

**master  
plumbers**  
Expert. Committed. Professional.

# Digital Media Kit

NB some digital advertising only available to Commercial Supporters\*



**2024**

# Monthly eNews Advertisement\*

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

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

Our membership of nearly 1,100 comprises of approx. 8,000 plumbers across Victoria. Master Plumbers Association 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 EDM (Electronic Digital Mail) called 'Monthly eNews'.

**Audience:** Master Plumbers Member database (approx. 2,000)

**Frequency:** Monthly (usually the last Thursday of each month)

**Availability:** Max. 3 advertisers per email

**Artwork:** 1,200px x 630px .jpeg or .png file. Ad position includes offsite link to agreed content.

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

**\*Advertising only available to Commercial Supporters**

# Monthly eNews Editorial\*

**Audience:** Master Plumbers Member database (approx. 2,000)

**Frequency:** Monthly (usually the last Thursday of each month)

**Text:** A paragraph of less than 250 words and can include a link to an external blog

**Artwork:** Any desired image/s (.jpeg or .png file)

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

**\*Editorial only available to Commercial Supporters**

master plumbers  
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MEMBER NEWS

MP Member eNews  
has an average

**53.1%**  
open rate

for 6 months to Aug 2023

information please get in contact.

Master Plumbers and the Plumbers Union of Australia (PUA) have signed a new Members Union Agreement. More information is available on our website.

We also have updates from WorkSafe Victoria regarding Employment and Workplace Relations and so on.

As always, if you have any questions or comments please contact your membership team or by calling 1800 222 222.

Best regards,

Your Membership Team

## Industry News



Be cyber wise

October is Cyber Security Awareness (CSA) month. It's a time to raise awareness of the risks of cyber security online.

What are you doing to protect your business? Not only can cyberattacks have a massive financial impact, but they can also damage your reputation, disrupt essential services and drive away customers.

We have compiled a list of useful resources for you to become more cyber wise and boost your cyber security.

See tips for

Cyber Res

Learn more

## TRADIES WARNED IN USING WORK VEHICLES FOR PLEASURE



Under current laws, businesses are exempt from paying fringe benefits tax when they provide a work ute to their employees. However, there are strict rules that apply to private use of the vehicle.

[Read the Article](#)



## BE CYBER WISE - DON'T COMPROMISE



**What are you doing to protect your business from cyber threats?**

Not only can cyberattacks have a massive financial impact on your business, but they can also damage your reputation, disrupt essential services and drive away customers.

We have compiled a list of useful resources for you to become more cyber wise and boost your cyber security.

[Read the Article](#)

## PLUMBERS UNION AGREEMENT UPDATE

# Website Display Advertising (plumber.com.au)

The internet home for Master Plumbers is **www.plumber.com.au**.

The industry-leading website 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 an advertising tile to serve consumers with messages from corporate partners.

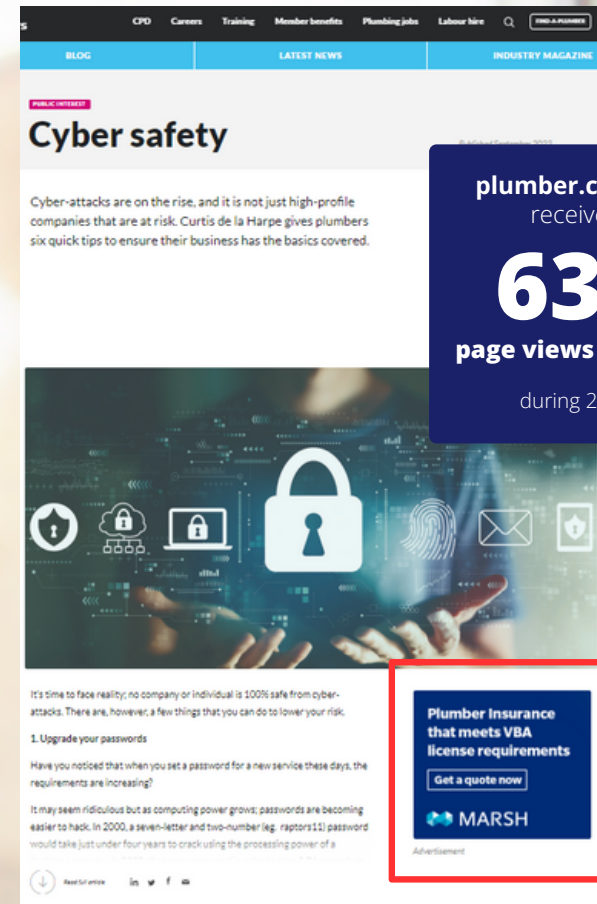
**Audience:** Plumbing industry professionals and the general public.

