

SCOOP
PUBLISHING

Scoop Magazine

Print & Online Media Packages



Photographer | Michelle Taylor

WHY SCOOP?

Scoop is the ultimate marketing tool for building a lucrative client base of affluent readers with an active interest in quality and lifestyle.

Reasons for advertising

1. To position your business as a market leader.
2. To reach valuable niche markets not available through alternative media.
3. To build a core high spending repeat & referral client base.

For retailers and professional service firms

1. Consolidate your position as a leading lifestyle retailer or service provider.
2. Highlight the quality, range and availability of the brands you carry.
3. Send key messages and new reasons to visit your business.

For national brands

1. Position your brand alongside other national and international leaders.
2. Highlight the quality, range and availability of your brand in WA.
3. Help support, maintain and increase your retail network in WA.

Proof of our success is a loyal client-base including WA's most successful brands and businesses, who continue to invest year after year.



HOW WE DO IT

Scoop combines a trusted brand and inimitable production quality, outstanding content, a unique targeted-distribution strategy and online and map support.

The Magazine

- ◆ **Scoop is unique** – the only international standard magazine focusing on the very best of luxury & lifestyle products & services available in WA.

Distribution

- ◆ **Market access is guaranteed** through 100,000 copies per year and a unique targeted distribution strategy specifically reaching the AB market in WA.
- ◆ **Scoop reaches new markets** going beyond the reach of traditional media.

