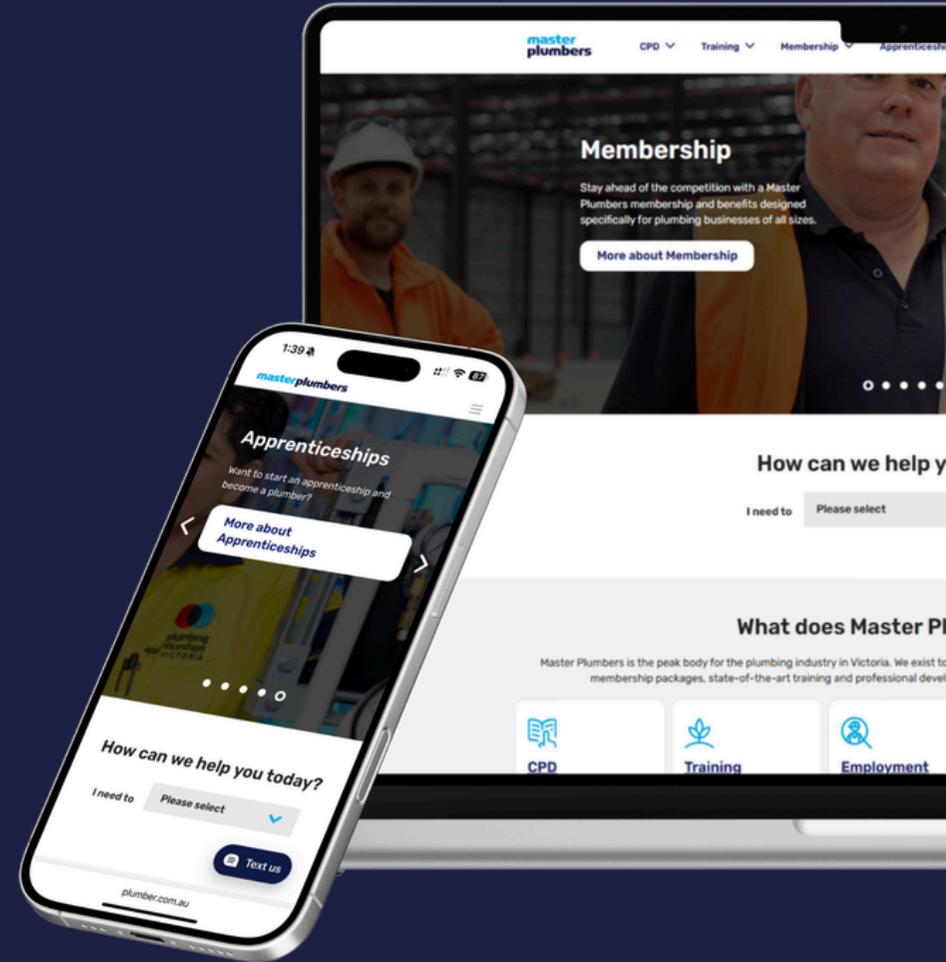


**master
plumbers**
Expert. Committed. Professional.

DIGITAL — MEDIA KIT

F Y 2 0 2 6



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 to spotlight your message.



Corporate partners offering member discounts can also receive 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.

MEMBER BENEFIT

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](#)

MEMBER NEWS

SEPTEMBER 2025

Free Event for Plumbing Business Owners

PARTNER FEATURE

TUESDAY 10 FEBRUARY

Stress Free TRADIE

EVENT.LIFESTYLETRADIE.COM.AU

[Grab Your Free Ticket Here](#)

Stuck in the grind of quoting, invoicing, and chasing cash - with no end in sight?

Stress Free Tradie is a free one-day event for plumbers who want to earn more and work less. You'll learn how to fix your pricing, take control of your cash flow, and build a team that doesn't rely on you 24/7.

It's practical, real-world advice from tradies who've done it. **Spots are limited - grab your free ticket now.**

Abey Australia - Celebrating 70 Years of Innovation

PARTNER FEATURE

Abey 70

[Read more about Abey's Journey](#)

This year marks **70 years** since Abey first opened its doors in Airport West, Victoria.