**Frequency:** Billed on a per month basis.

**Availability:** Max. 10 advertisers running concurrently.

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

**Cost:** \$700 (ex. GST) per month, or \$1,500 (ex. GST) per quarter.



# Homepage Website Advertising Including MP-Hosted Blog/Article

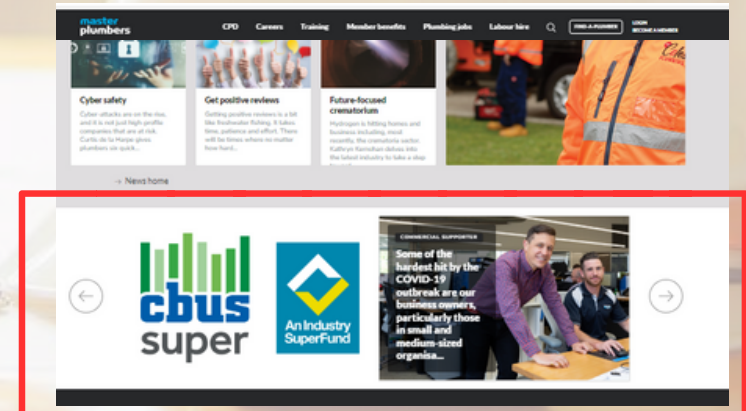
This banner ad is located on the home page of the public-facing website. Advertisers are to provide Master Plumbers with the following:

**Frequency:** Billed on a quarterly basis

**Artwork:** 800px x 900px .jpeg or .png file.

**Content:** Include a short article up to 500 words and a link to an external blog hosted on plumber.com.au

**Cost:** \$2,000 (ex. GST) per banner, per quarter



# Social Media Advertising

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

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

**Audience:** Plumbing industry professionals and the general public. Members and non-Members of Master Plumbers Association. 10,000+ followers on Facebook.

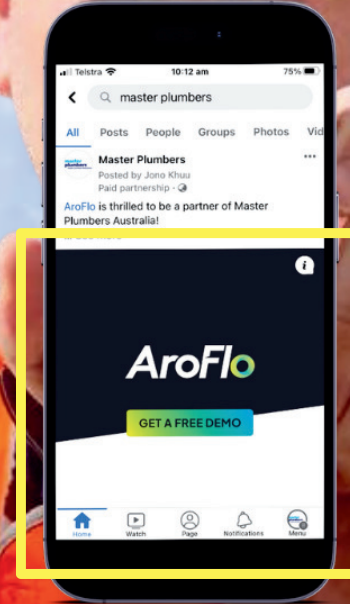
**Frequency:** Billed on a per ad basis.

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

**Artwork:** 1:1 Image in .jpeg or .png file

**Copy:** 200 words max.

**Cost:** \$600 (ex. GST) per post on Facebook (POA for longer campaigns)



Master Plumbers has a social media following of over

**13,543**

across Meta Platforms

as of February 2023

# Sponsored Blog/Article on Website\*

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 eNews.**

## Audience:

Plumbing industry professionals,  
3,000 members via Monthly eNews,  
617+ page views per day on website, and  
the general public

**Frequency:** Per request.

**Availability:** 2 advertisers per month.

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

**Cost:** \$1,400 (ex. GST)

\*Blogs/Articles only available to Commercial Supporters

COMMERCIAL SUPPORTER

## Helping female apprentices find their voice


October 23, 2023

It's your industry. Get involved and share this Blog

comment

plumber.com.au received **617** page views per day during July 2023

Meet Amanda Hewer, Amanda is a Cbus member, former telecommunications technician and one of the Master Builders Association SA's (MBA SA) newest recruits as a Born to Build Field Coordinator.



Amanda brings over 18 years of experience and is working hard to promote the industry to young people across the state, with a particular focus on encouraging

After completing university, Amanda realised her area of study wasn't quite right for her and after a conversation with a friend who was planning to start an apprenticeship, she decided to enter the industry and hasn't looked back.

Although she was comfortable working in a male-dominated industry, Amanda understands the importance of female representation in the industry. She acknowledges that she didn't have anyone to look up to or anyone who understood

