

SCOOP
events



Images Courtesy
Ed Sheeran Tour | Margaret River Gourmet Escape |
Summerset Arts Festival | Harbour Sundays Maritime
Museum | Fringe World | Lorde Tour | City of Perth
Elizabeth Quay | WASO

THE HOME OF ARTS, CULTURE & EVENTS IN WA

Media Kit

UPDATED JANUARY 2018

SCOOP EVENTS Products

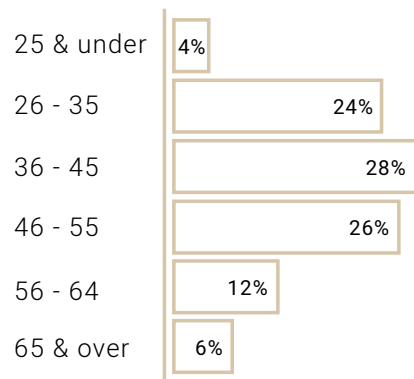
Scoop has been a leader in lifestyle media in Western Australia since 1997.
Its socially-engaged audience comprises locals and visitors to WA.

AUDIENCE STATS

78% Age 26-55
64% Female

45% Mobile Browsers
AB Market

SUBSCRIBER AGE



SCOOP GUIDES

The largest online guides for arts, events & travel in WA.

1,500+ Arts & Events Listings
3,200+ Travel Listings

SCOOP NEWSLETTER

WA's favourite weekly arts & events newsletter.

35,000+ Subscribers

15-25% open rate, 1-3% click through

SCOPEVENTS.COM.AU

The leading guide for arts & events in WA.

52,000+ Unique Visitors Monthly

	Monthly	Weekly
Uniques	52,066	13,017
Sessions	59,974	14,994
Page Views	101,269	25,317

Based on Google Analytics for January 2018

SOCIAL MEDIA

10,000+ Instagram

5,000+ Facebook

4,000+ Twitter



SCOOP EVENTS Packages

1

\$240

Value \$580

2

\$490

Value \$970

3

\$990

Value \$2,380

4

\$1,990

Value \$4,640

5

\$3,990

Value \$8,250

BUDGET

L1 Premium listing
1 newsletter

L1 Premium listing
2 newsletters

MOST POPULAR

L1 Premium listing
2 newsletters
2 weeks website
2 social media inclusions

L2 Premium listing
5 newsletters
3-5 weeks website
3 social media inclusions
1 banner display advert

MOST POWERFUL

L2 Premium listing
6 newsletters
4-7 weeks website
4 social media inclusions
1 banner display advert
1 solus newsletter

Guides

LISTING CREATION/UPDATING	\$40	1	1	1	1	1
PREMIUM LISTING: LEVEL 1	\$100 mth	3	3	3		
PREMIUM LISTING: LEVEL 2	\$200 mth				3	3

Website WEEKLY PRICE

TOP SLIDER	\$590				2	3
GRID	\$290			2	3	4

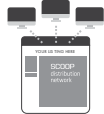
Newsletter

HIGHLIGHTED EVENT: FULL SIZE	\$590			1	1	1
HIGHLIGHTED EVENT: HALF SIZE	\$390		1	1	1	1
THIS MONTH AT A GLANCE	\$240	1	1	2	2	3
DISPLAY BANNER ADVERT	\$490				1	1

Solus Newsletter \$2,490

Social Media

BLOG / FACEBOOK / INSTAGRAM	N/A			1	1	2
TWITTER	N/A			1	2	2



13k weekly



35k subscribers



19k social media

[3]

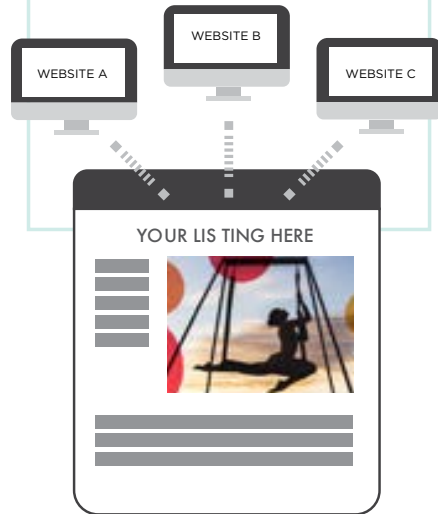
SCOOP EVENTS Scoop Guides

Your listing is published on the Scoop Events website, along with numerous other websites in Western Australia.

1

Listings are Free

Create your free listing using the login link at ScoopEvents.com.au



2

Listing Creation \$40

Getting listings right with Google map overlay and links to parent listings can be tricky. Provide us with the right content and let us make it perfect for you.

SCOOP LISTINGS NETWORK EXAMPLES
margaretriver.scoop.com.au
dongaraportdenison.com.au
discoverwanneroo.com.au
museumsgalleriesaustraliawa.org.au

3

Stand Out with a Priority Listing

Put your listing ahead of the rest.

	1 Month	2 Months	3 Months
Level 0	\$0	\$0	\$0
Level 1	\$100	\$200	\$300
Level 2	\$200	\$400	\$600
Level 3	\$300	\$600	\$900

4

Reach a Chinese Audience \$250

Get your listing translated professionally into Chinese for visibility in SCOOP's growing bilingual events and travel network.