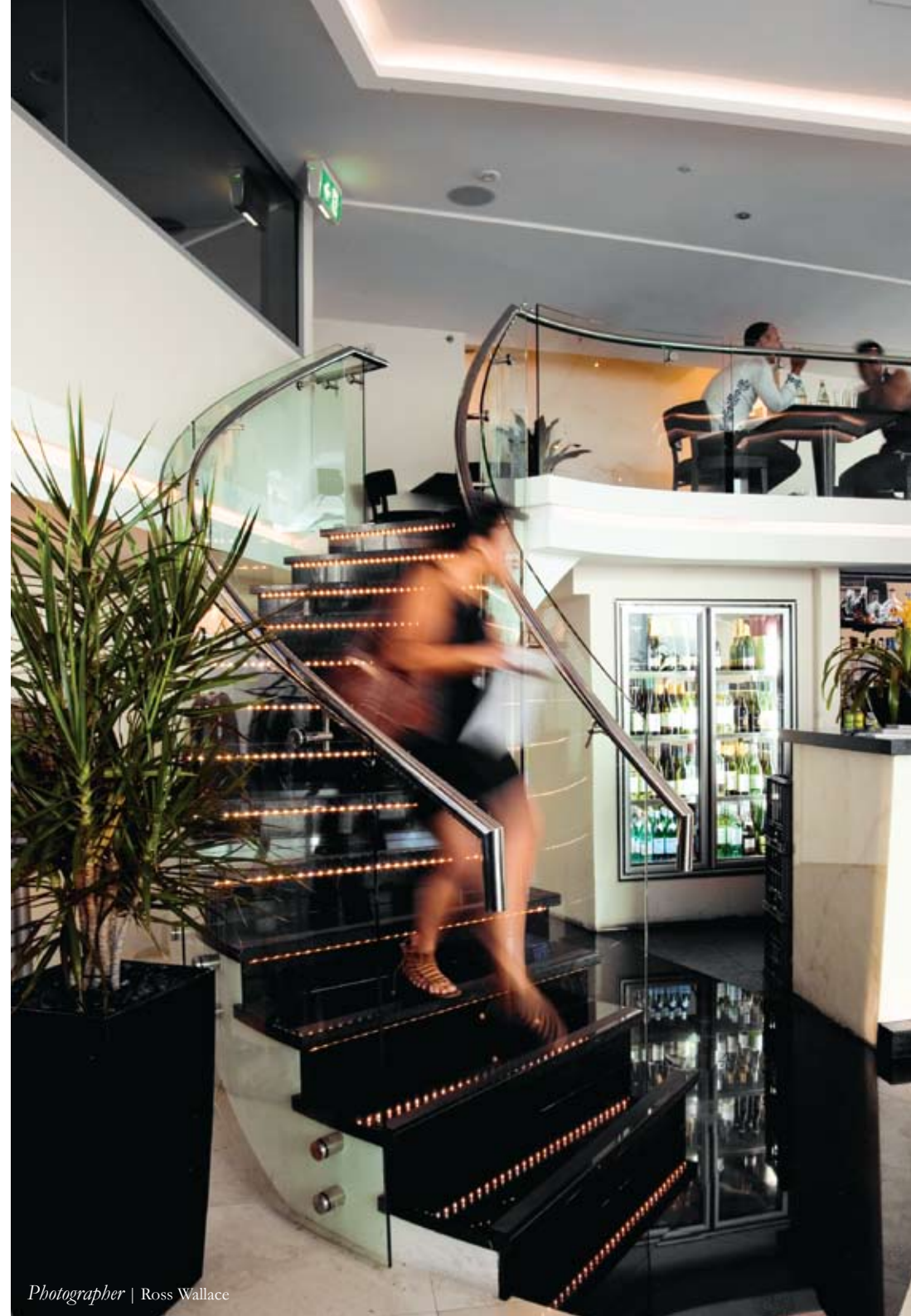
The Perth Guide

- ◆ **Retailers are further supported** in 100,000 copies of the Perth Guide; the leading guide maps to Perth's entertainment precincts.
- ◆ Plus **interactive maps online** and personalised hotel maps.

Online Support

- ◆ A **full page profile** provides additional online exposure on Scoop Online.
- ◆ **Digital versions of all magazines** are made available for reading online.

No other media package provides such cost-effective branding and reach to an affluent market still spending strongly today.



