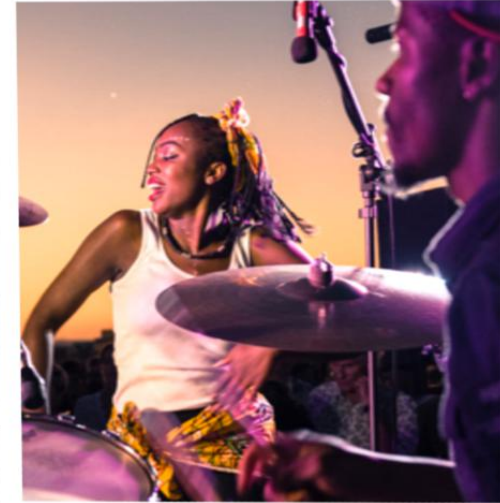


Images Courtesy

WASO | Margaret River Gourmet Escape | Summerset Arts Festival | Harbour Sundays Maritime Museum
| Fringe World | Toodyay International Food Festival | Ready Team One | WASO



SCOOP
SCOOP.COM.AU



The largest online guide to
Arts, Entertainment & Travel in WA

MEDIA KIT

UPDATED JUNE 12 2019

A trusted reference guide for 100,000+ users per month

Scoop hosts the largest online guide to arts, entertainment and travel in WA. We provide access to millions of users through scoop.com.au, newsletters, social media and a growing network of websites that license our content.

MEDIA	REACH
Scoop.com.au (monthly visitors)	40,000+
Network traffic (monthly searches)	80,000+
Newsletter subscribers	33,000+
Facebook	9,000+
Instagram	10,000+
Twitter	4,000+

Scoop.com.au

Weekly sessions: 13,000+
Weekly page views: 20,000+

Newsletter

Open Rates: 13.7% (industry ave 12.6%)
Click Rate: 1.9% (industry ave 1.3%)

Facebook

Engagement Rate: 3.2%
Industry ave: 0.05%

Instagram

Engagement Rate: 0.74%
Industry ave: 1.22%

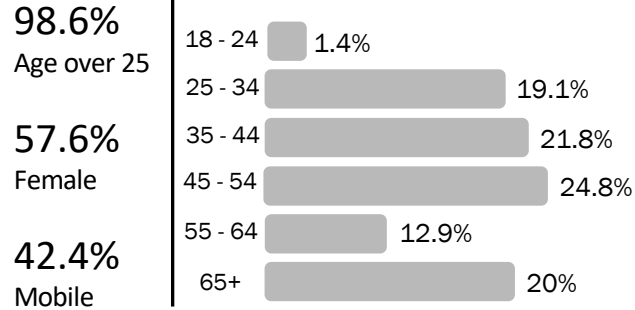
Twitter

Engagement Rate: 0.2%
Industry ave: 0.01%

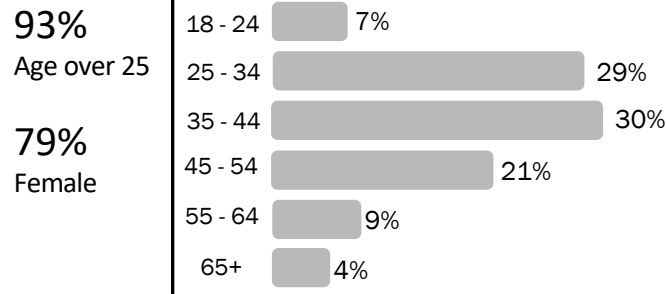
Providing repeat-access to a socially-engaged, AB demographic

Scoop provides repeat-access to socially engaged West Australians looking for things to do and places to go. Our audience is a predominantly AB demographic aged 25+, affluent, white collar, family-focused and living in inner city Perth.

Subscriber Demographics



Facebook Demographics



Content Distribution Network

Providing access to users on all websites using Scoop content:

- [Scoop](#)
- [RTRFM](#)
- [Business News](#)
- [Country Arts WA](#)
- [Chamber of Culture & Arts](#)
- [Discover Wanneroo](#)
- [Dongara Port Denison VC](#)
- [Cable Beach Polo](#)
- [Swan Valley Wine Association](#)
- [XR:WA](#)
- [Geographe Wine Association](#)

MARKETING TOOLS

Providing market-access through all popular media platforms

TYPE	DESCRIPTION	PRICE
Premium Listings	Network-wide priority search ranking Increases exposure by over 10x Impacts 20,000+ searches p/week	Create/update listing \$190 Professional Chinese translation \$250 Event listings (per level p/week) \$200 Other listings (per level p/week) \$100
Scoop.com.au	10,000+ unique visitors p/week Audience with purchase-intent	Grid advertising (per week) \$290 Landing page \$2,990
Newsletter	33,000+ engaged subscribers Open rate above industry average Every Wednesday at 2pm	Top / special feature \$490 Shared feature \$390 Coming Up \$190
Solus email	Exclusive EDM Reaching 33,000+ subscribers	Solus \$2,490
Social Media	Facebook: 9,000+ followers Instagram: 10,000+ followers Twitter: 4,000+ followers	Dedicated Facebook / blog * \$490 Facebook post * \$290 Instagram post \$300 Twitter post \$200

