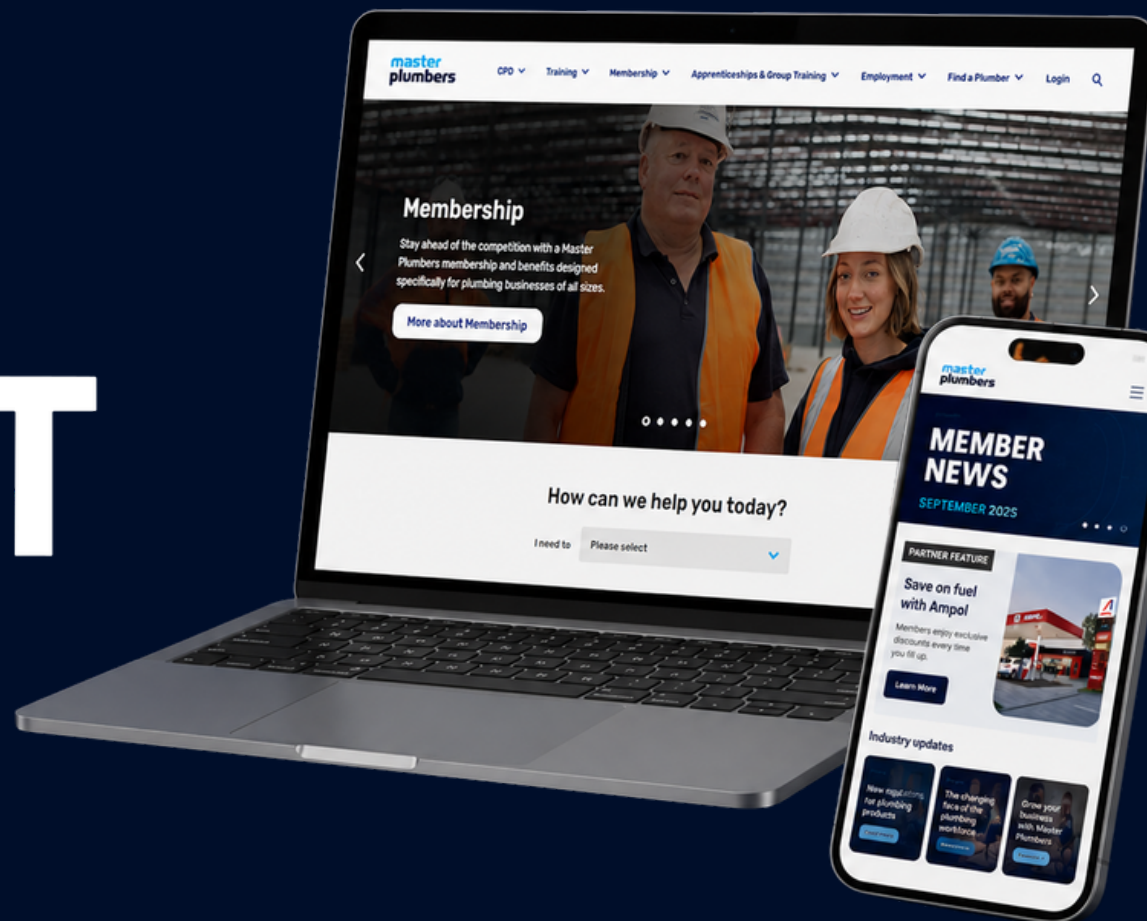


**master
plumbers**

Expert. Committed. Professional.

DIGITAL MEDIA KIT

FY 2026-27



MONTHLY eNEWS ADS

Connect with our members on a regular basis through our monthly Member eNews.

Reach the inboxes of plumbing professionals with a high-impact advertisement that showcases your brand, highlights offers, and drives engagement.



2,000+

Members receive eNews



1 Ad Spot

Available per edition



\$1,200

+GST per advert

WHY ADVERTISE IN ENEWS?