ABOUT SCOOP

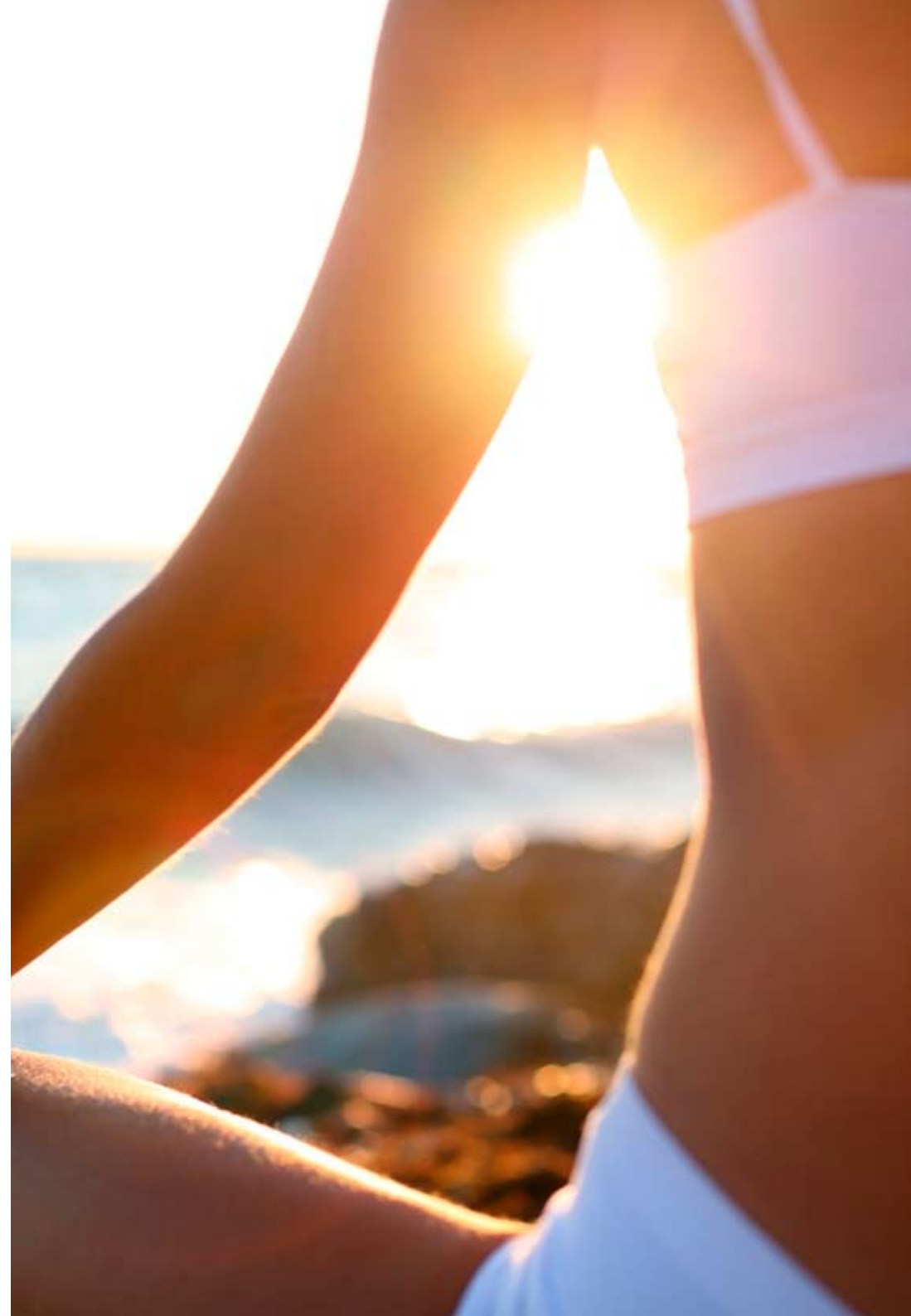
Scoop is the only premium quality magazine dedicated to promoting the best lifestyle products and services available in WA.

Content

- ◆ Scoop provides West Australians and visitors to WA a magazine that combines international production quality with WA focused content.
- ◆ **Scoop is both magazine and guide**, providing direction to readers looking for the very best in fashion, food, wine, events and more in WA.
- ◆ Scoop includes regular editorial sections dedicated to: men's style, health & beauty; fashion, food & wine; a restaurant & bar guide.

Features

- ◆ Scoop presents the thoughts and opinions of WA's most inspirational and influential personalities, selected for their credibility, their insight and their commitment to community, rather than their media profile.
- ◆ Scoop offers a unique insight into topical wide-ranging social issues and inspirational stories relevant to local readers and travellers to WA.



THE READER

Over 15 years, Scoop has established a loyal following of affluent readers with an active interest in premium lifestyle products and services available in WA.

- ◆ Scoop's readership is best defined by the nature of the brands and labels promoted through our lifestyle content: Versace, Linneys, Audi, Parker & Co, Vittoria, Tagheuer, VW...
- ◆ The Scoop reader is typically 25 to 55 years of age, affluent, sophisticated, well-travelled and educated with an active interest in quality and lifestyle.
- ◆ Our readers are typically cash-rich and time-poor, inclined to be loyal customers to businesses which provide good quality products and services.
- ◆ Scoop's unique WA focus saturates the local lifestyle market in comparison to national magazine readership which is typically less than 10% in WA.



TARGETED DISTRIBUTION

Scoop combines a trusted brand name with a targeted distribution strategy and 3 month shelf life to reach niche markets beyond the reach of other media.

The affluent local market

- ◆ Loyal newsagency buyers and subscribers account for 28,000 copies per year to an audience actively looking for the very best of WA.
- ◆ Niche markets are also reached through a network of exclusive clubs, premium retailers, yacht and golf clubs, day spas, hair & beauty salons, restaurants and cafes.
- ◆ Scoop's distribution is complemented through sponsorship of hundreds of corporate, community, charity and school events.