From a small tool and die workshop to a national leader in plumbing and building solutions, Abey's growth has been powered by innovation and Australian manufacturing, continually evolving to meet the needs of the industry.

As Abey celebrates seven decades of progress, its commitment to shaping the future of building and plumbing remains as strong as ever.

SPONSORED NEWS ARTICLE

Position your brand alongside our premium news coverage.

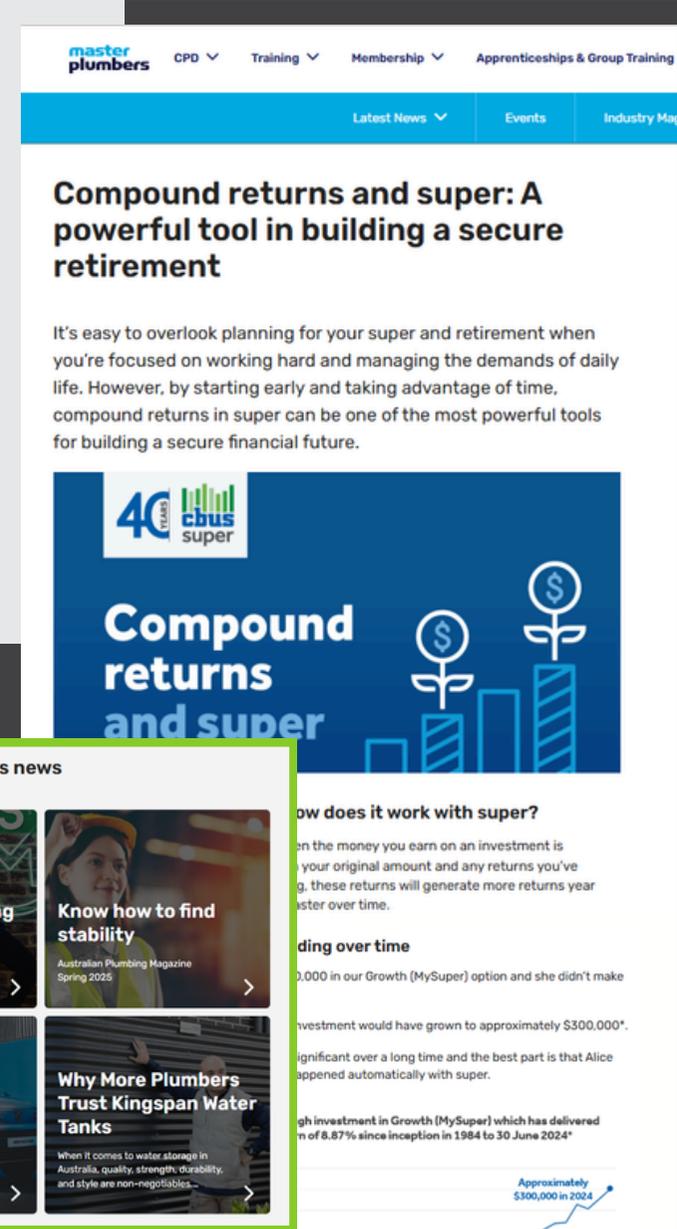
This option is only available to Corporate Partners

Establish your brand as a leader by securing a highly visible **featured news title on the Plumber.com.au homepage**. Plumbing industry professionals, apprentices, and the public visit our platform daily for Master Plumbers updates and industry news.

By featuring your company's story as a sponsored news article, you gain:

- **Premium Visibility:** Your article is featured on the plumber.com.au homepage as a main news tile, guaranteeing immediate, high-level attention from all visitors.
- **Establish Authority:** Position your brand as a trusted expert with an in-depth article discussing the benefits of your product or showcasing your team's success with a compelling case study.
- **Amplify Reach:** We ensure maximum exposure by sharing your content with the Master Plumbers member database via the monthly Member eNews and promoting it across our social media channels (Facebook).

