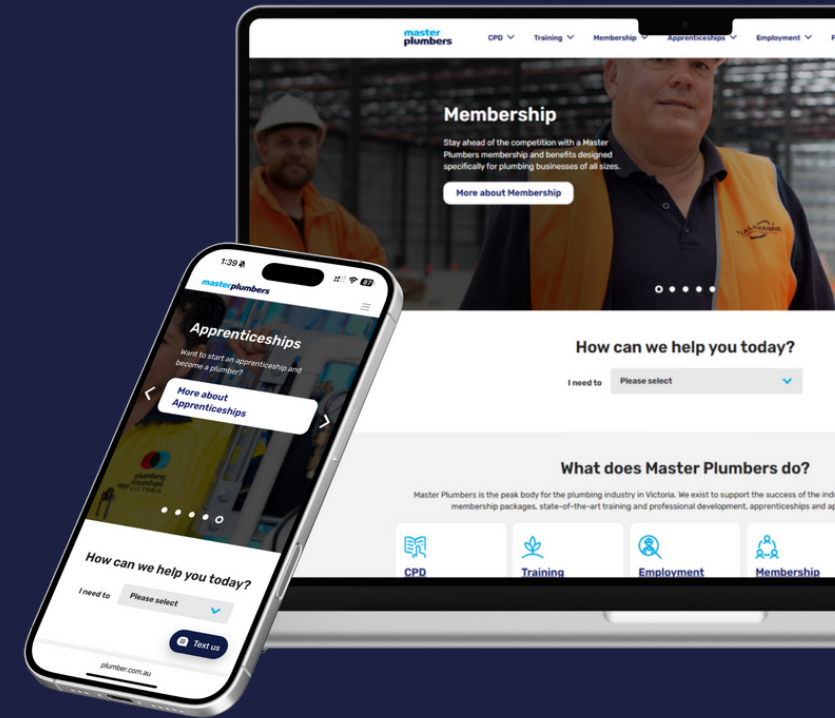


DIGITAL — MEDIA KIT

2 0 2 5



Master Plumbers represents approx. 1,100 members across Victoria—advocating for the plumbing industry and championing business, environmental, and regulatory reforms.

MONTHLY eNEWS ADVERTISING

Connect with our members on a regular basis

This option is
only available to
Corporate Partners

Master Plumbers reaches its entire membership monthly through Member eNews. This digital newsletter offers partners a high-visibility advertising opportunity directly in members' inboxes.

The advertisement includes a single image with a 'Partner Feature' tag, plus a short title and description (25 words or fewer) to spotlight your message.

Corporate partners offering member discounts can also feature an additional 'Member Benefit' advertisement **at no extra cost**.