-  High open rates and strong engagement
-  Directly reaches decision-makers
-  Promote offers, events and new products
-  Build trust and brand recognition

ARTWORK SPECIFICATIONS

	ARTWORK	1080 X 1080px (1:1 square) High resolution image
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Last Thursday/Friday of every month*
	DUE DATE	1 week before each edition

MP Member eNews averages

59.64%
open rate (FY2026)

*as of 13/05/26

BONUS: PARTNER FEATURE



PARTNER FEATURE

Save on fuel with Ampol

Members enjoy exclusive discounts every time you fill up. Save 7cpl on premium fuels and 6cpl on base fuels.

[Learn More](#)



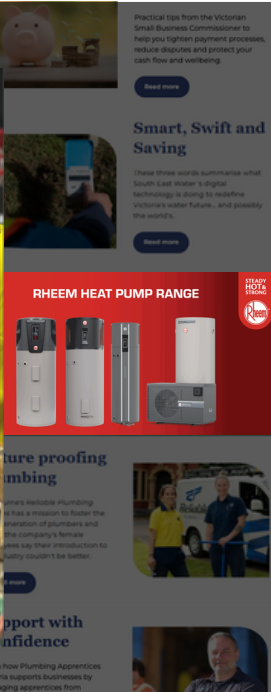
Corporate partners **offering member discounts** also receive an additional 'Member Benefit' advertisement in our eNews for **no extra cost**.

DIGITAL MAGAZINE BANNER AD

Reach members through our quarterly magazine email.

Promote your brand within the digital edition email for the Australian Plumbing Industry Magazine, distributed quarterly to Master Plumbers members and industry contacts.

Each placement includes a linked banner ad positioned throughout the email to maximise visibility and engagement.





2,000+
Recipients receive email



1 Banner
Available per edition



\$1,200
+GST per advert

WHY ADVERTISE IN DIGITAL MAGAZINE?

- ✓ Reach audiences through our quarterly email
- ✓ Align your brand alongside trusted industry content
- ✓ Promote products, services and special offers
- ✓ Drive traffic directly to your website

ARTWORK SPECIFICATIONS

	ARTWORK	1200 x 630 px.
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Quarterly
	DUE DATE	1 week before publication

Australian Plumbing Magazine email

53.75%
average open rate

*since 2024

BANNER AD EXAMPLE



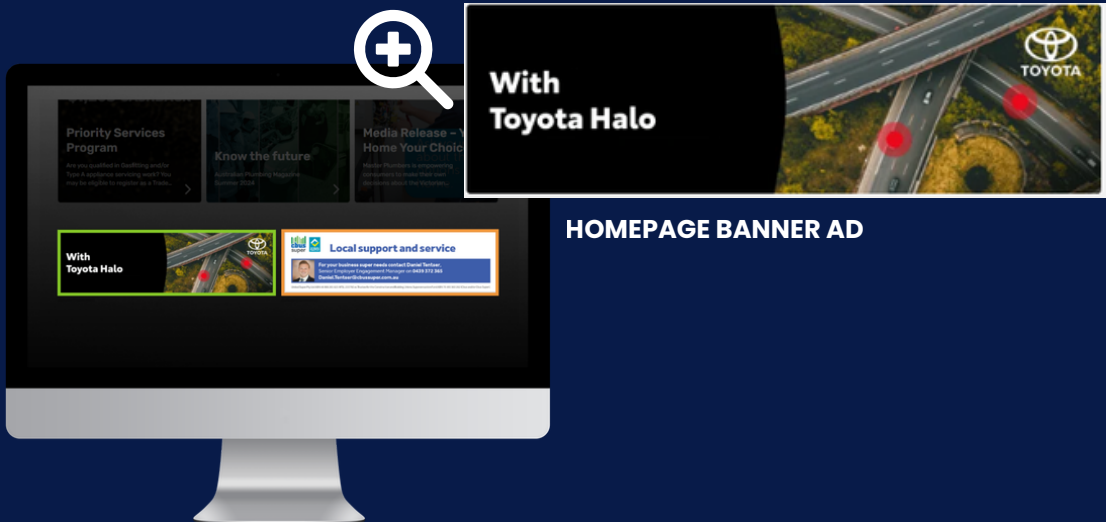
*ad artwork for demo purposes only. final version may vary.

