

Digital Media Kit

Only available to Commercial Supporters

July 2023



Australian Plumbing magazine email

The Australian Plumbing magazine is an industry-leading publication produced and distributed by Master Plumbers.

The print distribution is currently more than 25,000 copies across Australia. The convenience of digital has led to a rise in digital subscribers.

Australian Plumbing is published at the beginning of each season, digital subscribers are notified of the release via electronic direct mail that includes links to the feature articles and a link to read the whole magazine via the issuu platform online.

Audience: Australian Plumbing magazine digital subscription list (approx. 3000)

Frequency: Quarterly (March, June, September and December)

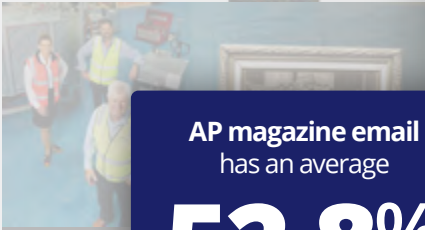
Availability: 1 spot per email

Artwork: 1200px x 630px .jpeg or .png file. Ad position includes offsite link to agreed content.

Cost: \$1,200 (ex. GST)

masterplumbers
Expert. Committed. Professional.

No images? [Click here](#)




What has grown association - and a

AP magazine email
has an average
52.8%
open rate
for Spring '22 to Winter '23

Check out some of what's inside! 📖

The President and CEOs column
Our members have a strong appetite for meaningful changes

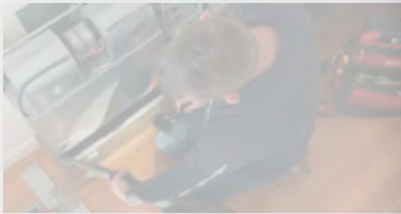


The Victorian Government's reform agenda has continued over recent months with the announcement of the Building System Review. A Building Reform Expert Panel has been formed to drive this wide-ranging inquiry, led by Ana Cronin, Victoria's Commissioner for Regulation. The Expert Panel has been tasked to...

[READ MORE](#)

What's news?
Do you have a story to tell? Or is there something happening in the industry that you'd like to hear more about? Reach out to the Australian Plumbing team at communications@plumber.com.au for the chance to get your idea printed in the Spring edition!

Understand the new tenancy act



The reform of the Victorian Residential Tenancies Act has impacts for gasfitting, which highlights the need for far better compliance regime. Master Plumbers' Chief

Understand the new tenancy act



The reform of the Victorian Residential Tenancies Act has impacts for gasfitting, which highlights the need for far better compliance regime. Master Plumbers' Chief Technical Adviser, Gary Bath explains...

[READ MORE](#)

Can't wait to get home and sort out my insurance...

Said no tradie ever.

 **MARSH** | **masterplumbers**
INSURANCE BROKERS AND RISK MANAGERS

Easy Insurance For Hardworking Tradies



Big opportunities for the future of plumbing



Big Build Apprenticeships scheme and the investment in major projects, will deliver a pipeline of opportunities for plumbers starting their career. Kathryn Kernohan reports. Thousands of Victorian apprentices and trainees will get the opportunity...

[READ MORE](#)

Master Plumbers Member eNews

Established in 1891, Master Plumbers is Australia's largest plumbing industry association.

An industry leader for over 125 years, Master Plumbers is a trusted source of information, advice and expertise for our members, the industry, government and the community.

Our large membership represents a powerful and reputable group. We lobby on behalf of members to protect and effect change to the industry and in support of various plumbing, business and environmental recommendations.

Master Plumbers maintains regular contact with its entire member base through a monthly electronic digital mail called 'Member News'.

Audience: Master Plumbers Member database (approx. 1800)

Frequency: Monthly (usually the third Thursday of each month)

Availability: 3 spots per email

Artwork: 1200px x 630px .jpeg or .png file.
Ad position includes offsite link to agreed content.

Cost: \$1,200 (ex. GST) per spot

masterplumbers
Expert. Committed. Professional.

masterplumbers
Expert. Committed. Professional.

MEMBER NEWS

Dear Member,

A range of restrictions will leave their homes for any reason that the Authorised Workers resume, in line with [COVID guidelines](#). Victoria will return to the rule that 'if you can work from home, you should work from home' but office workers will be able to return up to 25 per cent or up to 10 people, whichever is greater.

