

**master
plumbers**

Expert. Committed. Professional.

PRINT — MEDIA KIT

2025



TARGET YOUR CUSTOMERS

Australia's largest plumbing magazine

Thank you for choosing to advertise with Australian Plumbing Industry Magazine, Australia's largest-circulating magazine for plumbing professionals and industry partners.

For over 130 years, Australian Plumbing magazine has been the leading source of industry news, innovation, and product information. Published by Master Plumbers, it reaches 23,000 key industry professionals nationwide (20,000 printed copies & 3,000 digital).

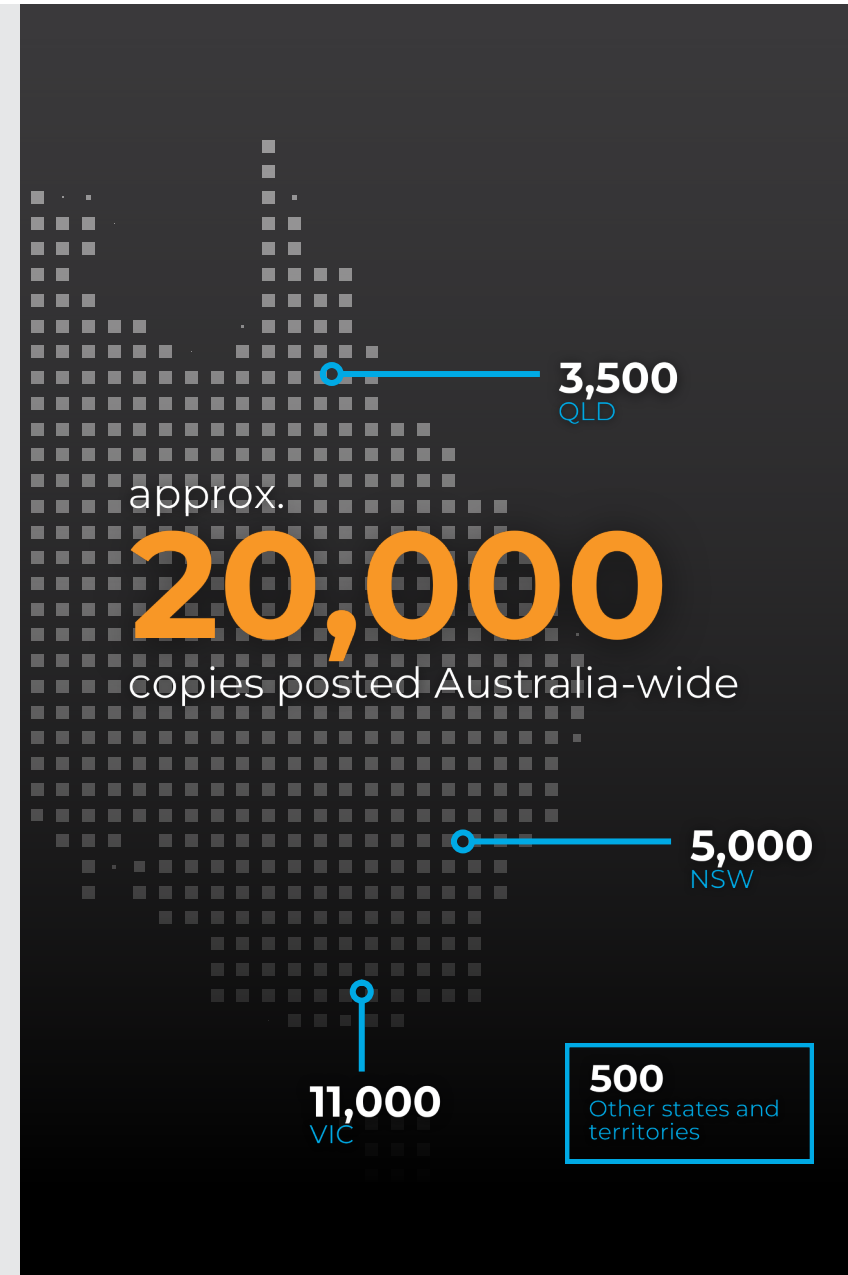
As the nationally recognised voice of the plumbing industry, the magazine delivers:

- ✓ Essential news & advocacy on industry developments
- ✓ Regulation updates & expert business advice
- ✓ Latest technology & product insights
- ✓ Inspiring profiles of industry leaders & Master Plumbers members
- ✓ Marketing & business growth strategies tailored for plumbers

“

With a trusted reputation and an engaged audience, Australian Plumbing is the ultimate platform to showcase your brand, products, and services to decision-makers across the industry.

