



SCOOP

MEDIA KIT - 2021

Western
Australia's
original
lifestyle
companion.

ABOUT SCOOP

Customised content marketing campaigns for leading brands and businesses in WA.

Scoop is one of the most trusted media brands in Western Australia. We provide lifestyle and travel recommendations for an affluent local audience, aged 30+ and living in inner city Perth. We work with leading brands, aligned with Scoop's long-term values of quality and authenticity.

SCOOP'S AUDIENCE

28,000

Social Media
Followers



14k 10k 4k

33,000

Weekly
eNewsletter
Subscribers

70,000

Monthly
Website Visitors
scoop.com.au

160,000

Monthly
Localista Network
Searches

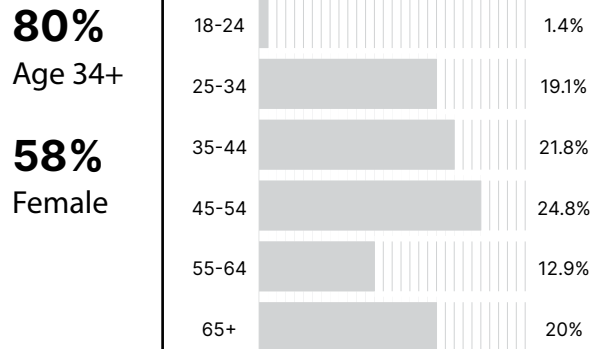
SCOOP

A focused and sought-after Perth audience.

DEMOGRAPHICS

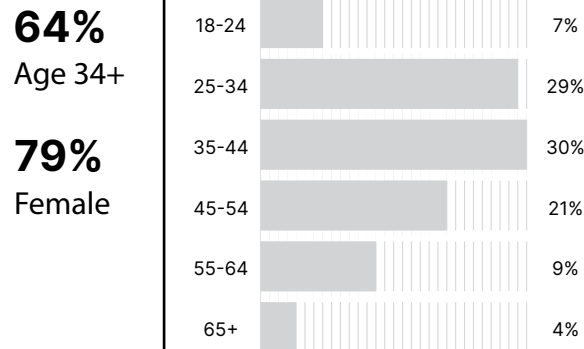
Scoop speaks to an affluent, socially engaged AB demographic, 30+ years, living in inner-city Perth.

EMAIL SUBSCRIBERS



(Mailchimp)

SOCIAL MEDIA



(Facebook)