*Boosted \$30 - \$50 post

CAMPAIGN PACKAGES

Multi-media campaigns provide up to 3x the value

BASIC PACKAGE		
Price \$490 / Value \$1,280		
	REACH	VALUE
Listing		
Create / update listing		\$190
Level 1 for 3 weeks	40,000+	\$600
Newsletter		
Feature (1x)	33,000+	\$490
TOTAL VALUE		\$1,280

STANDARD PACKAGE		
Price \$1,490 / Value \$4,390		
	REACH	VALUE
Listing		
Create / updated listing		\$190
Chinese translation		\$250
Level 1 for 5 weeks	100,000+	\$1,000
Level 2 for 1 week	20,000+	\$400
Newsletter		
Feature (2x)	33,000+	\$980
Scoop.com.au		
Grid Advertising (2 weeks)	20,000+	\$580
Social Media		
Facebook post	9,000+	\$290
Twitter (2x)	4,000+	\$400
Instagram (1x)	10,000+	\$300
TOTAL VALUE		\$4,390

PREMIUM PACKAGE		
Price \$2,990 / Value \$12,260+		
	REACH	VALUE
Listing		
Create multiple listing (e.g. festival)		\$190
Chinese translation		\$250
Level 1 for 5 weeks	100,000+	\$1,000
Level 2 for 2 weeks*	40,000+	\$800
(*Premium Events Only)		
Newsletter		
Feature (3x)	33,000+	\$1,470
Scoop.com.au		
Grid Advertising (2 weeks)	20,000+	\$580
Social Media		
Dedicated Facebook/blog(1x)	9,000+	\$490
Twitter (2x)	4,000+	\$400
Instagram (2x)	10,000+	\$600
Special Promotion		
Landing page		\$2,990
Solus newsletter	33,000+	\$2,490
TOTAL VALUE		\$12,260

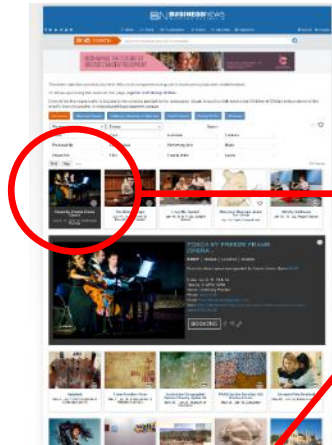
ANNUAL PARTNERSHIPS	
Price from \$5,000+ / Value \$30,000+	
Providing high-value support for WA's premium arts & events organisations, venues, universities and peak bodies.	

All prices exclusive of GST
and payable in advance

FEATURES

Premium Listings

Ensure your event appears ahead of hundreds of free listings in 20,000+ weekly searches on all websites across the Scoop network