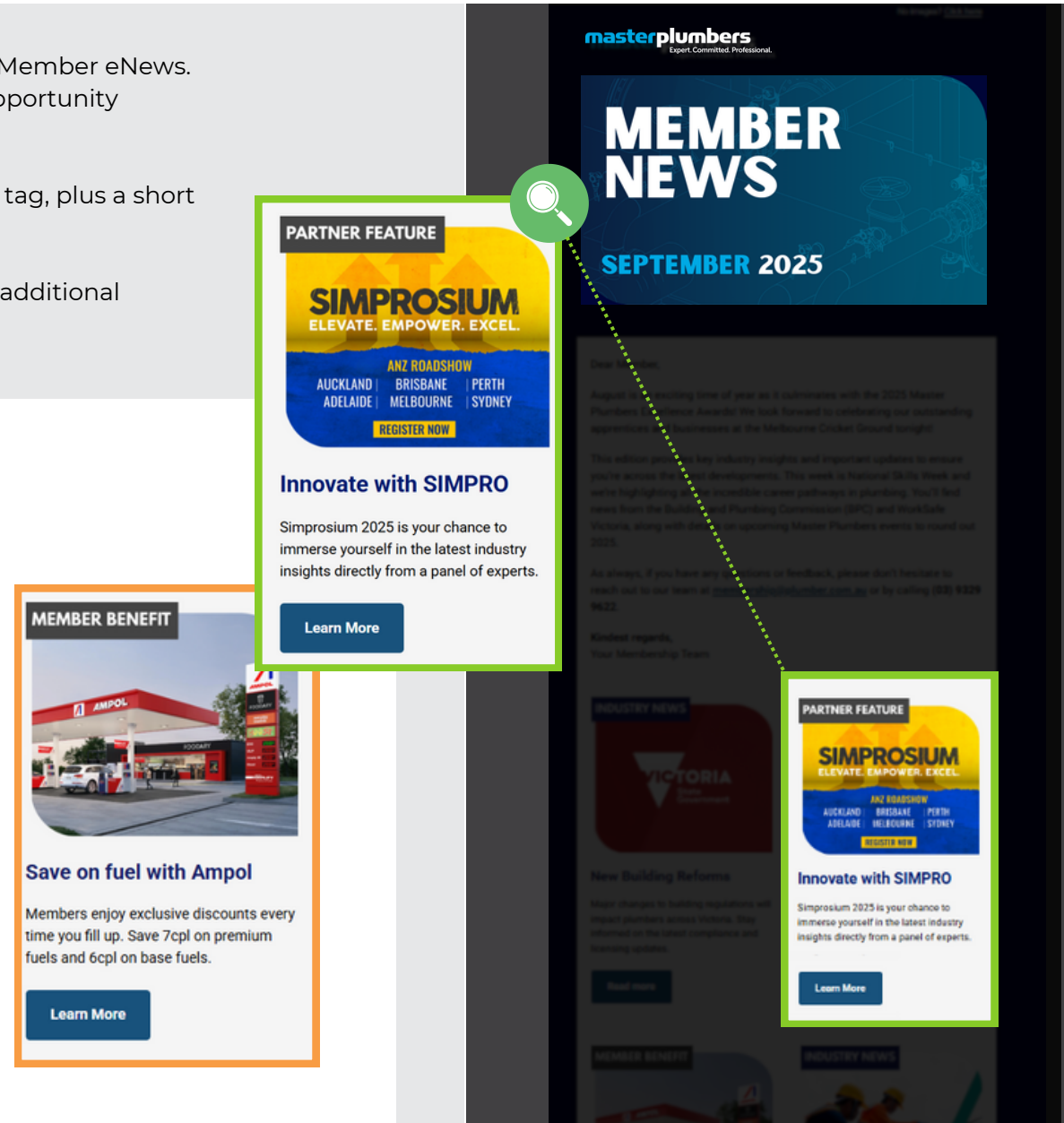
REQUIREMENTS

MONTHLY ENEWS ADVERTISEMENT	
AUDIENCE	Master Plumbers Member database (approx. 2,000)
FREQUENCY	Monthly*
AVAILABILITY	x1 paid ad spot per edition, x1 member benefit per edition
COST	\$1,200 (excl. GST) per advertisement

ARTWORK SPECIFICATIONS

MONTHLY ENEWS ADVERTISEMENT	
ARTWORK	1080 x 1080px (.jpg, .jpeg, .png files only)
SAFE DESIGN AREA	880 x 880px (center area). Keep all text, logos and key visuals here.
CUT OFF ZONES	Top and bottom 100px may be cropped or covered by template. Use only for background colour or imagery
PUBLICATION	Last Thursday of every month*
DUE DATE	Artwork due last Monday of every month*

*December issue publication is mid December.
Contact communications@plumber.com.au for December artwork due date.



IN-SITU DISPLAY ADVERTISING

Be featured on Plumber.com.au... the online home of Master Plumbers

Each news article on Plumber.com.au features a dedicated, fixed-position advertising tile designed to seamlessly integrate your message within the editorial environment.

Strategically placed alongside trusted content, these in-situ display ads offer high visibility and relevance, ensuring your brand is seen by engaged readers as they browse the latest industry updates, expert commentary, and technical insights.

Each tile includes a direct link to your external website, landing page, or promotional content, driving targeted traffic while positioning your brand alongside respected industry information. This is an ideal opportunity to align your business with the thought leadership and authority of Master Plumbers.