Homepage Banner Ads

Put your brand front and centre on Plumber.com.au.

This premium rotating banner appears in a prominent position on the homepage of Plumber.com.au, delivering high-visibility exposure to industry professionals, members and the general public.

Each ad links directly to your website, landing page or blog, helping drive targeted traffic and showcase your products, services or campaigns.



Homepage Banner Ad

Package Options

3 Month Package

x1 Homepage banner ad for 3 months (ongoing).
Ad artwork cannot be changed once published.

12 Month Package

x1 Homepage banner ad for 12 months (ongoing).
Ad artwork can be updated each quarter.



137,000+

Unique website users



\$2,000

+GST for 3 months



\$6,000

+GST for 12 months

Artwork Specifications

	ARTWORK	608 x 180px.
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Once artwork is approved
	DUE DATE	72 hours prior to live date

177,000+

Annual Website Sessions on plumber.com.au*



Get 12 months for the price of 9

3 months free, valued at \$2,000 with the 12-month ad package

Why Advertise on Plumber.com.au?

- ✓ Feature your brand in a premium homepage position
- ✓ Drive traffic directly to your website or landing page
- ✓ Promote products, services and special offers
- ✓ Reach industry professionals, members and the public

*Based on 2025 website analytics.

*ad artwork for demo purposes only. final version may vary.

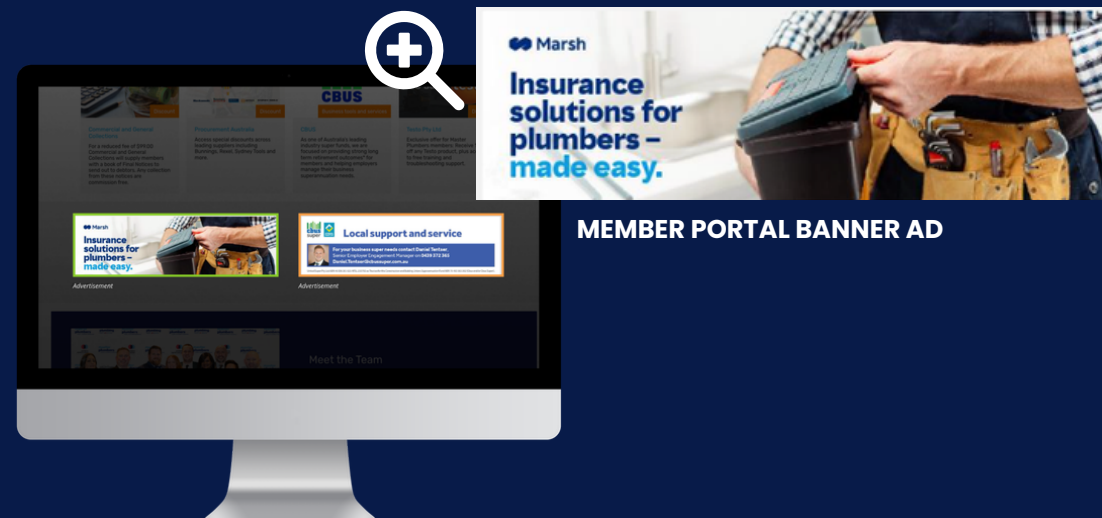


MEMBER PORTAL BANNER ADS

Put your brand front and centre on our Member Portal

Complementing Plumber.com.au, this premium banner also appears in a prominent position on the homepage of our new Member Portal, delivering high-visibility exposure to the Master Plumbers member database.

Each ad links directly to your website, landing page or blog, helping drive targeted traffic and showcase your products, services or campaigns.



MEMBER PORTAL BANNER AD

PACKAGE OPTIONS

3 Month Package

x1 Member Portal banner ad for 3 months (ongoing).
Ad artwork cannot be changed once published.

12 Month Package

x1 Member Portal banner ad for 12 months (ongoing).
Ad artwork can be updated each quarter.