Get your brand in front of the people who matter—in a prominent position on our site.

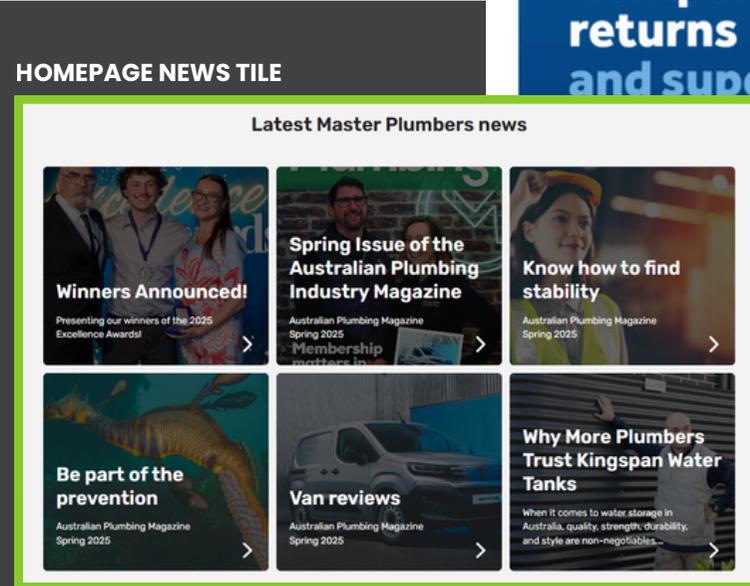


REQUIREMENTS

SPONSORED NEWS ARTICLE	
AUDIENCE	Plumbing industry professionals and the general public.
FREQUENCY	Per request
AVAILABILITY	x1 article per month
COST	\$1,200 (excl. GST) per article

ARTWORK SPECIFICATIONS

SPONSORED NEWS ARTICLE	
ARTWORK	1200 x 630px (feature image) Other accompanying images supplied as high res
FORMAT	.jpg, .jpeg, .png files for artwork .doc, .docx, .pdf, .txt, .rtf files for email copy



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

The image shows a screenshot of a news article on the Plumber.com.au website. The article title is "2024 Master Plumbers Apprentice Awards". The article content includes a congratulatory message to the winners and mentions a guest speaker, Mark Squirrel (OAM). A quote from the article reads: "A big congratulations to all our winners and finalists but also all the organisations and teaching staff that have supported them during their apprenticeships." Below the article, there is an in-situ display advertisement for "Smart measurement tools" by testo, featuring an image of a person using a measurement tool. The advertisement is positioned to the right of the article text.

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.

