The industry magazine

Media kit 2021

CONTACT: MARC WILSON | 0419 107 143 | advertising@plumber.com.au

Target your customers

The leading voice for the plumbing industry for almost 130 years, Australian Plumbing Industry (API) magazine provides vital industry news, innovation and product information that hits the mark every time. Published by Master Plumbers, the magazine has a strong and dedicated following that goes well beyond its 25,000 circulation. API is the publication that can get your product and services to a national audience of growing businesses, their customers and industry supporters.

Australia's largest plumbing magazine

Breanna, Chris and Cara from Reliable Plumbing
Master Plumbers Members for 32 years

Scott and Jarrod from Gallant Plumbing
Master Plumbers Members for 79 years

The voice of our industry

Published by Master Plumbers, API is nationally distributed and nationally recognised as a voice of the industry. With a distribution of 25,000, we are proud to deliver vital and urgent news and advocacy, and independent coverage of key topics including Regulation updates, expert business and technical advice, and the latest in new technology.

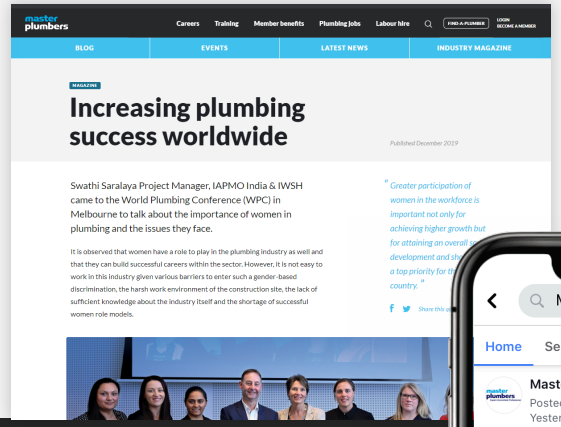
You will also find inspiring profiles of Master Plumbers Members, wise words from industry veterans and even the odd trade celebrity here and there. With hot how-to marketing tips and business boosting advice tailored specifically for the plumbing industry, Australian Plumbing Industry magazine is your one stop shop for everything that's making a splash in the industry we love.

Published quarterly, API magazine is received by key industry stakeholders including:

- Leading plumbing contracting companies
- State and Federal government departments
- Metropolitan and regional councils
- Construction companies
- Independent plumbers
- Industry specialists
- Environmental consultants
- Educational institutions, TAFE and technical colleges
- Trade suppliers
- OHS offices

Burgeoning online presence

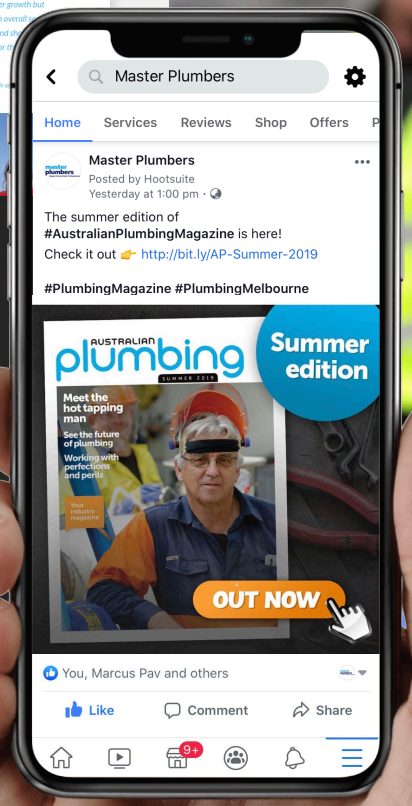
With a newly consolidated online presence, Australian Plumbing Industry magazine provides even more exposure to key industry stakeholders. Maximise your reach and promote your brand through a mix of print, online and social media.



Social sharing

All news articles that appear in Australian Plumbing Industry magazine are shared across our growing social audience creating greater awareness for our content and to drive traffic to our new website at plumber.com.au.