1,900+

Members in
our database



\$2,000

+GST
for 3 months



\$6,000

+GST
for 12 months

ARTWORK SPECIFICATIONS

	ARTWORK	608 x 180px.
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Once artwork is approved
	DUE DATE	72 hours prior to live date

8,900+

Member Portal Sessions

*YTD FY26



Get 12 months for the price of 9

3 months free, valued at \$2,000
with the 12-month ad package

WHY ADVERTISE ON OUR MEMBER PORTAL?

- ✓ Feature your brand in a member-only environment
- ✓ Drive traffic directly to your website or landing page
- ✓ Promote products, services and special offers
- ✓ Align your brand with Master Plumbers members

IN-ARTICLE DISPLAY ADS

Showcase your brand within our trusted industry content.

Each news article on Plumber.com.au includes a dedicated, fixed-position advertising tile that links directly to your website, landing page or promotional content, helping drive targeted traffic while aligning your business with the authority of Master Plumbers.



IN-ARTICLE DISPLAY AD

PACKAGE OPTIONS

3 Month Package
x1 In-article display ad for 3 months (ongoing).
Ad artwork cannot be changed once published.

12 Month Package
x1 In-article display ad for 12 months (ongoing).
Ad artwork can be updated each quarter.



137,000+

Unique
website users



\$1,500

+GST
for 3 months



\$4,500

+GST
for 12 months

ARTWORK SPECIFICATIONS

	ARTWORK	366 x 280 px.
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Once artwork is approved
	DUE DATE	72 hours prior to live date

177,000+

Annual Website Sessions
on plumber.com.au*



Get 12 months for the price of 9

3 months free, valued at \$1,500
with the 12-month ad package

WHY ADVERTISE ON PLUMBER.COM.AU?

- ✓ Reach engaged readers within trusted editorial content
- ✓ Drive traffic directly to your website or landing page
- ✓ Promote products, services and special offers
- ✓ Align your brand with Master Plumbers industry insights

*Based on 2025 website analytics.

*ad artwork for demo purposes only. final version may vary.

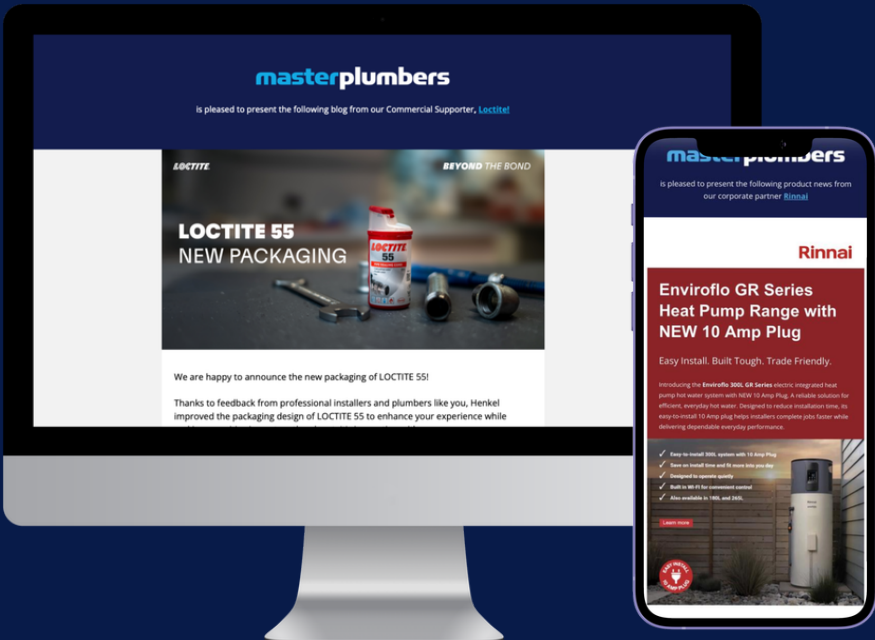
BRAND EXCLUSIVE CAMPAIGNS

Reach members through a dedicated email campaign.