We have again seen the detrimental consequences of lockdowns on business and the community over the past weeks. More than 6 million people have been heavily restricted in their livelihoods and in going about their business because the actions of some authorised workers were not of the standard we should expect. With some exceptions, our industry continued throughout Lockdown 5 where that in Sydney and South Australia did not. Master Plumbers and our industry partners again successfully lobbied government to remain open, on the basis that we have world-best practice in place in the [COVID Industry Guidelines](#). But remaining open in future outbreaks is a case by case proposition and we must continue to demonstrate COVIDsafe behaviours (especially mask wearing and checking in everywhere) and call it out when we see actions that are not. This encompasses all sites from CDB to domestic construction to service and maintenance activities in homes and businesses. Our vigilance is crucial in mitigating further outbreaks and preventing more lockdowns.

The Premier's announcement

Vaccinations remain the key path out of continued lockdowns and we should be encouraging every worker who is medically able to be vaccinated to do so as early as possible and complete the second injection as advised.

Master Plumbers will continue its advocacy to government and industry, highlighting and seeking resolution on issues that matter most to our members.

Stay safe.

Your Membership team

Don't forget to renew your membership for the new year.

You will have received an email from us with all the details, if not, please give us a call to discuss.

Industry News

Master Plumbers' Apprentice Awards and Graduation 2021



A great night was had by all who attended the 2021 Awards, with a long list of nominees for each award demonstrating the skill, effort and commitment of the students within the Master Plumbers RTO and Plumbing Apprenticeships Victoria (PAV) programs. [read more](#)

Superannuation Guarantee (SG) to increase to 10%



From 1 July 2021, the superannuation contribution rate will increase from 9.5% to 10% of ordinary time earnings (OTE). All employers in Australia are required to meet this legislative change, even if you only have one or two employees....[read more](#)

PLUMBING & FIRE INDUSTRY
AWARDS
2021

READY TO PARTY?

GET YOUR TICKETS TO JOIN ANTHONY CALLEA,
SUZIE AHERN AND TIM CAMPBELL

PLUMBINGFIREAWARDS.COM.AU

Cybercriminals targeting construction companies to conduct email scams



Cybercriminals are targeting construction companies to conduct business email compromise scams. All parties to construction projects should be vigilant when emailing about invoices and bank details....[read more](#)

Supply chain review



Advertising on plumber.com.au

The internet home for Master Plumbers is plumber.com.au. The industry-leading website is built with a consumer-first mentality and serves to deliver members, industry professionals and the general public with everything they need to know about the plumbing industry.

Plumber.com.au is an integral part of the Master Plumbers communication strategy and hosts all news articles, blogs, member alerts, media releases and reports produced by the Association.

Each news article on the site contains a fixed location to house a 336px x 280px advertising tile to serve consumers with messages from corporate partners.