”



*Please note: These are approximate quantities

SUMMARY

Pricing, Specifications and Deadlines

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

“

With a distribution of 23,000 we are proud to deliver vital and urgent news and advocacy, and independent coverage of key industry topics.

”

PRICING

Pricing	Size	1 issue*	2 issues*	4 issues*
	Double page spread ad	\$ 10,900	\$ 10,500	\$ 9,900
	Full page ad or advertorial	\$ 5,900	\$ 5,500	\$ 5,200
	Half page ad or advertorial	\$ 3,500	\$ 3,300	\$ 3,000
	Back page ad feature	\$ 3,700	\$ 3,500	\$ 3,200
	Page insert (full page)	\$ 6,100		

*per issue pricing

DEADLINES

Dates	Edition	Booking	Artwork	Publication Date*
	Autumn	21 January	1 February	1 March
	Winter	24 April	1 May	1 June
	Spring	25 July	1 August	1 September
	Summer	24 September	31 October	1 December

*approx. distribution date

MORE DETAILS

HALF PAGE ADVERTISEMENT

Dimensions:

- 123mm x 185mm
- no bleed required

Price:

- 1 quarterly edition - \$3,500 each
- 2 quarterly editions - \$3,300 each
- 4 quarterly editions - \$3,000 each

HALF PAGE ADVERTORIAL

Formats:

- **Copy:** 200 words max.
 - **Artwork:** x2 high res. images
- OR
- **Copy:** 250 words max.
 - **Artwork:** x1 high res. image

Price:

- 1 quarterly edition - \$3,500
- 2 quarterly editions - \$3,300
- 4 quarterly editions - \$3,000

Template:

Headline:

Company name

Copy:

Highlighting value, uniqueness, and reliability.

Contact:

Visit [website/email] or call [number].

HALF PAGE ADVERTISEMENT

HALF PAGE ADVERTORIAL

Around the nation

Testimonials from

Plumbing Services

MAXITROL SENTRY GS

EXCEEDS FLOW METERING APPROVED FOR RESIDENTIAL INSTALLATIONS WITH MULTILAYER PIPING

Tested operating pressure range AU/NZ 1.25-10bar

SENTRY GS 2 model horizontal & upward flow

SENTRY GS 3 model downward flow

Normal flow from 1.0m³/hr natural gas to 15m³/hr

The trip flow is 30-45% above normal flow

MAXITROL patented damper function (DN15-25) can avoid a nuisance shut off in case of flow peaks

AUTHORIZED MAXITROL DISTRIBUTOR

KEEFER BROS

08 93 88 4175

www.keeferbros.com.au

BEAT THE HEAT AND RISING ENERGY BILLS

Green Energy Trading

National Gas Network

Consolidate your Cbus Super accounts

Did you know we regularly search out duplicate member accounts?

There may be several reasons why a member has more than one Cbus Super account. However, the having multiple accounts with different super funds, having lost accounts with Cbus, or having members could be paying more than they need to be. To help our members, Cbus Super undertakes a monthly process to identify members who have duplicate accounts (such as lost Cbus Super accounts).

Once identified, we undertake steps to notify if the duplicate accounts should be merged.

Key reasons why members may have duplicate accounts include:

- when a new insurance member joins
- the most recent contributions moved from their accounts
- the member's investment choices, and
- any beneficiary nominations

What you should do:

Check your Cbus Super accounts. If you have lost Cbus Super accounts, they can also contact us on 1800 883 788. The Super to Super Transfer is subject to a number of conditions and may require you to provide additional information. Please contact us for more information.

Using AI in marketing

AI is a game changer for many, as how can you integrate it into your business? Curtis de Marzio takes a high-level look at the powers and pitfalls of AI.

What is AI?

Artificial intelligence (AI) is a branch of computer science that aims to create machines that can think and learn like humans. It involves the use of algorithms and data to teach machines to perform tasks that would normally require human intelligence.

How can AI be used in marketing?

AI can be used in a variety of ways to improve marketing performance. For example, it can be used to analyze customer data to identify trends and preferences, to create personalized marketing campaigns, and to optimize advertising spend.

What are the benefits of using AI in marketing?

There are many benefits to using AI in marketing. It can help to improve the efficiency of marketing campaigns, to increase the effectiveness of advertising, and to provide a better customer experience.