1685+ 8295+ 1000+ 1195+



Chantelle from Keralton Plumbing
Master Plumbers Members for 14 years

Maximise reach across multiple channels

PRINT

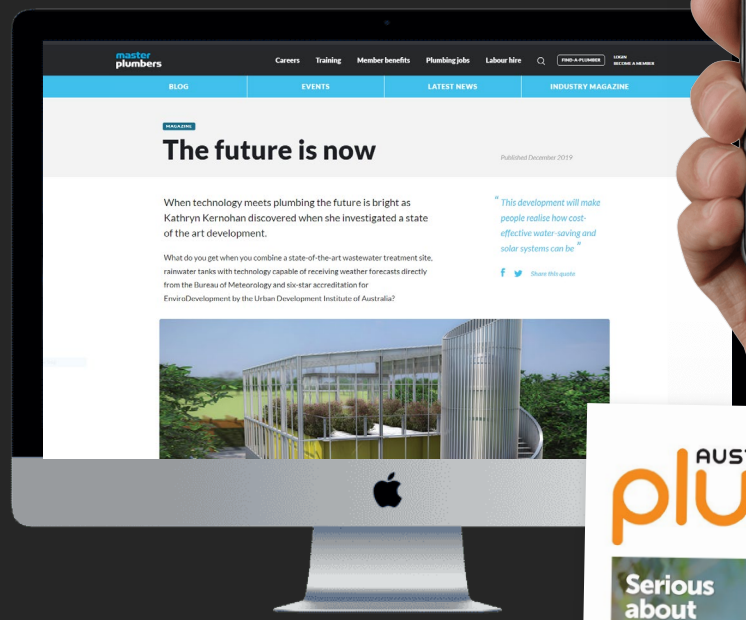
Size	Casual	x2	x4
Full page	$5,900	$5,500	$5,200
Double page spread	$10,900	$10,500	$9,900
Half page	$3,500	$3,300	$3,000
Inserts, fly sheets etc.			enquire for quotes

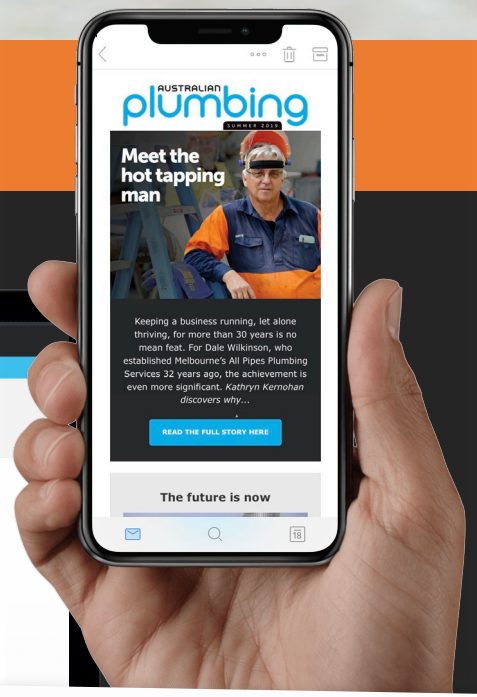
ONLINE

Size	1 month	3 month cycle
Standard position 336 x 280 pixels	$600	$1000
Newsletter – 1 position per edition	N/A	$1200

DATES

EDITION	BOOKING	ARTWORK	PUBLICATION
Autumn 2021	28 January	4 February	26 February
Winter 2021	29 April	6 May	31 May
Spring 2021	29 July	5 August	30 August
Summer 2021	28 October	4 November	30 November





Rates do not include GST
Preferred positions – preferred positioning in the magazine attract a 10% loading. Australian Plumbing Industry magazine is limited to the amount of inserts per issue due to weight restrictions. All inserts to be approved prior to booking deadline, samples to be provided and conform to Australia Post specifications. Please contact Master Plumbers to confirm availability, pricing and deadlines.

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Terms and conditions
Overdue material: The publisher reserves the right to repeat material on hand. Contracts: As a quarterly publication, the maximum term for any contract is 12 months. The publisher reserves the right to allow for rate adjustments during the contract period. Cancellations: Cancellation deadline 14 days prior to booking deadlines.

Publisher's clause
The publisher shall not be responsible for any loss due to the failure of an advertisement to appear in accordance with instructions given by the advertiser and/or the agency. The publisher reserves the right to insert the word "advertisement" or "advertorial" when, in the publisher's sole opinion, an advertisement resembles editorial material. Advertisers and agencies are liable for all content (including text, representations and illustrations) of advertisements and agree to indemnify and hold harmless the publisher for all and any claims of any nature, whatsoever, arising from or in relation to such advertisements. The publisher is entitled to withhold any advertisement from publication which it considers, in its sole discretion, to be offensive, unlawful or otherwise damaging to the publisher. The publisher shall not be liable for any failure to publish any advertisement where such failure results from circumstances beyond the publisher's control. Copyright: Australian Plumbing Industry Magazine, all rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means without the permission in writing of the publisher.

Published: 22 December 2020

Material Specifications

Supply print artwork as high resolution CMYK press ready PDFs – 300 dpi.

No RGB colours. No registration marks, text or colour blocks in the bleed area.

All text should be at least 10mm from trim.

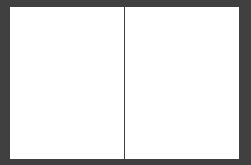
We do not accept PDF files created in Microsoft Word, PowerPoint or Publisher.

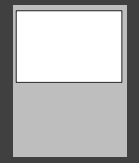
Full Page

276mm x 205mm
+5mm bleed all sides

Double page spread

276mm x 410mm
+5mm bleed all sides



Half page horizontal

123mm x 185mm
no bleed required