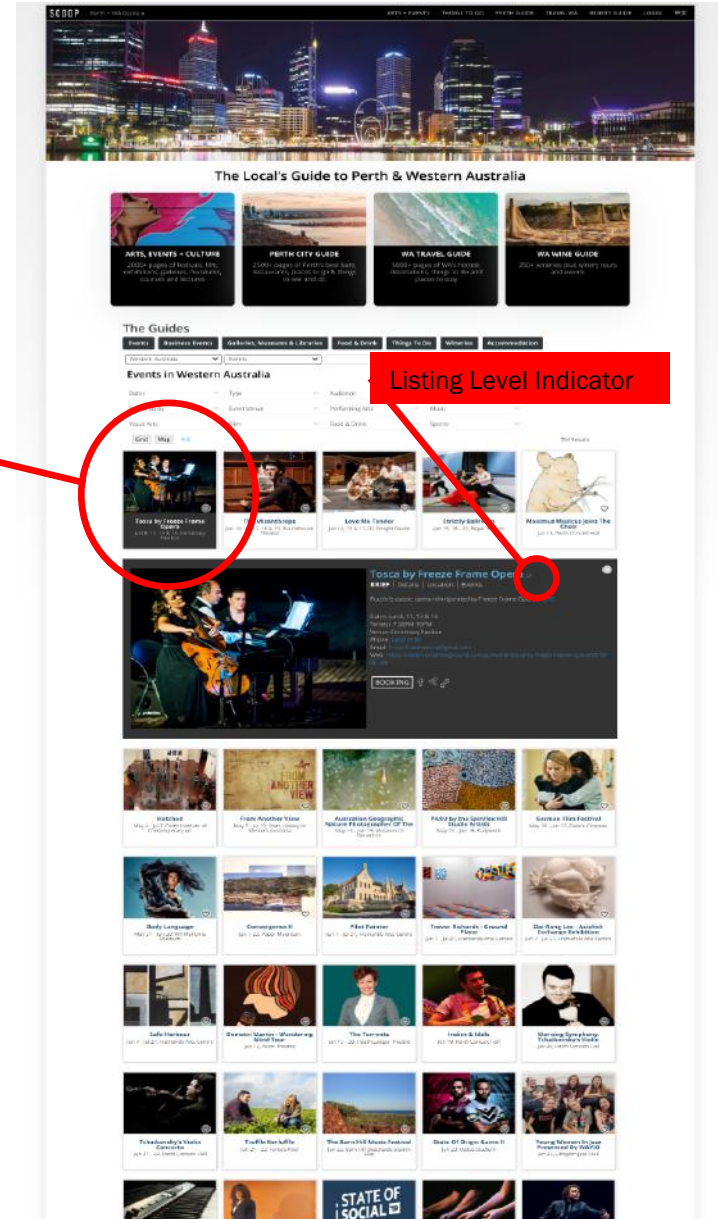
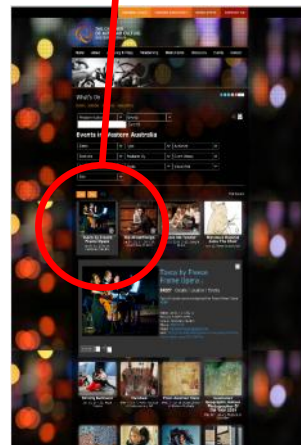
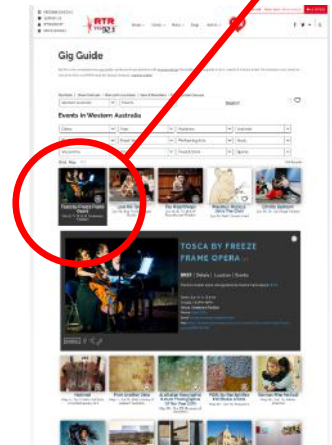
Level 2 Premium Listing
on multiple websites

scoop.com.au

businessnews.com.au

rtrfm.com.au

cacwa.org.au



FEATURES

Newsletter

Newsletters provide 33,000 subscribers with a weekly guide to what's new, what's on, where to go and tickets for sale.

SCOOOP
SCOOP.COM.AU

Your Week in WA

ARTS & EVENTS | THINGS TO DO | PERTH CITY GUIDE | TRAVEL WA | WINERIES

80 Events This Week

Perth's Winter Wine Festival starts Friday at Yagan Square

This year, City Wine boasts an incredible line-up of 20+ wineries, beers, ciders and cocktails, complete with local DJs and delicious food in an undercover retreat. Runs Fri 4pm-9pm and Sat 2pm-9pm.

SEE MORE BUY TICKETS

Top Feature

World Gin Day
Saturday June 8

5 creative G&Ts to try in the CBD

It's World Gin Day this Saturday, and what better way to celebrate than by sampling a refreshingly botanical blend of the classic evening tonic?

Special Feature

This week at the WA Maritime Museum

Final week of Kyle on Stage

If you haven't had a chance to peer into the Princess of Pop's dazzling wardrobe yet, this week is your last chance to see all the costumes worn by Kyle over her 25-year career.

SEE MORE

Body Language

Can't get Kyle out of your head? A response to the Kyle on Stage exhibition, Body Language showcases the creative talents of the next generation of Aussie fashion designers.

SEE MORE

Shared Feature

Solus Newsletter

A dedicated editorial-style newsletter sent to 33,000+ subscribers in association with the Scoop brand.

SCOOOP
SCOOP.COM.AU

View in Browser | Forward

Revelation Film Festival Announces 2019 Program
July 4 - 17

Perth's annual film culture awakening has arrived with the release of the Revelation Film Festival 2019 program. We are invited to bring you the highlights from July's festival, as well as a selection of special events and a spanking new line up of virtual reality (VR) events.

FULL PROGRAM BUY TICKETS

Special Events

Opening Night: Kursk

Jul 4
Luna Leedererville
Join festival organisers and the film community for the famous opening night of Revelation, complete with a special screening of the submarine movie Kursk, and a killer after party.

SEE MORE BUY TICKETS

International Family Animation Explosion

Jul 6, 7, 13, 14
Luna Leedererville
From Russia to the Netherlands, and Japan to Ireland, Revelation is bringing back a specially curated collection of short animations for all-ages.

SEE MORE BUY TICKETS

Program Director's Picks

All the Gods in the Sky

Jul 11, 14, 16
Luna Leedererville
Simon and his severely disabled sister, Estelle, hope other-worldly forces will rescue them from their decrepit situation.

