | 5th Jan | 27th Jan | 10th Feb |
| Winter | Jun to Sep | 1st Apr | 13th Apr | 27th Apr |
| Spring | Sep to Dec | 1st Jul | 13th Jul | 27th Jul |
| Summer | Dec to Mar | 1st Oct | 12th Oct | 26th Oct |

CONTACT US Level 1 Subiaco Square (opp train station), PO Box 8209, Subiaco WA 6904
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SCOOP
PUBLISHING



RESTAURANT & BAR LISTINGS

Bar & Restaurant Guide listings booked in Scoop magazine will be showcased in the Perth Guide at no extra charge