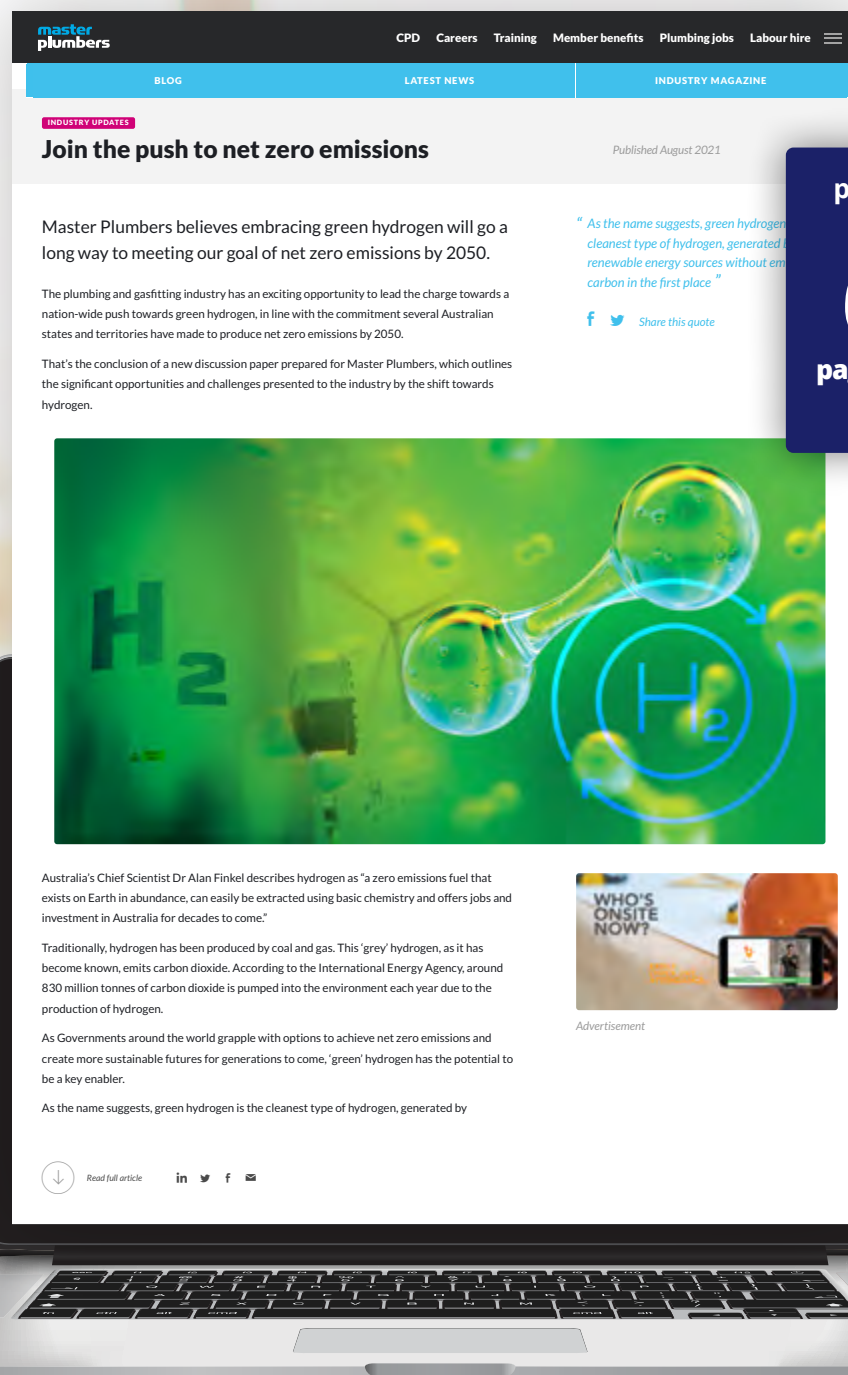
Audience: Plumbing industry professionals and the general public. *Site analytics available on request.*

Frequency: Billed on a per month basis

Availability: Max. 10 ads running concurrently

Artwork: 336px x 280px .jpeg or .png file.
Ad position includes offsite link to agreed content.

Cost: \$600 (ex. GST) per month, or
\$1200 (ex. GST) per quarter



plumber.com.au
received

630

pageviews per day

during 2020/21

Social media collaborations

Master Plumbers has a burgeoning social media presence and is continually investing time and resources into creating new and engaging content to connect with plumbing enthusiasts across Australia and beyond!

Promote your brand in a collaboration with Master Plumbers under a 'paid partnership' post, or series of posts on either Facebook or Instagram.

Audience: Plumbing industry professionals and the general public. Detailed site analytics on request.

Frequency: Billed on a per month basis

Availability: Max. 1 post per week per platform (unless otherwise arranged with Master Plumbers).

Artwork: Artwork and agreed content to be provided or arranged with Master Plumbers.

Cost: \$500 (ex. GST) per post per platform
POA for longer campaigns

Master Plumbers has a social media following of over

13,210

across Facebook and Instagram

as of July 2023

Sponsored blog/article on plumber.com.au

Similar to the way brands have been able to create advertorial for Australian Plumbing magazine, the same opportunity exists to utilise the blog and news article functions found on plumber.com.au.

Plumbing industry professionals, prospective students and the general public come to plumber.com.au to answer all of their plumbing questions. Get your brand in front of more people with a sponsored blog article that discusses the benefit of your product or a news item that sings the praises of a job well done.

Sponsored blog or news articles are loaded onto plumber.com.au and then shared to the Master Plumbers member database via the monthly Member eNews and promoted through Facebook.

Talk to the Membership Team today about what we can do together.