The corporate market

- ◆ The **high-earning corporate market** is reached through direct mail to 6,000 CEOs and senior executives.

Travellers

- ◆ The **wealthy leisure and business traveller** is reached through 7,000 4 & 5 star hotel rooms and all major airline lounges.



Distribution *	Per Edition	Annually
Newsagency/subscribers	7,000	28,000
4&5 star hotels (6,800 rooms)	7,500	30,000
Corporate Direct Mail	1,500	6,000
Clients/Industry	3,000	12,000
Airport Lounges/Airlines	1,000	4,000
Expos/Promotions	1,000	4,000
Hair & Beauty, gyms, cafes	1,000	4,000
Corporate co-branded issues	3,000	12,000
TOTAL STANDARD DISTRIBUTION	25,000	100,000

* Distribution is subject to change, depending on new opportunities and seasonal changes

THE PERTH GUIDE

The Perth Guide provides significant support through 100,000 copies of the leading guide map series for Perth.

Perth Guide

- ◆ The Perth Guide is the ultimate guide for locals and travellers to WA, including 40 maps and all of Perth's entertainment and shopping precincts.
- ◆ Distribution saturates the local markets through 100,000 copies sold in leading newsagencies plus cafes, restaurants and all major hotels in Perth.
- ◆ All retailers are marked on the maps, positioning your business as a key destination for hundreds of thousands of readers looking for the best of Perth.

Hotel Maps

- ◆ Personalised maps are also made available for use at major international functions and hotel concierge desks such as the Burswood Intercontinental.



ONLINE SUPPORT

Scoop Online is a major portal for lifestyle in WA, providing exposure through digital magazines, interactive maps and a full-page profile on scoop.com.au.

Digital Magazines

- ◆ All magazines are available free online using the latest digital technology with hyperlinks to advertiser's websites.

Full Page Profiles

- ◆ All retailers are provided with a full page store profile on the 'Lifestyle & Travel' portal, a leading cross-industry portal for affluent West Australians.

Interactive Maps

- ◆ Available online at www.scoop.com.au plus licensed to other websites.
- ◆ The interactive map links directly to your Scoop Online profile.

Brand promotion

- ◆ In 2012, specific brands and product ranges will also be promoted in a new guide to fashion and retail in WA.



YOUR PACKAGE

Campaigns include 12 months exposure in Scoop Magazine, the Perth Guide and Scoop Online.