REQUIREMENTS

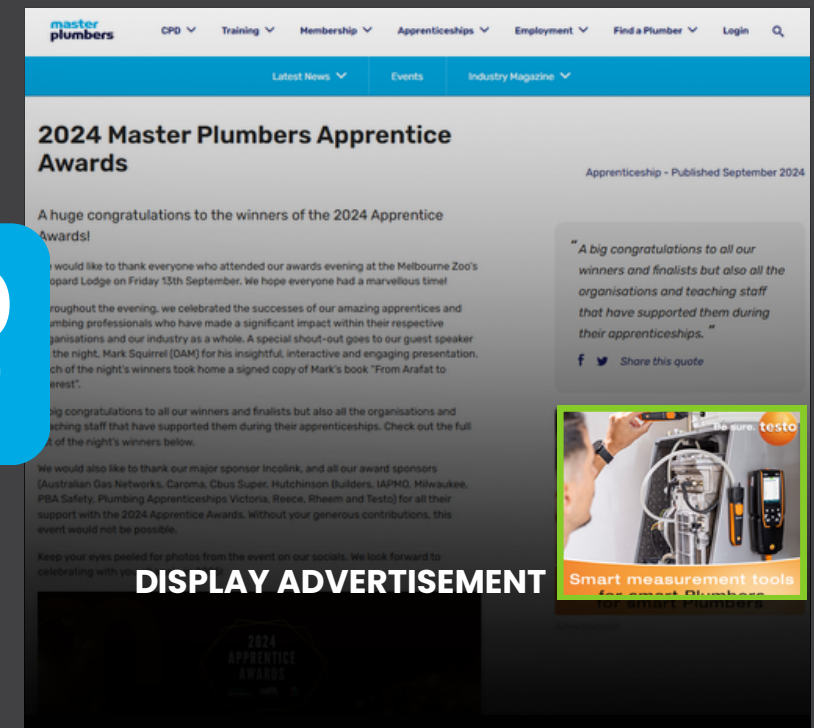
IN-SITU DISPLAY ADVERTISING	
AUDIENCE	600+ daily page visits, members and non-members
FREQUENCY	3-month or 12-month period
AVAILABILITY	Limited
COST	\$1,500 for 3-month period or \$4,500 for 12-month period

ARTWORK SPECIFICATIONS

ARTICLE ADVERTISEMENT	
ARTWORK	366 x 280px.
FORMAT	.jpg, .jpeg, .png files only Includes an external link to agreed content
PUBLICATION	Ads can go live once approved.
DUE DATE	72 hours prior to publication

630

daily page visits on
plumber.com.au
during 2024



DISPLAY ADVERTISEMENT

HOMEPAGE BANNER ADVERTISING

Your brand, front and centre on the industry's leading site.

This premium banner advertisement is prominently displayed on the homepage of Plumber.com.au, the public-facing website of Master Plumbers and the trusted online destination for industry professionals, members, and the general public.

Positioned in a high-visibility area, the banner is part of a rotating system that ensures continuous exposure to all site visitors. With thousands of page views each month, this placement offers an excellent opportunity to increase brand awareness and drive targeted traffic.

Each banner advertisement includes a direct link to your chosen external website, landing page, or blog — making it an effective way to showcase products, services, or campaigns to a highly engaged audience.

630

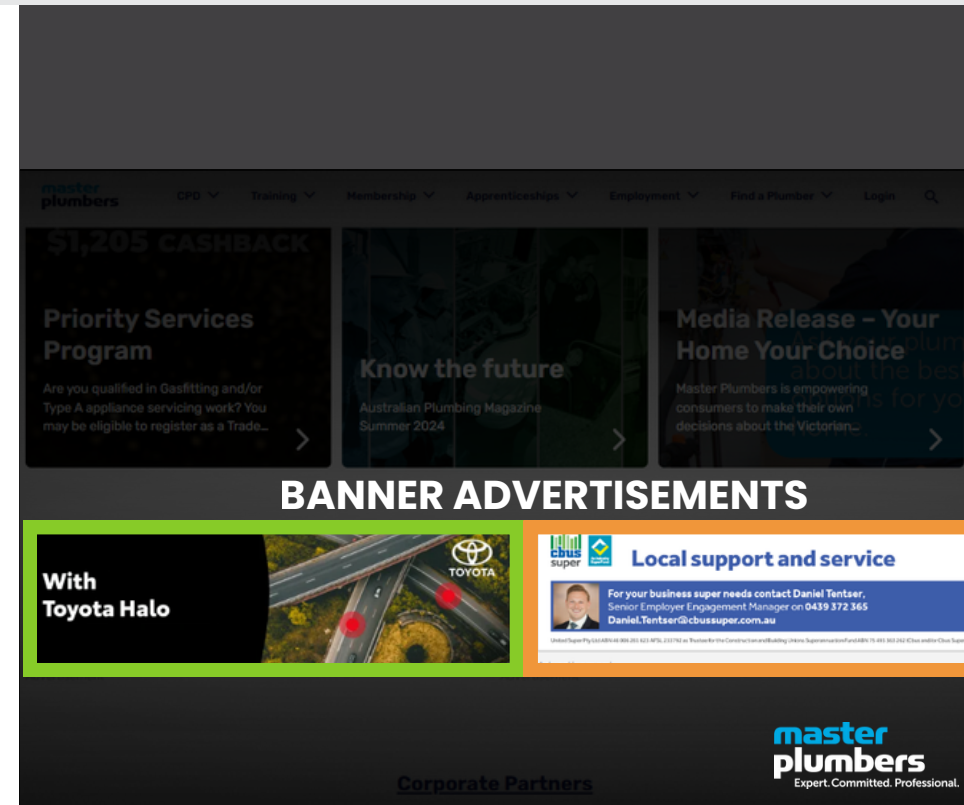
daily page visits on
plumber.com.au
during 2024