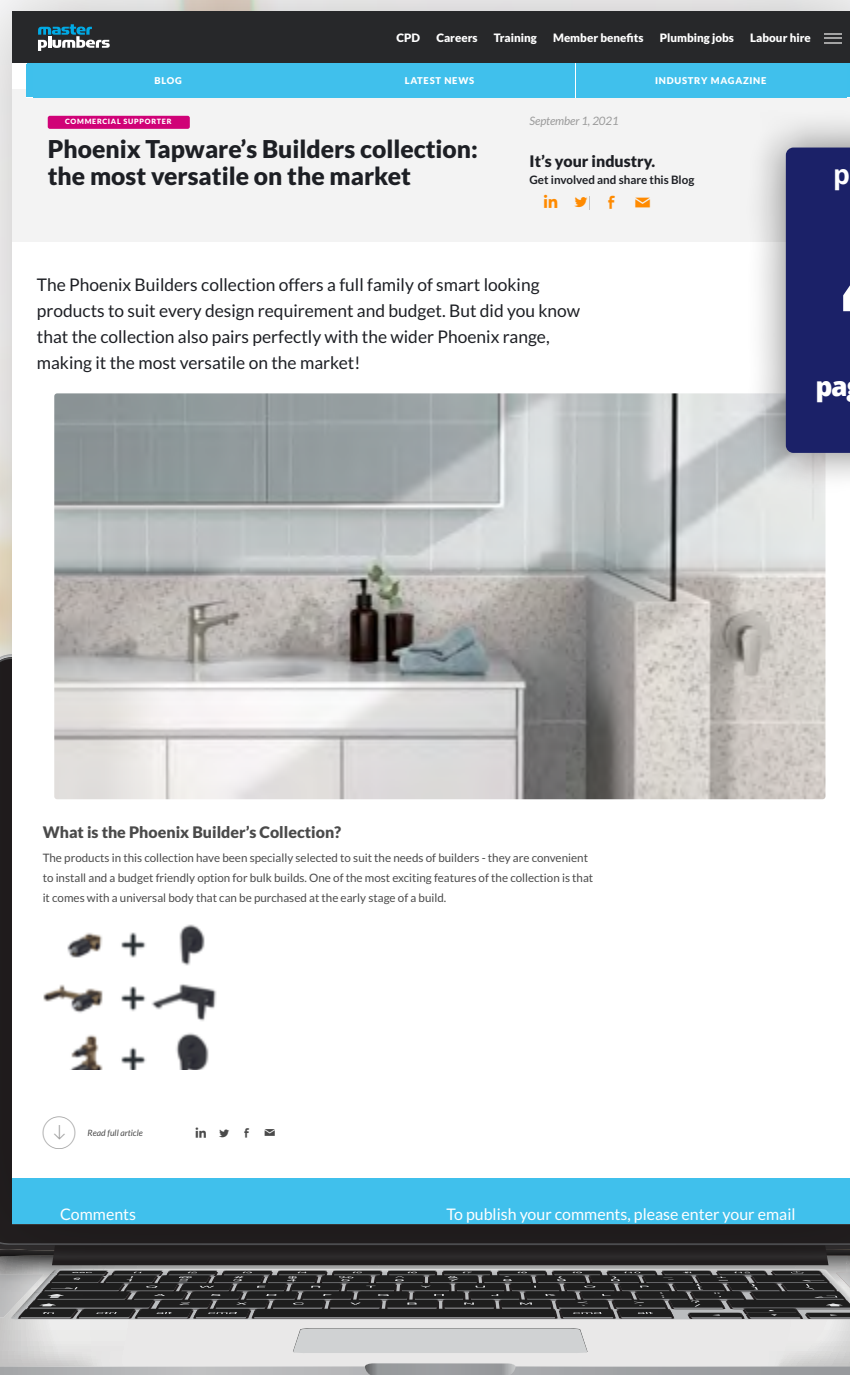
Audience: Plumbing industry professionals and the general public. *Site analytics available on request.*

Frequency: Per request

Availability: 2 per month

Artwork: 800-1200 words of agreed content accompanied by a 1200px x 630px .jpeg or .png file, as the featured image.

Cost: \$1,200 (ex. GST)



plumber.com.au
received

419

pageviews per day
during July 2020

Brand exclusive eDM

Master Plumbers has a growing database of members and industry contacts that we communicate with on a regular basis.

The opportunity exists for commercial supporters to utilise this database to present valuable information and exclusive deals through a brand exclusive email.

Audience: Master Plumbers Member database (approx. 1800)

Frequency: As requested

Availability: 1 per month.
Available to Commercial Supporters only.

Artwork: to be supplied

Cost: \$1,800 (ex. GST)

