



scoop TRAVELLER

WESTERN AUSTRALIA

Welcome to the premium planning tool and on-the-ground guide for travel in and around Western Australia. PLUS The brand new travel, events & lifestyle portal for WA: www.scoop.com.au

MEDIA KIT 2010/11

PUTTING YOUR BUSINESS ON THE MAP FOR A PREMIUM TRAVEL MARKET IN WA

WHAT YOU GET

- ✓ 2 EDITIONS
- ✓ 12 MONTHS EXPOSURE
- ✓ 11,000 HOTEL ROOMS
- ✓ 60,000 COPIES
- ✓ 300,000 READERS
- ✓ PLUS ONLINE PROMOTION
- ✓ FROM JUST \$140 / MONTH

MASSIVE MARKET EXPOSURE

- To affluent locals, the corporate market and visitors to WA
- As an industry leader in your region
- In conjunction with the leading operators in WA
- At the time of booking and while travelling in your region

PLACEMENT ON THE MAP

- All relevant clients are placed on detailed maps
- Which are also available for viewing online

IN A PROVEN PRODUCT

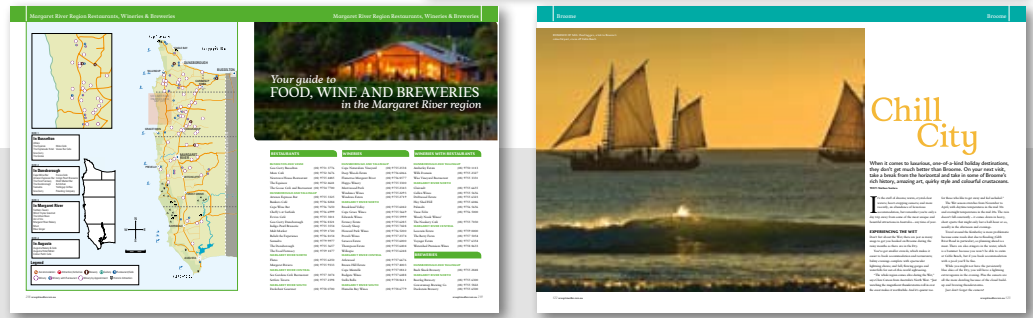
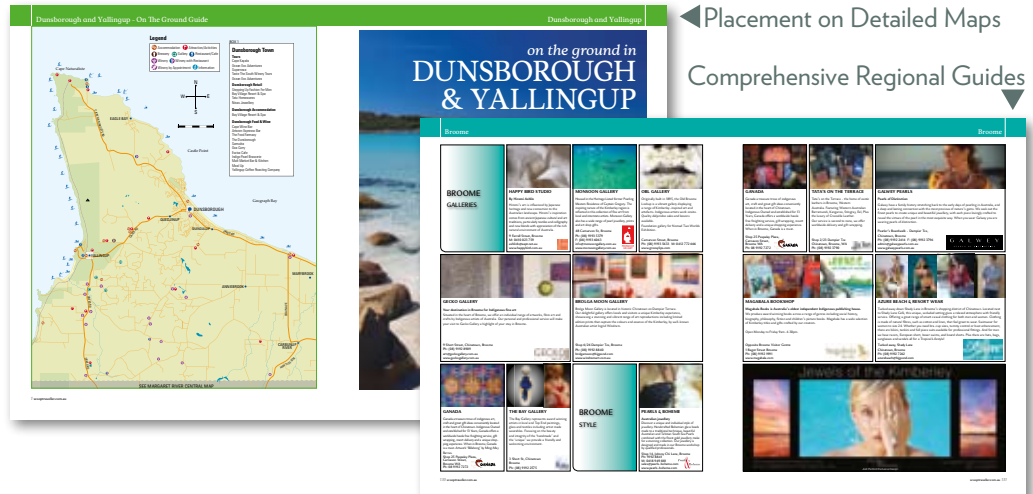
- With content, distribution & a loyal readership built over 7 years
- Generating valuable new, repeat & referral business with an affluent market
- And a 95% repeat advertising rate with the leading travel & hospitality operators in WA - absolute proof of our ability to generate new business for our clients

PLUS FREE ONLINE EXPOSURE

- Scoop Traveller Magazine is now available for reading online
- PLUS all advertisers receive a full page profile on www.scoop.com.au

WHY BOOK NOW?