REQUIREMENTS

HOMEPAGE BANNER ADVERTISING	
AUDIENCE	600+ daily page visits, members and non-members
FREQUENCY	3-month or 12-month period
AVAILABILITY	Limited
COST	\$2,000 for 3-month period or \$6,000 for 12-month period

ARTWORK SPECIFICATIONS

ARTWORK	608 x 108px.
FORMAT	.jpg, .jpeg, .png files only Includes an external link to agreed content
PUBLICATION	Ads can go live once approved.
DUE DATE	72 hours prior to publication



SOCIAL MEDIA ADVERTISING

Your Community, Your Advantage—Online and Beyond

Master Plumbers maintains a strong and active social media presence across Meta platforms, with a following of over 17,000.

Advertising with us through a Paid Partnership post connects your brand with a passionate community of plumbers, plumbing businesses, and industry enthusiasts. It's an effective way to amplify your visibility and reach a highly targeted, engaged audience.

Social Media Ads
word limit

200
words max.



FACEBOOK AD

INSTAGRAM AD

REQUIREMENTS

SOCIAL MEDIA ADVERTISING	
AUDIENCE	17,000+ followers across Meta (Facebook & Instagram)
FREQUENCY	Weekly — Tuesdays or Thursdays only
AVAILABILITY	Max 1 advertisement per month
COST	\$500 (ex. GST) per advert

ARTWORK SPECIFICATIONS

FACEBOOK ADVERTISEMENT	
ARTWORK	1080 x 1350px (Portrait) 1080 x 1080px (Square)
	2048 x 1150px (Landscape)
FORMAT	.jpg, .jpeg, .png files only
FORMAT	External link included for Facebook only
PUBLICATION	Tuesdays (Free Ads), Thursdays (Paid Ads)
DUE DATE	72 hours prior to publication

INSTAGRAM ADVERTISEMENT	
ARTWORK	1080 x 1350px
FORMAT	.jpg, .jpeg, .png files only
PUBLICATION	Tuesdays (Free Ads), Thursdays (Paid Ads)
DUE DATE	72 hours prior to publication
PRICE	\$500 + GST (published on Facebook and Instagram)

BRAND EXCLUSIVE EDMs (SOLUS)

Connecting members with exclusive offers

This option is
only available to
Corporate Partners

Tap into Master plumbers valuable database of members with a Brand Exclusive EDM email campaign. This unique opportunity allows Corporate Partners to share targeted information, present exclusive offers, and reinforce their brand presence with Master Plumbers Members'

'Reach a receptive audience and maximise the impact of your message with this direct and effective marketing solution.