Promote your products, services, offers or campaigns through a dedicated email campaign sent directly to the Master Plumbers member database. Brand Exclusive Campaigns give you the opportunity to build awareness, reinforce messaging and connect with members through targeted communications.

[View Live Example A](#)

[View Live Example B](#)



PACKAGE OPTIONS

Single Campaign

A dedicated Brand Exclusive Campaign designed to deliver targeted visibility to members.

3-Campaign Package

Build awareness and reinforce your message across three coordinated Brand Exclusive Campaigns.



1,900+

Members in our database



\$1,800

+GST
Single Campaign



\$4,900

+GST
3 Campaigns

ARTWORK SPECIFICATIONS

	ARTWORK	1200 x 630px for header
	FORMAT	.jpg, .jpeg, .png for artwork
	PUBLICATION	As agreed per booking
	DUE DATE	1 week prior to live date

60.7%

Average Open Rate
across campaigns in 2025



SAVE \$500 WITH A PACKAGE

Reinforce your message across multiple member touchpoints with a 3-campaign package

WHY SEND A BRAND EXCLUSIVE CAMPAIGN?

-  Reach members directly through their inbox
-  Reinforce your message across multiple touchpoints
-  Promote products, offers and campaigns
-  Align your brand with Master Plumbers communications

SPONSORED NEWS ARTICLE

Position your brand alongside our premium news coverage.

Gain a prominent featured news title on the Plumber.com.au homepage to position your brand as a leader in the industry. Each day, plumbing professionals, apprentices, and the public turn to our platform for Master Plumbers updates and industry news.

 [View a live example here](#)

HOMEPAGE NEWS TILE



Compound returns and super: A powerful tool in building a secure retirement

It's easy to overlook planning for your super and retirement when you're focused on working hard and managing the demands of daily life. However, by starting early and taking advantage of time, compound returns in super can be one of the most powerful tools for building a secure financial future.



What is compounding and how does it work with super?

Simply put, compounding happens when the money you earn on an investment is reinvested, so you gain returns on both your original amount and any returns you've already earned. Thanks to compounding, these returns will generate more returns year after year, helping your balance grow faster over time.

The power of compounding over time

In 1984, if Alice had invested \$10,000 in our Growth (MySuper) option and she didn't make any more contributions...
As at 30 June this year, Alice's investment would have grown to approximately \$300,000*.
The impact of compounding is significant over a long time and the best part is that Alice didn't need to do anything – it happened automatically with super.



137,000+

Unique website users



1 Article

Available per month



\$1,500

+GST per advert

WHY ADVERTISE ON PLUMBER.COM.AU?

-  Feature your brand in a premium homepage position
-  Build trust and authority with in-depth sponsored content
-  Reach members through eNews and social media promotion
-  Connect directly with plumbing industry decision-makers

ARTWORK SPECIFICATIONS

	ARTWORK	1200 x 630px. (minimum) for featured header image
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Once artwork is drafted
	DUE DATE	min. 1 week before live date

177,000+

Annual Website Sessions on plumber.com.au*

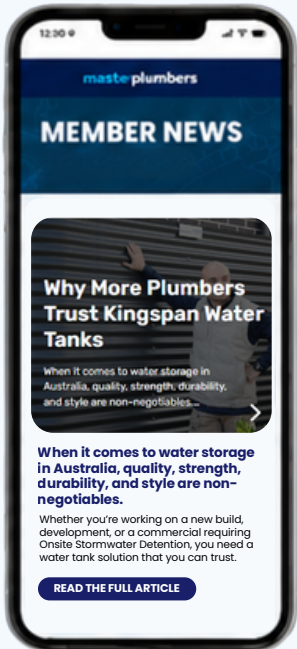
BONUS: CROSS PROMOTION



Sponsored news articles are shared through eNews and Master Plumbers social media channels to maximise visibility.

Promoted for no extra cost

 This bonus is only available to current Corporate Partners.



*Based on 2025 website analytics.