SEE MORE BUY TICKETS

Chained for Life

Jul 11, 14, 17
Luna Leedererville & Luna SX
A multilayered cinematic feast about a disfigured outsider befriended by a beautiful young woman called Freya.

SEE MORE BUY TICKETS

I Go Further Under

Jul 6, 9, 13
Luna Leedererville & Luna SX
This Australian feature is inspired by the true story of young Jane Cooper who travelled to the untouched De Witt Island.

SEE MORE BUY TICKETS

FEATURES

Grid Advertising

Advertising on key landing pages on scoop.com.au showcases your event and/or business to 10,000+ visitors per week.

Coming Up

The Guides

Events Art Galleries Museums

Western Australia Events Search

Events in Western Australia

Dates Type Audience Festivals

Produced By Event Venue Performing Arts Music

Visual Arts Film Food & Drink Sports

Grid Map 764 Results

Landing Page

A dedicated page on scoop.com.au shows relevant events, custom smart-links and optional blog carousel

SCOOP Perth WA Guide Arts Events Things to Do Perth Guide Travel WA Winey Guide Login 中文

Revelation Film Festival

July 4th - 17th, 2019

Revelation Film Festival

Regarded as one of Australia's most lively and experimental film festivals, Revelation Perth International Film Festival has captured audiences since its inception in 1997. From humble beginnings, the festival name has gone on to cover a range of original events programming - such as immersive new media exhibitions, moving image installations and good old fashioned [...] [\[MORE\]](#)

The Guides

All Events Films Industry Events

Western Australia Events Search

Events in Western Australia

Dates Type Audience Festivals

Produced By Event Venue

Visual Arts Film

Grid Map 109 Results

FEATURES

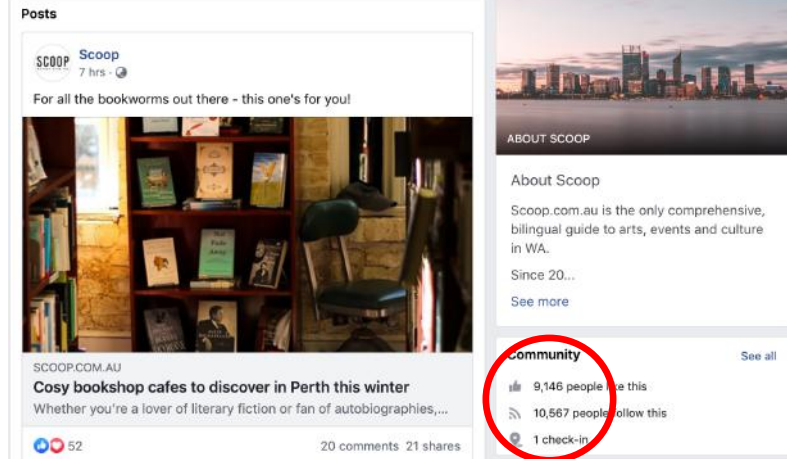
Facebook

Reaching 9,000+ followers with an engagement rate of 3.2%, 60x industry average



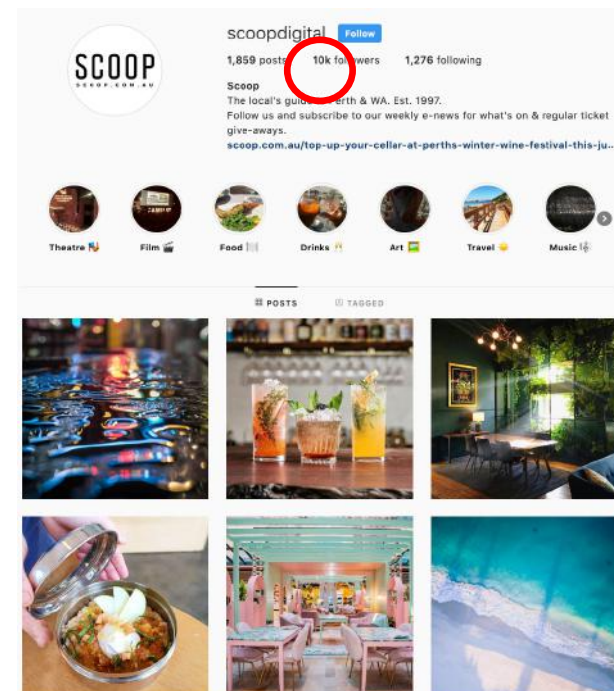
Twitter

Event announcements and ticket on-sale alerts for 4,000+ followers



Instagram

Reaching 10,000+ followers



CONTACT DETAILS



Contact

scoop@scoopdigital.com.au

(08) 6280 0068

Updated June 2019