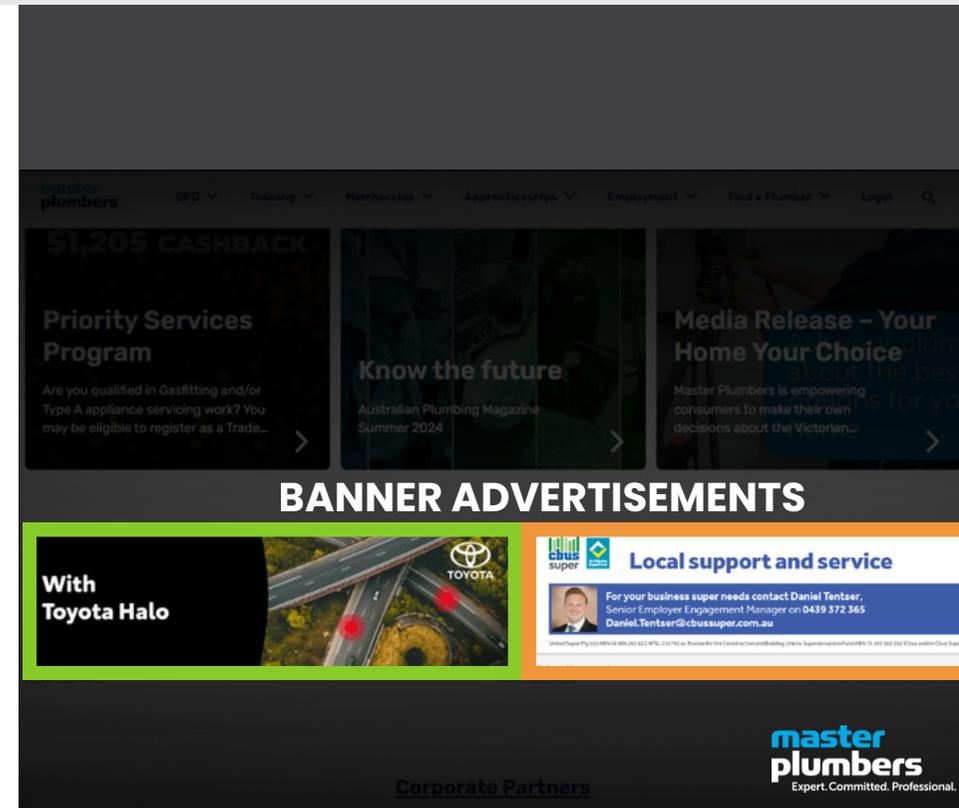


REQUIREMENTS

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

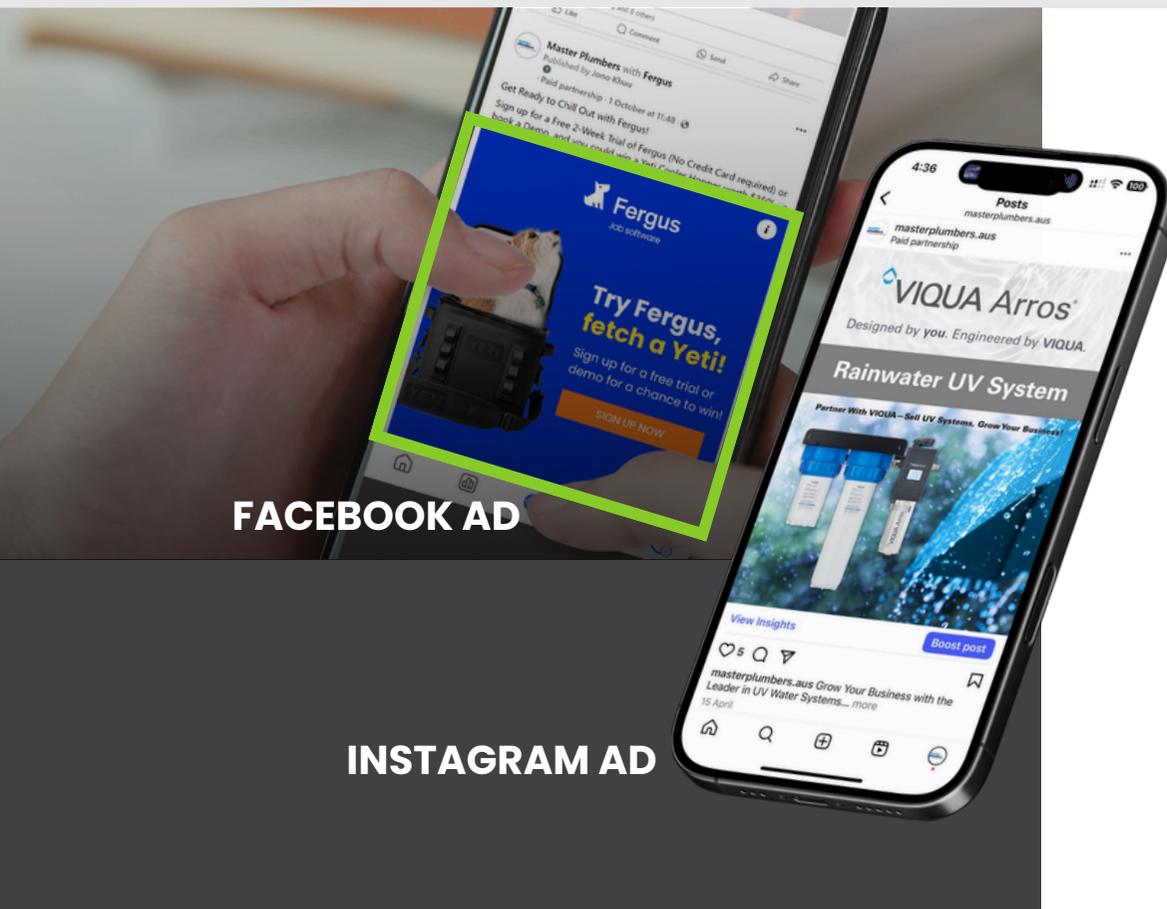
Your Community, Your Advantage—Online and Beyond