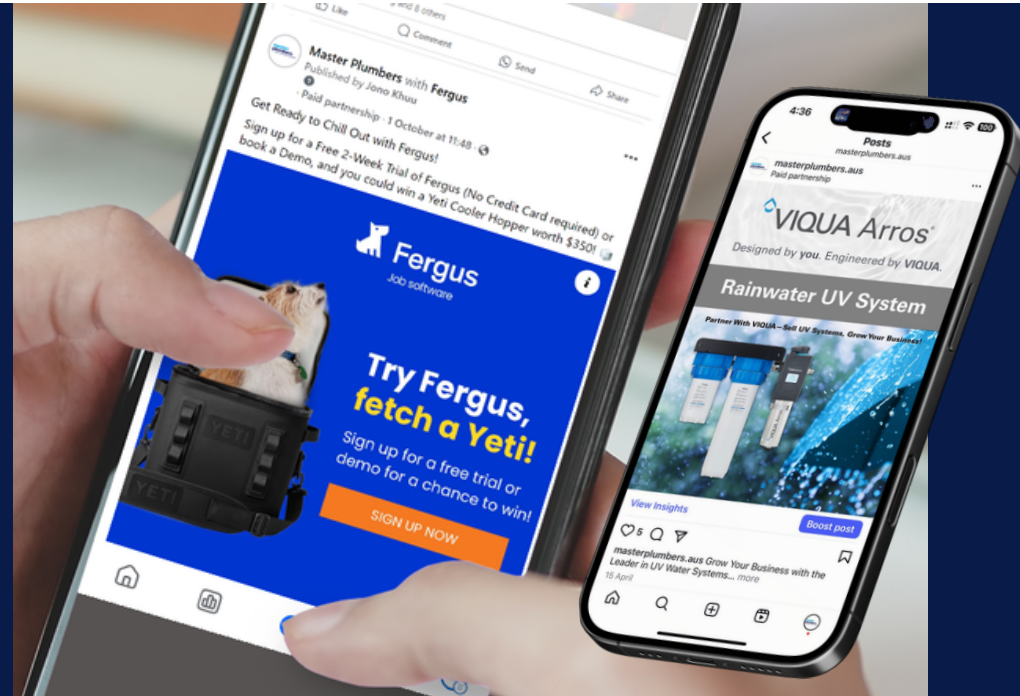
*ad artwork for demo purposes only, final version may vary.

SOCIAL MEDIA FEATURE

Put your brand in front of our engaged online community.

Promote your products, services, events or campaigns through a coordinated package across Master Plumbers Facebook and Instagram channels.

Each package includes posts on both platforms, optional Paid Partnership tagging where available, and a bonus Story shoutout to maximise visibility.



15,000+

Followers
across Meta



1 Feature

Available per
month



\$500

+GST
per feature

EACH PACKAGE INCLUDES:

- ✓ x1 Facebook post @MASTERPLUMBERAU
- ✓ x1 Instagram post @masterplumbers.aus
- ✓ Paid partnership tagging where possible
- ✓ Bonus Story shoutout at no extra cost

ARTWORK SPECIFICATIONS

	ARTWORK	1080 x 1350px (Instagram) 1080 x 1080px (Facebook)
	FORMAT	.jpg, .jpeg, .png files only
	PUBLICATION	Once artwork is approved
	DUE DATE	min. 1 week before live date

Suggested Copy
length

200
words max.

BONUS: STORY SHOUTOUT



Reinforce your message
with a follow-up Story
feature at no extra cost.

Promoted for
no extra cost



GET IN TOUCH WITH OUR TEAM

Thank you for taking the time to explore our Media Kit.

We appreciate your interest in advertising with us and look forward to helping you connect with our industry audience.

For bookings, availability or further information, please contact our team using the details below.



For all booking enquiries, please contact:

Master Plumbers Membership Team

E: membership@plumber.com.au

P: (03) 9329 9622

For all artwork submissions, please contact:

Jono Khuu

Head of Communications and Marketing

E: jonathon.khUU@plumber.com.au

P: +61 487 399 676