SCOOOP

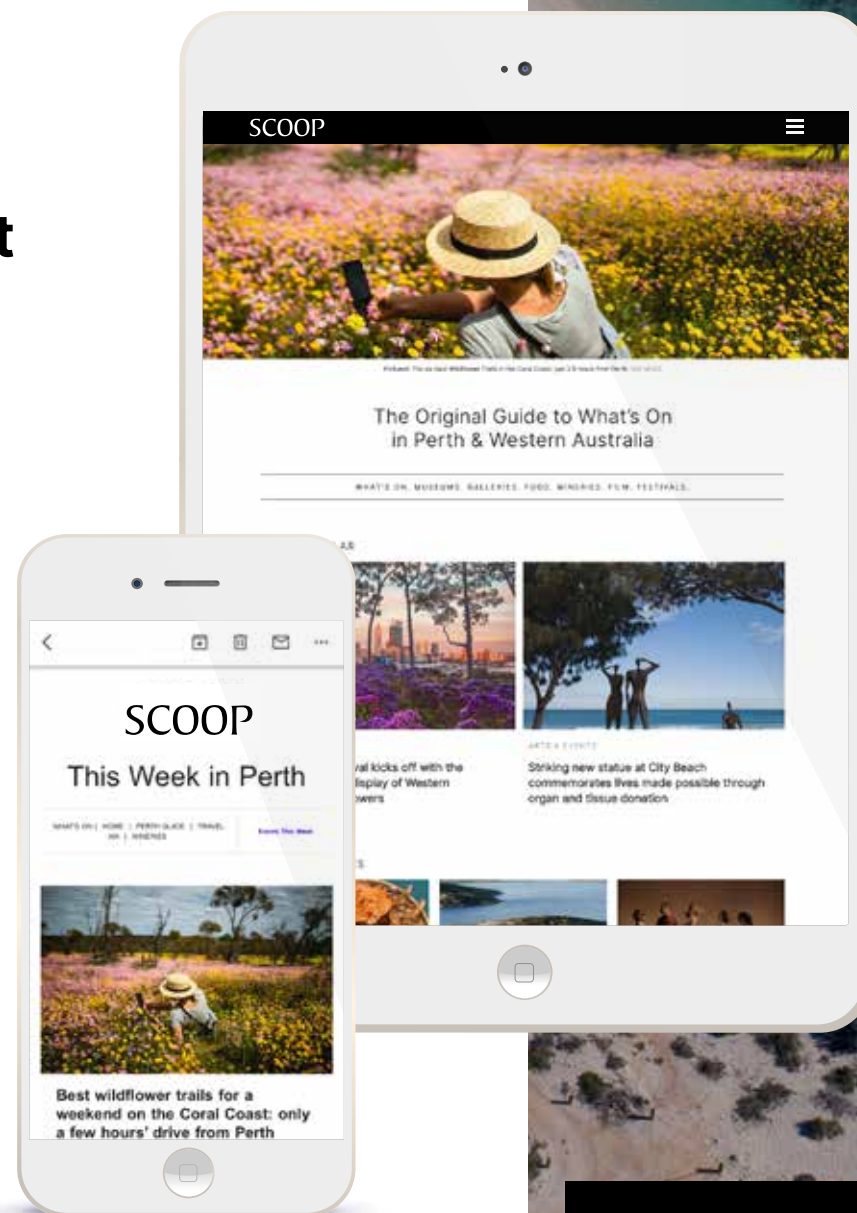
MARKETING OPTIONS

Content marketing packages connect your brand with Scoop's audience through multiple touch-points.

STANDARD PACKAGE \$990

Dedicated blog (SEO optimised)	x1
Newsletter feature	x1
Facebook post	x1
Web blog promotion	1 week
Premium listing	1 month