Read full article in Twitter Facebook

# 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 Members' database (approx. 3,000).

**Availability:** Max. 2 advertisers per month.

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

**Artwork:** to be supplied in form of article and images. See below for examples of previous Brand Exclusive EDMs.

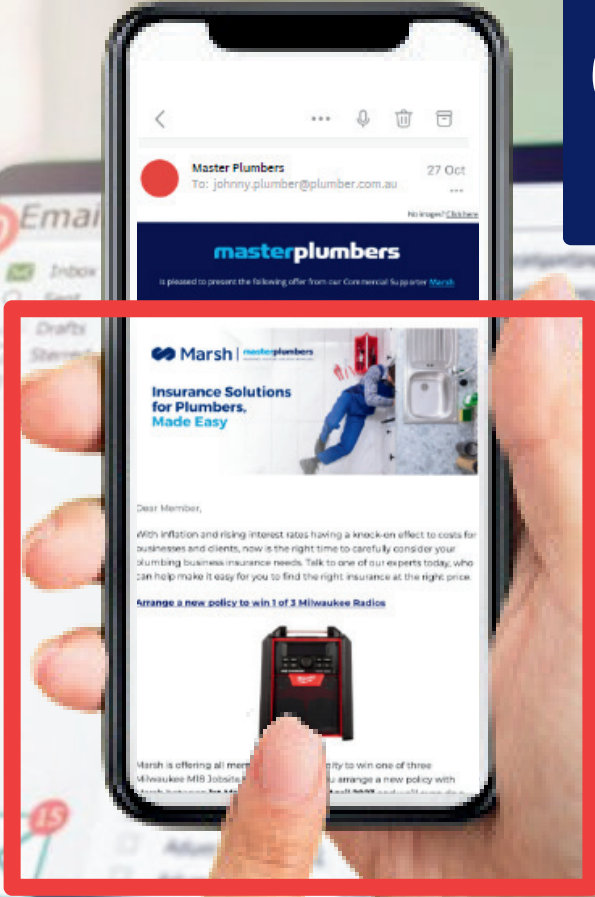
[Example 1](#)

[Example 2](#)

[Example 3](#)

\*Brand Exclusive eDM only available to Commercial Supporters

MP Brand Exclusives  
have an average  
**64.1%**  
open rate  
past 12 months  
as of Feb 2024



# Quarterly Australian Plumbing Magazine eDM

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

The print distribution is currently 20,000 copies, plus 3,000+ digital copies across Australia. The convenience of digital has led to a rise in digital subscribers.

Australian Plumbing Magazine is published at the beginning of each season, digital subscribers are notified of the release via an EDM which 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. 2000).

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

**Availability:** Max. 2 advertisers per email.

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

**Cost:** \$1,500 (ex. GST)

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Plumbing

AP magazine email  
has an average

**53.3%**  
open rate

for Spring '22 to Spring '23

From re  
working days are ever the same f  
Kathryn Kernohan finds out why Travis striv  
clients and provide a diverse ran  
READ THE FULL STORY HERE

Check out some of what's

## The President's Welcome



There is significant policy momentum in Aust  
on fossil fuels for energy production, with mc  
committing to emission-reductions targets.

Victoria, for example, has set ambitious targets to redu  
emissions by 28 to 33 per cent by 2025 and 45 to 50 pe  
has made a policy decision to transition away from nat

READ MORE

## GIVING BACK TO THE COMMUNITY



Member profile

"Without the community, there is no us, so we have to give back to who has made us who we are."  
- Emmanuel Al-Jinavo

Emmanuel Al-Jinavo has always believed in giving back and that will never change. Find out what drives this plumber to do good.

READ MORE

**VISSMANN**

### VISSMANN PRODUCT TRAINING SESSION

Viessmann, a trailblazing German Manufacturer with over a 100 years of history in climate solutions is now making its mark in Australia.

We're inviting industry professionals to join our product training and learn more about our cutting-edge hydronic boilers and heat pumps. Enjoy refreshments and lunch on us.

**4TH OCTOBER  
2023** 9:30AM - 4:30PM  
Dingley International Hotel  
334-346 Boundary Rd, Dingley Village  
VIC 3172

**CLICK TO  
REGISTER NOW!**

RSVP by 25th September 2023 to secure your spot!

**ABOUT VISSMANN**  
Viessmann, founded in 1872 in Bad Nauheim, Germany, is a leading provider of sustainable climate and domestic energy solutions. With a commitment to innovation, we place a strong emphasis on safety, team dynamics, top-quality service, and durability. Viessmann has built a world-wide and integrated ecosystem of solutions, respecting its German heritage and industry leadership.

**FOR MORE DETAILS AND INFORMATION**  
Phone: 1300 734 170 | info.australia@viessmann.com | www.viessmann.com.au

## FUTURE FOCUSED CREMATORIUM



Hydrogen is hitting homes and business including, most recently, the crematoria sector. Kathryn Kernohan delves into the latest industry to take a step toward a cleaner future

READ MORE

## YOUR QUESTIONS ANSWERED

If you have any further queries about Digital Advertising, please reach out to  
**Candace Feild - Membership Operations Manager / Advertising Manager**

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**Email:**

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[membership@plumber.com.au](mailto:membership@plumber.com.au)