REQUIREMENTS

BRAND EXCLUSIVE EDMs	
AUDIENCE	Master Plumbers Member database (approx. 2,000)
FREQUENCY	Per request — sent on Tuesdays and Thursdays
AVAILABILITY	Max. 2 brand exclusives per month
COST	\$1,800 (ex. GST) per advert

ARTWORK SPECIFICATIONS

Please supply a mock-up of the final EDM*

BRAND EXCLUSIVE EDMs	
ARTWORK	1200 x 630px (feature image)
	Other accompanying images supplied as high res
FORMAT	.jpg, .jpeg, .png files for artwork
PUBLICATION	.doc, .docx, .pdf, .txt, .rtf files for email copy
DUE DATE	Tuesdays, Thursdays (depending on schedules)
PRICE	72 hours prior to publication
	\$1,800 + GST

*Our team will try our best to match the final EDM as per the mock-up. However, due to program restraints, intricate details may not be able to be replicated exactly.

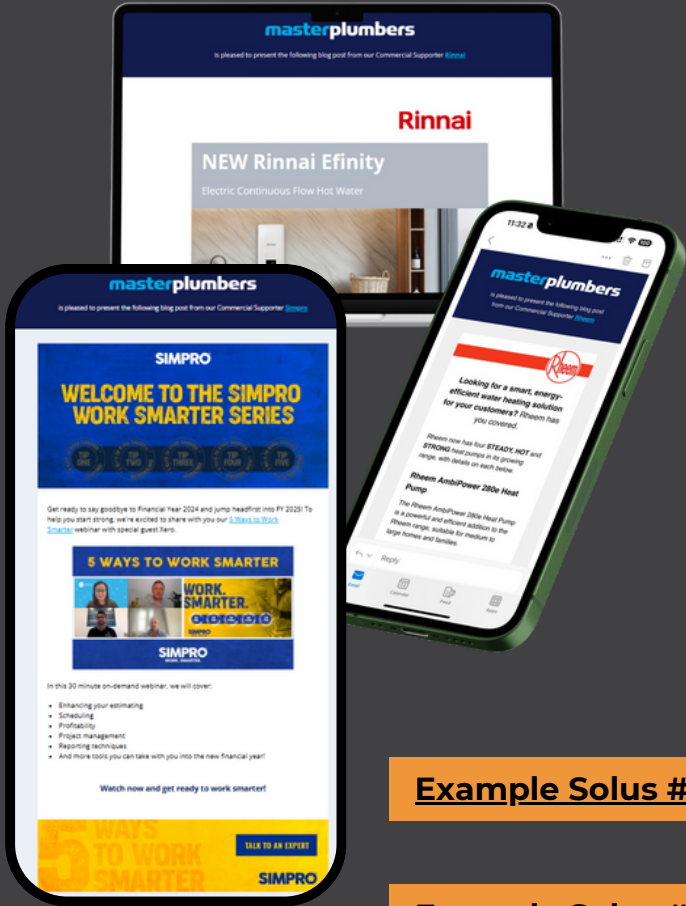
MP Brand Exclusives
have an average

64.1%
open rate

since Feb 2024

MP Brand Exclusives
word limit

500
words max.



Example Solus #1

Example Solus #2

Example Solus #3

MAGAZINE EDM ADVERTISEMENT

Connect with our members quarterly



The Australian Plumbing Industry Magazine is Australia's largest-circulating magazine for plumbing professionals and industry partners. 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

MAGAZINE EDM ADVERTISEMENT

Master Plumbers members receive a quarterly magazine EDM, bringing a spotlight to the current edition. The standard advertisement is a single image with no accompanying text. Ads are typically spread throughout the EDM depending on the length of the edition.

[View Example Ad #1](#)

(TradeR)

[View Example Ad #2](#)

(Viessmann)

ARTWORK SPECIFICATIONS

MAGAZINE EDM ADVERTISEMENT	
ARTWORK	900 x 472px
FORMAT	.jpg, .jpeg, .png files only
PUBLICATION	Every Quarter*
DUE DATE	72 hours prior to publication*

*We will contact you beforehand to confirm publication and due dates for each edition.



THANK YOU!

DIGITAL ADVERTISING BOOKINGS REQUESTS TO

Candace Feild

candace.feild@plumber.com.au | 0448 562 573

Manager - Growth & Partnerships

Requests for bookings to be made via Candace Feild who will send you quote to approve online via Xero.

SEND ARTWORK TO

Jonathon Khuu

jonathon.khuu@plumber.com.au | 0487 399 676

Communications & Marketing Manager (Acting)

After approving the quote, Jonathon Khuu will email you an Artwork Submission Form with details around content and specs for you to send your artwork



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