SOLUS NEWSLETTER \$2,190

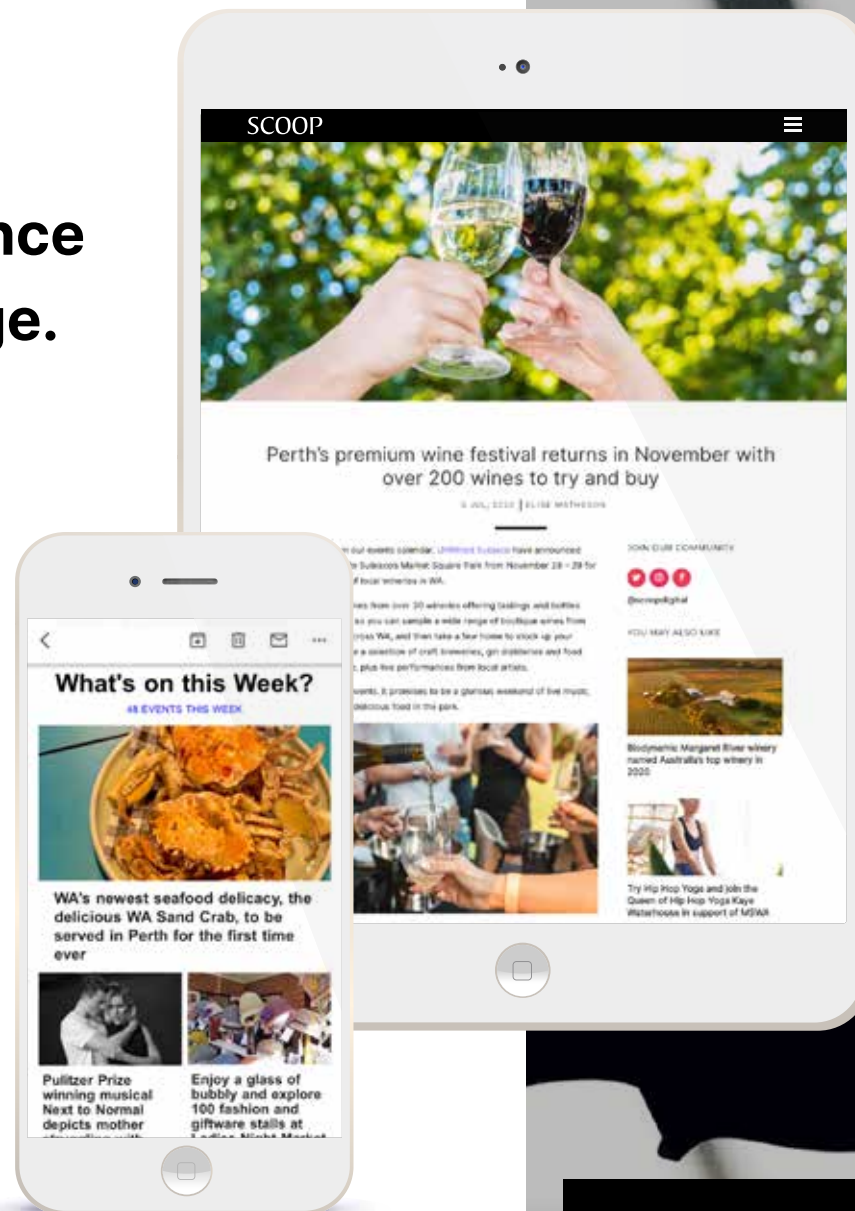


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EVENT MARKETING OPTIONS

Stand out and build your event audience with a Scoop event marketing package.

EVENT PACKAGE	\$490
Newsletter event promotion	x1
Premium listing and event upload	1 week
PREMIUM EVENT PACKAGE	\$990
Dedicated blog	x1
Newsletter feature	x2
Facebook & Twitter post	x1
Web promotion	1 week
Premium listing (inc. event upload)	1 week



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MARKETING PARTNERSHIPS

Generate long-term branding and exposure with ongoing monthly blog inclusions and multi-channel content placement.

MONTHLY PARTNERSHIPS	\$600 P/M
Editorial blog inclusion	x1
Newsletter inclusion	x1
Social media posts	x1
Web promotion	On-going
Premium listing	On-going
ANNUAL PARTNERSHIP	REQUEST QUOTE

YOUR BLOG IS PUBLISHED ON

- + Website
- + Newsletter
- + Social Media
- + Google

PLUS

Receive a Level 2 premium listing over the life of your campaign.

Your campaign starts with a focused discovery session to determine your brand goals and create an effective suite of stories.

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Conditions: Campaigns can include up to a maximum of two shared blogs per month. Blog and post content is at the discretion of Scoop. Includes a monthly report. To be paid one month in advance. Customised options available on request.

1.9 mil
Annual Searches

8k
Unique Listings

30+
Partner Websites

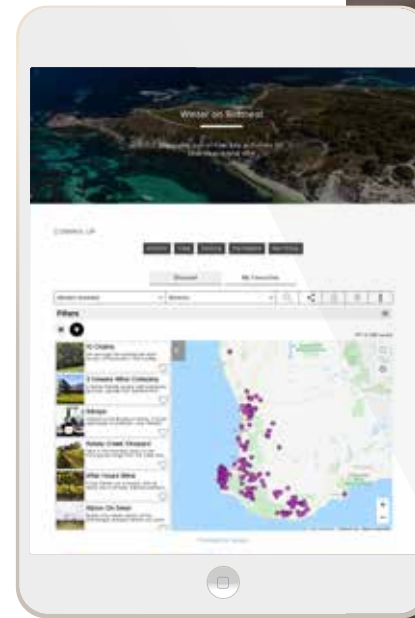
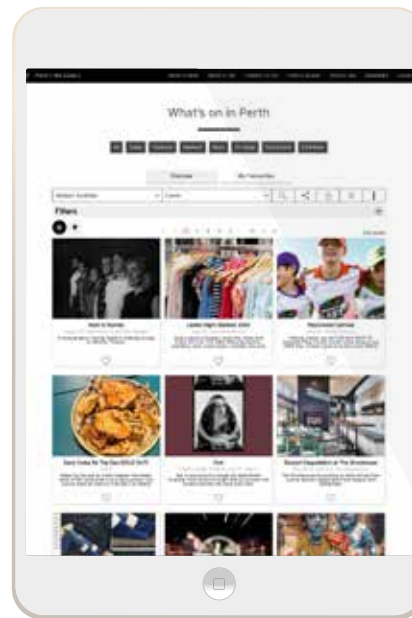
PREMIUM LISTINGS ON LOCALISTA

Premium listings provide priority search ranking on the largest directory for arts, events & travel in WA.

POPULAR GUIDES	MONTHLY SEARCHES
Events	47,257
Restaurants & Bars	39,989
Wineries	12,567
Tours & Attractions	17,905
Galleries & Museums	2,873
Accommodation	21,856

Number of searches in October 2020.
Total searches in October for all guides was 163,210.

PREMIUM LISTINGS	PRICE
Standard - Level 2	\$1,000 / year
Events - Level 2	\$100 / week



localista

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VIEW OUR CHANNELS

SCOOP.COM.AU

NEWSLETTER

FACEBOOK

INSTAGRAM

TWITTER

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04|01|21

