

Australia's industry  
and member news

# AUSTRALIAN Plumbing



## Magazine Media Kit 2024

CONTACT: Advertising Manager  
(03) 9321 0704 // [advertising@plumber.com.au](mailto:advertising@plumber.com.au)

Australia's largest plumbing magazine

# Target your customers

The leading voice for the plumbing industry for more than 130 years, Australian Plumbing 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 (21,000 copies posted and 4,000 copies emailed). Australian Plumbing is the publication that can get your product and services to a national audience of growing businesses, their customers and industry supporters.

**21,000+ copies  
posted Australia-wide**

David & Cat, 30s

- Plumbing business owners in Melbourne's West
- 10 staff who consume both printed and digital content





# The voice of our industry

Australian Plumbing is distributed across Australia and is 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 magazine is your one stop shop for everything that's making a splash in the industry we love.

**Published quarterly, Australian Plumbing 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
- Educational institutions, TAFE and technical colleges
- Trade suppliers
- OHS offices

## Nathan, 40s

- Plumbing business owner in Melbourne's North
- 12 staff who consume both printed and digital content



# Solid online presence

With a growing online presence, Australian Plumbing 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 media presence creating greater awareness for our content and to drive traffic to our website at [plumber.com.au](http://plumber.com.au)

10,500+



2,450+



1,450+



2800+



## Web traffic

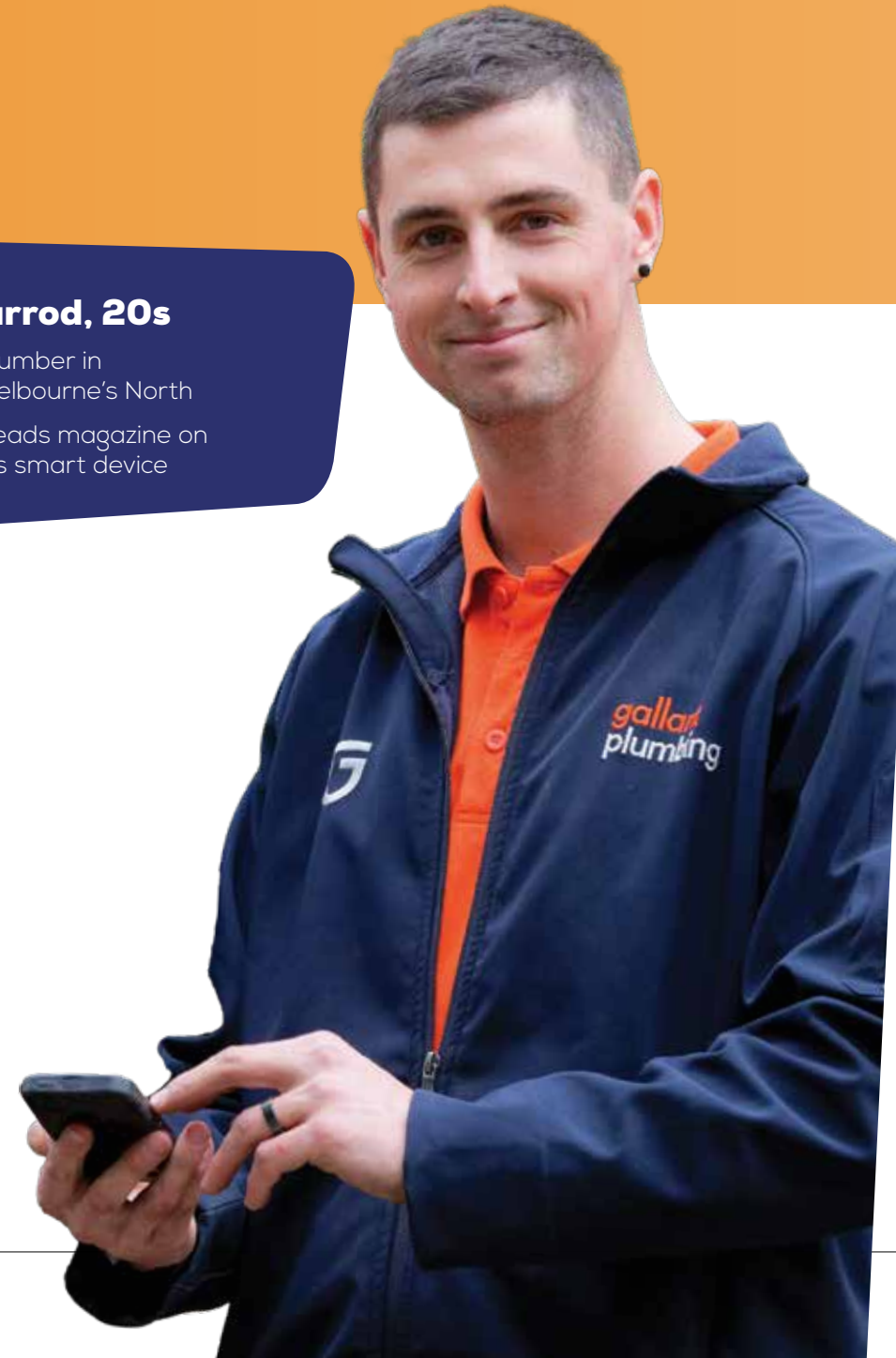
During the Summer quarter of 2023, [www.plumber.com.au](http://www.plumber.com.au) received:

**53,120** pageviews from **25,050** users.

\*figures as of August 2023

## Jarrold, 20s

- Plumber in Melbourne's North
- Reads magazine on his smart device



# Maximise reach across multiple channels

10% discount for all Commercial Supporter Members. Enquire about membership at [membership@plumber.com.au](mailto:membership@plumber.com.au)

Print	Size	Price	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
	Back page panel	\$3,700	\$3,500	\$3,200
Inserts, fly sheets etc. - rates quoted upon application with a sample				

Online	Size	1 month	3 month cycle
	Website standard position - 336px w x 280px h supplied as a JPEG, PNG or GIF file	\$600	\$1,200
	Digital newsletter - 1200px w x 630px h, 1 position/quarterly ed. supplied as JPEG or PNG	N/A	\$1,200

Dates	Edition	Booking	Artwork	Publication
	Summer 2023	28 OCT	1 NOV	1 DEC
	Autumn 2024	26 JAN	1 FEB	1 MAR
	Winter 2024	26 APR	1 MAY	1 JUN
	Spring 2024	26 JUL	1 AUG	1 SEP

## 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 spread

123mm x 185mm - no bleed required



### Back page panel

245mm x 120mm - no bleed required



\* All 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.

## Custom marketing campaign - POA

Master Plumbers has a diverse audience that stretches across various channels. Our capacity to produce a variety of media in-house creates the opportunity to provide bespoke marketing campaigns including video, graphic design and podcasting.

Get in touch with our Advertising Manager today to produce an effective, cross-platform marketing campaign with a difference! Contact [advertising@plumber.com.au](mailto:advertising@plumber.com.au)



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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.

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