What are the risks of using AI in marketing?

There are also risks associated with using AI in marketing. For example, AI can be used to create fake accounts and to spread misinformation. It can also be used to target vulnerable groups of people and to manipulate their behavior.

Consolidate your Cbus Super accounts

Check your Cbus Super accounts. If you have lost Cbus Super accounts, they can also contact us on 1800 883 788. The Super to Super Transfer is subject to a number of conditions and may require you to provide additional information. Please contact us for more information.

MORE DETAILS

FULL PAGE ADVERTISEMENT

Dimensions:

- 276mm x 205mm
- 5mm bleed on all sides

Price:

- 1 quarterly edition - \$5,900 each
- 2 quarterly editions - \$5,500 each
- 4 quarterly editions - \$5,200 each

FULL PAGE ADVERTORIAL

Dimensions:

- 276mm x 205mm
- 5mm bleed on all sides

Price:

- 1 quarterly edition - \$5,900 each
- 2 quarterly editions - \$5,500 each
- 4 quarterly editions - \$5,200 each

Template:

Headline:

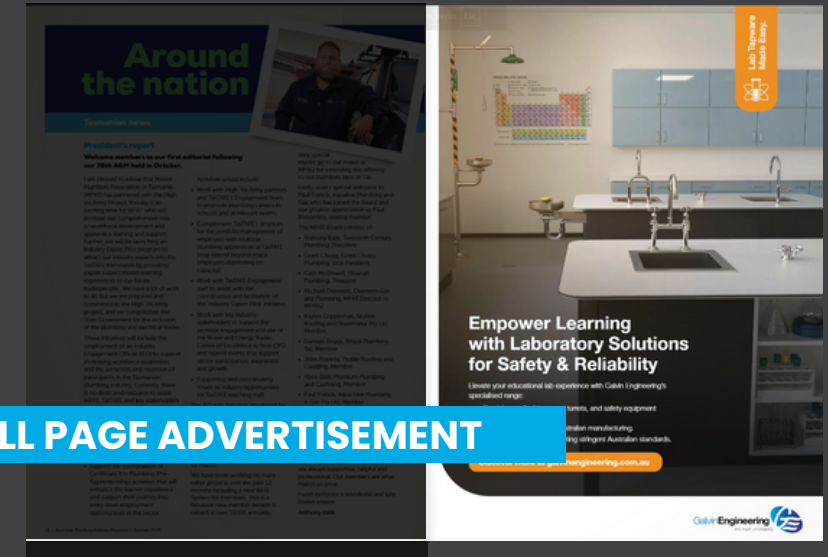
Company name

Copy:

Highlighting value, uniqueness, and reliability.

Contact:

Visit [website/email] or call [number].

FULL PAGE ADVERTISEMENT**FULL PAGE ADVERTORIAL**

MORE DETAILS

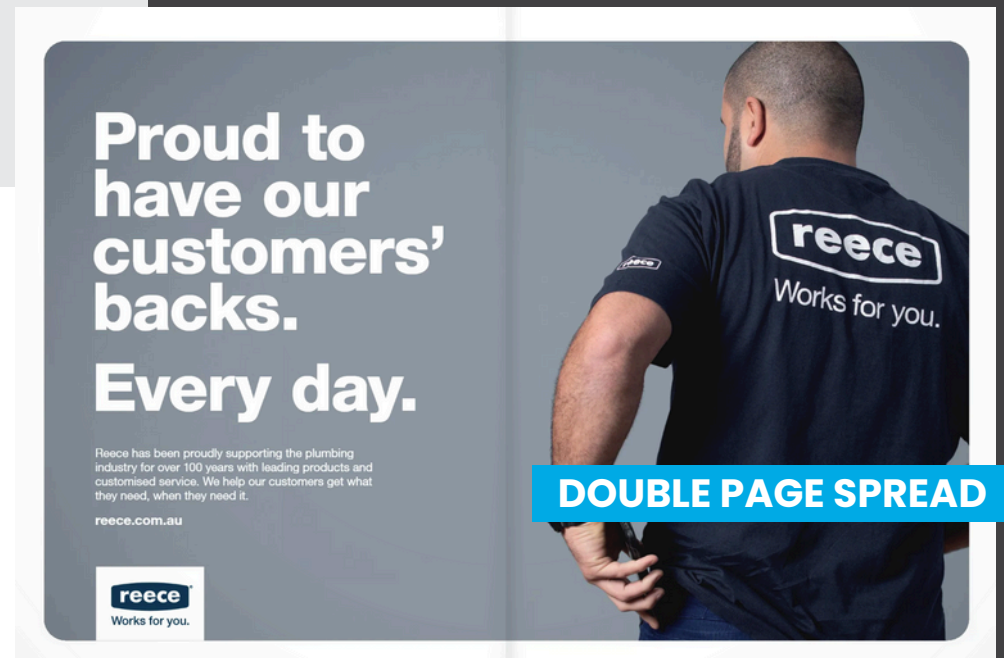
DOUBLE PAGE SPREAD AD

Dimensions:

- 246mm x 410mm
- 5mm bleed on all sides

Price:

- 1 quarterly edition - \$10,900 each
- 2 quarterly editions - \$10,500 each
- 4 quarterly editions - \$9,900 each



MORE DETAILS

BACK PAGE ADVERTISEMENT FEATURE

Dimensions:

- 245mm x 120mm
- 5mm bleed on all sides

Price:

- 1 quarterly edition - \$3,700 each
- 2 quarterly editions - \$3,500 each
- 4 quarterly editions - \$3,200 each

DOUBLE SIDED A5 INSERT

Dimensions:

- 210mm x 148mm
- 5mm bleed on all sides

Price:

Please contact us for pricing



BACK PAGE AD FEATURE



DOUBLE SIDED A5 INSERT

MORE DETAILS

PRODUCT NEWS

Dimensions:

- **Copy:** 100 words **max.**
- **Artwork:** x1 high res. image

Price:

- 1 quarterly edition - \$1,500 each

Product news

May 2025 be filled with all products and services you can rely on. Here we have gathered some of the best to get your new year off to a good start.

Galvin Engineering for Ifo and Kolo

Galvin Engineering is the official distributor for Ifo and Kolo in Australia. This partnership combines Galvin's commitment to innovation and quality with the renowned excellence of the European products. Ifo and Kolo are known for their pioneering plumbing products and sustainable practices, having been industry leaders for years. Their premium sanitary products blend elegance, sustainability, and practicality to enhance daily life.

This collaboration ensures Australian customers can continue to access Ifo and Kolo sanitaryware, supported by state-of-the-art research, development, and manufacturing processes.

For more information, visit galvinengineering.com.au/ifo-kolo or call 1300 514 074.



Abey Essential Technology

The Enviro-Green Waste Machine is the latest essential kitchen technology to help reduce landfill & greenhouse gasses. This system takes all your household organic scraps including fruit, vegetables, seafood, small bones and reduces them down to a slurry which is harmlessly carried through your sewage system to be dealt with by the water treatment plant. With some water treatment plants being able to turn such waste into energy, it is the perfect solution to stop food waste from going into landfill, and to contribute to the circular economy. Now you can seamlessly recycle kitchen scraps and have a more efficient and hygienic kitchen, free of nasty bin smells, plastic bags and trips to the green waste bin.

For more information, visit abeywastedisposalunit.com.au or call 1800 809 143.



PRODUCT NEWS

Caroma Plumbers' Favourites. These products have been expertly tested to beyond-Australian standards to deliver supreme performance and reliability – the Caroma quality. Partnering with leading plumbing merchants Australia-wide, they are easy to access for convenience.

These products do not only suit the needs of a broad range of plumbing businesses but also offers market-leading warranties. With the best-in-class products, Caroma Plumbers' Favourites offer peace of mind for the everyday plumber.



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Abey Essential Technology

The Enviro-Green Waste Machine is the latest essential kitchen technology to help reduce landfill & greenhouse gasses. This system takes all your household organic scraps including fruit, vegetables, seafood, small bones and reduces them down to a slurry which is harmlessly carried through your sewage system to be dealt with by the water treatment plant. With some water treatment plants being able to turn such waste into energy, it is the perfect solution to stop food

waste from going into landfill, and to contribute to the circular economy. Now you can seamlessly recycle kitchen scraps and have a more efficient and hygienic kitchen, free of nasty bin smells, plastic bags and trips to the green waste bin.

For more information, visit abeywastedisposalunit.com.au or call 1800 809 143.



THANK YOU!

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Manager - Growth & Partnerships

Requests for bookings to be made via Candace Feild who will send you a Booking Form to sign.

SEND ARTWORK FOR PRINT ADVERTISING TO

Leilani Collins

leilani.collins@plumber.com.au | 0409 317 654

Administrative Support & Business Trainee

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plumbers**
Expert. Committed. Professional.