1. Free online promotion: starting from the day of booking confirmation
2. Avoid missing out: Scoop Traveller cannot increase in size and therefore space will be allocated on a first-in basis



▲ Invaluable On The Ground Guides

▲ Regional Promotions

REGIONAL GUIDES		
All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)
Single Unit (1/12-page)	\$1,200	\$1,680 per year (\$140 per month)
Double Unit (1/6-page)	\$1,500	\$2,340 per year (\$195 per month)

REGIONAL GUIDE DISPLAY		
All prices + GST	For 1 edition (6 months)	For 2 editions (12 months)
Third page horizontal	\$2,950	\$4,680 (\$390 per month)
Full page	\$5,850	\$9,840 (\$820 per month)

DISTRIBUTION	Magazines
4 & 5 star hotel rooms (11,000+)	13,000
Newsagencies and subscribers 8,000	8,000
Direct mail to regional operators	4,000
Distribution via Tourism WA	2,000
Expos, event sponsorship, promotions	2,000
Hair & beauty salons, day spas (500)	500
Airline and airport lounges	500
TOTAL	30,000

DISPLAY		
All prices + GST	1 insertion rate	2 insertion rate
DISCOUNT	0%	15%
Double page	\$8,550	\$7,260
Full page	\$5,850	\$4,970
Half page	\$3,750	\$3,180
Third page	\$2,950	\$2,500

CONTACT DETAILS
sales@scoop.com.au / (08) 9388 8188

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PLUS
INVALUABLE FREE PROMOTION ON
SCOOP
ONLINE

www.scoop.com.au

WA's leading lifestyle, events & travel guide.

Providing complimentary full page PREMIUM LISTINGS to all Scoop Traveller Magazine clients.

YOUR BUSINESS PROFILE

POWERFUL ONLINE PROMOTION

THE SITE

- Content from all 8 Scoop titles
- All magazines able to be read online
- Daily event, travel & lifestyle news
- WA leading events portal
- Every travel region and town in WA
- All leading travel & hospitality operators

WHAT YOU GET

- A full page profile on your business
- Up to 10 images
- A map marking your exact location
- Priority search results so you come up first
- Comprehensive search functions
- Direct links to your email and web site
- Further exposure in the magazine posted online
- Also with links direct to your website
- Easy updating via user name & password

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Western Australia | All Sub-Regions | All Cities | All Regions | All Areas

WHAT'S ON
View by Location | Show My Itinerary

EXPLORE WA
Home | Perth | Fremantle | Swan Valley | Peel | South Coast | Great Southern | South West | Kimberley | Pilbara | Goldfields

OUT NOW
Commercial Designs WA'S BEST 2010

SCOOP Magazine
SUMMER EDITION 2010

The key to being in front... All 18 years and great access at Perth, Launceston, Perth, Adelaide, Fremantle, Goldfields, and more home... (read more)

Next time you visit it... Better in the morning too.

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TOP TEN LISTINGS BY CATEGORY

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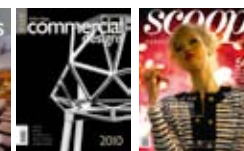
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PRIORITY SEARCH RESULTS

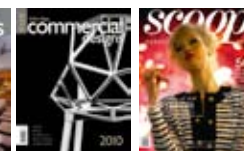
SCOOP LIFESTYLE SERIES SCHEDULES & DEADLINES

Magazine Title	Effective On-Shelf Months	Distribution	Shelf Life	Cancellation Deadline	Booking Deadline	Artwork Deadline	On-Shelf Date
Scoop summer edition	December to March	22,000	3 months	8-Oct	15-Oct	22-Oct	24-Nov
Scoop autumn edition	March to June	22,000	3 months	15-Jan	29-Jan	5-Feb	10-Mar
Scoop winter edition	June to September	22,000	3 months	9-Apr	16-Apr	23-Apr	26-May
Scoop spring edition	September to December	22,000	3 months	9-Jul	16-Jul	23-Jul	25-Aug
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	23-Apr	30-Apr	7-May	22-Jun
Scoop Functions & Venues 2011	September 2010 to December 2011	14,000	12 months	13-Aug	20-Aug	27-Aug	29-Sep

Home & Design Series



Lifestyle Series



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 - 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.