Scoop Magazine

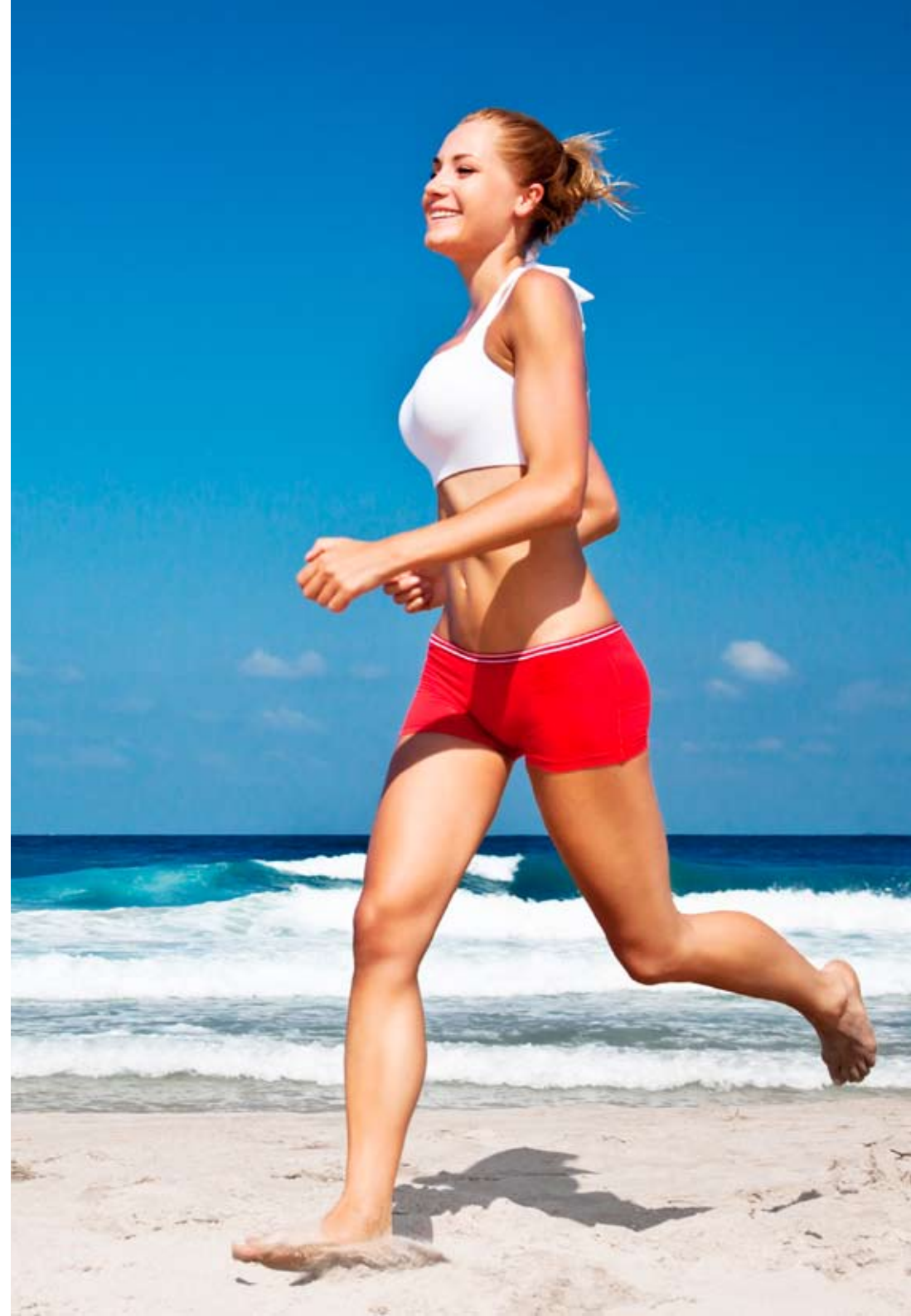
- ◆ 100,000 copies per year.
- ◆ Readership of 300,000 affluent locals and visitors to WA.
- ◆ Plus the digital magazine free online.

Perth Guide

- ◆ 100,000 copies per year.
- ◆ Business name and position placed on leading guide maps.
- ◆ Personalised copies used by hotels and function organisers.

Scoop Online: www.scoop.com.au

- ◆ Business name and position placed on online interactive maps.
- ◆ Digital magazine available using the latest 'real view' technology.
- ◆ A full-page 'store profile' with hyperlinks to your site.
- ◆ Coming in 2012, further profiles of leading brands and product ranges.



RATES, SCHEDULES & ARTWORK

* Rates do not include GST

DISPLAY ADVERTISING

Campaign Rate

Rate	1 Edition Rate	2 Edition Rate	3 Edition Rate	4 Edition Rate
Discount	0	5%	10%	20%
Third	\$3,240	\$3,080	\$2,910	\$2,590
Half	\$4,120	\$3,910	\$3,700	\$3,290
Full	\$5,850	\$5,550	\$5,260	\$4,680
DPS	\$8,550	\$8,120	\$7,690	\$7,260