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.



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
PUBLICATION	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

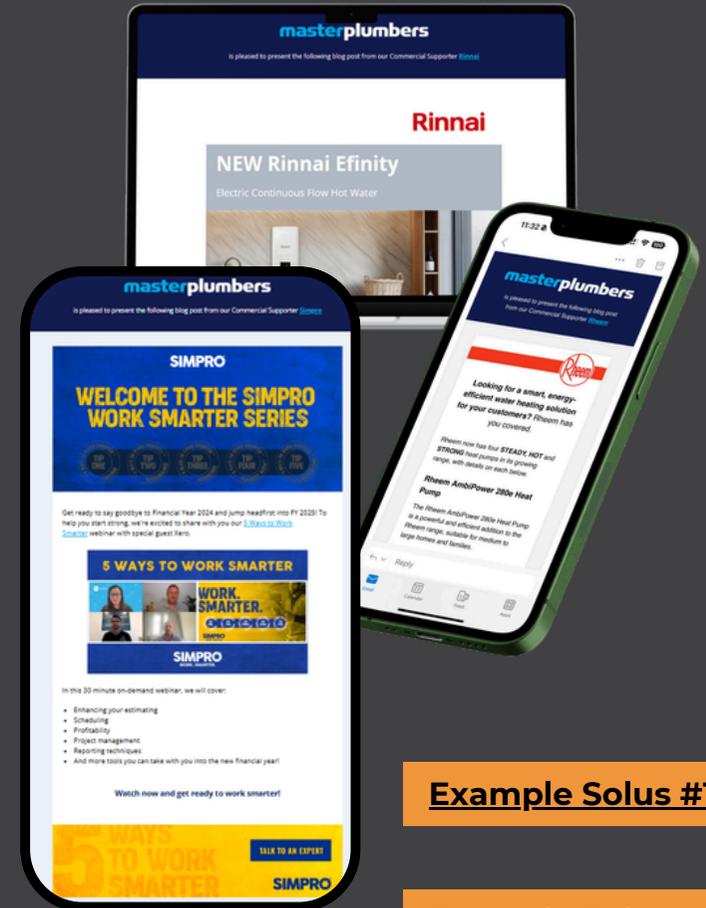
Please supply a mock-up of the final EDM*

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

[Click Here to view Example Ad #1](#)

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.

Smart, Swift and Saving

These three words summarise what South East Water's digital technology is doing to redefine Victoria's water future... and possibly the world's.

[Read more](#)

Become a Gree HWHP Distributor
Contact us at hwhp@gree.au

Save up to 70% of energy usage*

greeac.com.au

MAGAZINE EDM ADVERTISEMENT

Future proofing plumbing

Melbourne's *Reliable Plumbing Services* has a mission to foster the next generation of plumbers and two of the company's female employees say their introduction to the industry couldn't be better.

[Read more](#)

THANK YOU!

SEND ALL DIGITAL ADVERTISING BOOKINGS REQUESTS TO OUR MEMBERSHIP TEAM.

Email: membership@plumber.com.au

Phone: (03) 9329 9622

SEND ARTWORK TO

Jonathon Khuu

Acting Communications & Marketing Manager

Email: jonathon.khoo@plumber.com.au

Phone: 0487 399 676

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.