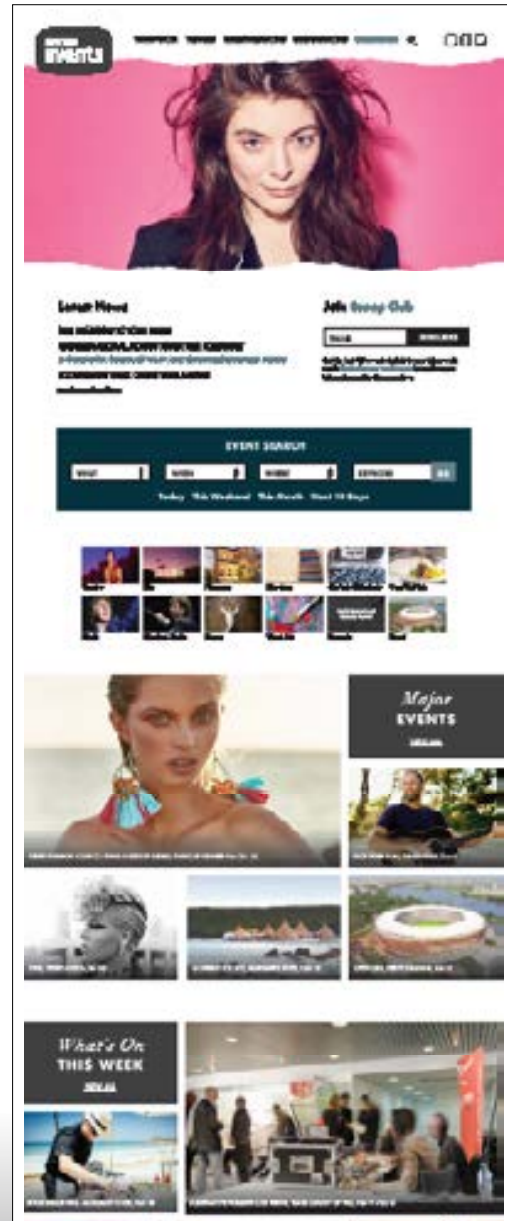
Scoop Weekly is sent 2pm each Wednesday. Special event newsletters and industry specific newsletters are also published for Scoop Events 35k subscribers.

Home Page

SLIDER

\$590

1920 x 660px



GRID IMAGE

\$290

420 x 280px



Theme Pages



SLIDER

\$590

1920 x 660px



All prices are per week

SCOOP EVENTS Newsletter

EVENT HIGHLIGHTS

Full Size \$590

481 x 298px



EVENT HIGHLIGHTS

Half Size \$390

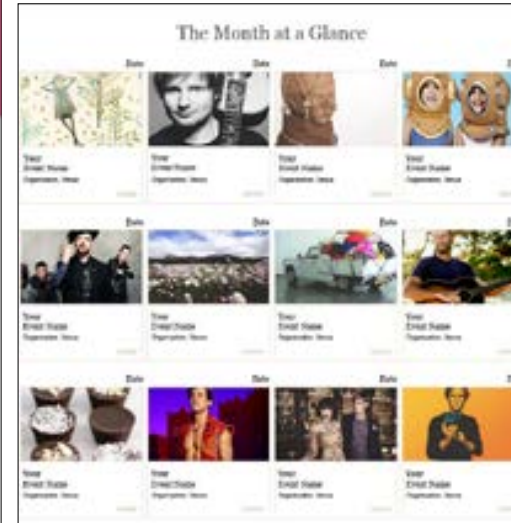
343 x 231px



DISPLAY BANNER

\$490

750 x 115px



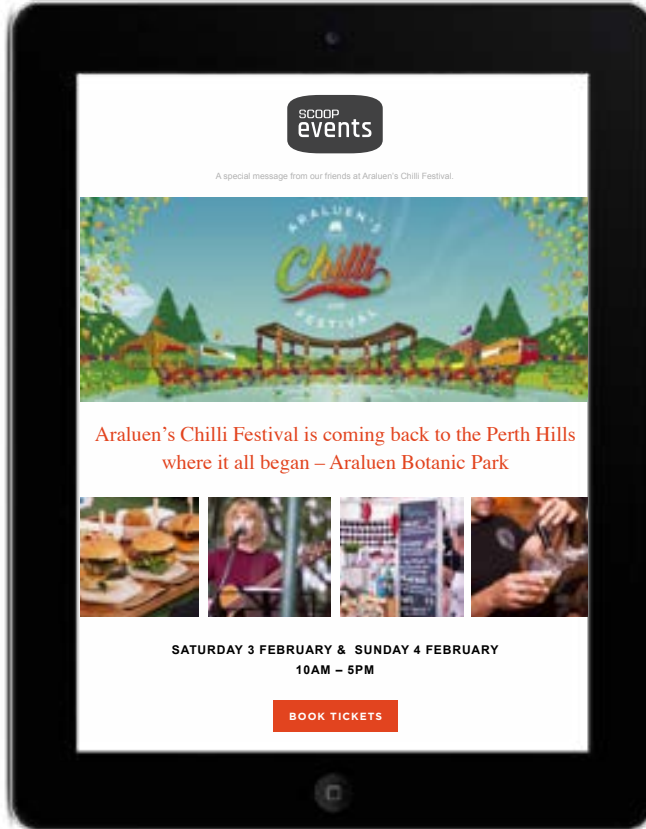
MONTH AT A GLANCE

\$240

179 x 110px

[6]

SCOOP EVENTS Solus Emails



Price \$2,490



Artwork: Newsletter width is 750px. Scoop supports a combination of 1, 2 and 3 column formats. Images and content not provided according to specifications will incur an artwork fee of \$150 per hour. **Disclaimer:** Scoop may include the following text under the masthead: "On occasion we send a message to our subscribers on behalf of our sponsors, as this helps fund the free service we provide for arts & events in WA. Please read and enjoy the following."

[7]

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