Campaign Cost

Rate	1 Edition Cost	2 Edition Cost	3 Edition Cost	4 Edition Cost
Discount	0	5%	10%	20%
Third	\$3,240	\$6,160	\$8,730	\$10,360
Half	\$4,120	\$7,820	\$11,100	\$13,160
Full	\$5,850	\$11,100	\$15,780	\$18,720
DPS	\$8,550	\$16,240	\$23,070	\$27,360

Campaign Savings

Rate	1 Edition Savings	2 Edition Savings	3 Edition Savings	4 Edition Savings
Discount	0	5%	10%	20%
Third	0	\$320	\$990	\$2,600
Half	0	\$420	\$1,260	\$3,320
Full	0	\$600	\$1,770	\$4,680
DPS	0	\$800	\$2,580	\$6,840

SCOOP GUIDE LISTINGS

Scoop Guide Listing	Pay in Advance	Pay Monthly
4 editions / 12 months	\$1,800	\$150 per month

SCHEDULE

Magazine Title	Shelf Life	Booking Deadline	Artwork Deadline
Scoop Autumn	Mar-Jun 2012	27-Jan	03-Feb
Scoop Winter	Jun-Sep 2012	13-Apr	20-Apr
Scoop Spring	Sep-Dec 2012	13-Jul	20-Jul
Scoop Summer	Dec-Mar 2013	12-Oct	19-Oct

ARTWORK

Ad Size	Trim	Type Area	Bleed (3mm)
Double Page Spread	480 x 302	408 x 265	486 x 308
Full Page	240 x 302	204 x 265	246 x 308
Half Page Vertical	117.5 x 302	99.5 x 265	123.5 x 308
Half Page Horizontal	240 x 145.5	204 x 122	246 x 151.5
Third Page Vertical	82 x 302	66 x 265	88 x 308
Guide Third	n/a	208 x 85	n/a

TERMS & CONDITIONS

RATES: Rates do not include GST. 10% GST will be added to all invoices.

GUARANTEED POSITIONING: Will be liable for a 10% surcharge.

SCOOP GUIDE LISTINGS: Scoop Guide Listings must be booked for 4 editions / 12 months and monthly payments must be made via Direct Debit.

CANCELLATIONS: Cancellation date is 60 days prior to on-shelf date. All bookings cancelled after the cancellation date will be liable for 100% of the cost of advertising. Cancellation requests must be emailed to sales@scoop.com.au.

DISPLAY ARWORK: Display advertising rates are based on the provision of finished artwork according to artwork specifications. FURTHER terms & conditions can be found at scoop.com.au/advertising.

SCOOP PUBLISHING TITLES

THE LIFESTYLE SERIES



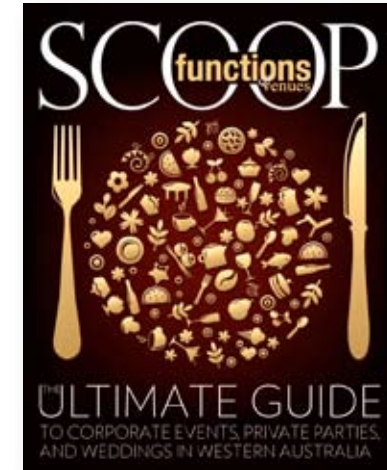
SCOOP
On-shelf: Mar, June, Sep, Dec



SCOOP HOMES & ART
On-shelf: Mar, June, Sep, Dec



SCOOP TRAVELLER
On-shelf: June, Dec



SCOOP FUNCTIONS & VENUES
On-shelf: Oct

THE BUILDING & RENOVATION SERIES



WA'S BEST HOMES & DESIGN
On-shelf: Oct



WA'S BEST KITCHENS & BATHROOMS
On-shelf: Apr



WA'S BEST OUTDOORS & GARDENS
On-shelf: Sep



WA'S BEST COMMERCIAL BUILDING & DESIGN
On-shelf: Feb

SCOOP

PUBLISHING

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