

**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

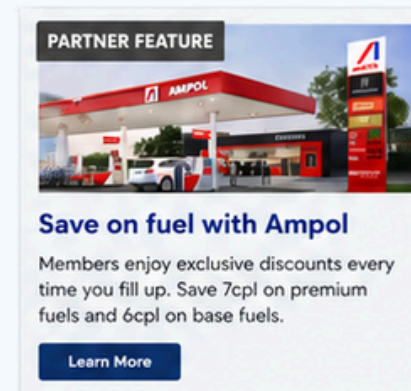
	<b>ARTWORK</b>	1080 X 1080px (1:1 square) High resolution image
	<b>FORMAT</b>	.jpg, .jpeg, .png files only
	<b>PUBLICATION</b>	Last Thursday/Friday of every month*
	<b>DUE DATE</b>	1 week before each edition

MP Member eNews averages

**59.64%**  
open rate (FY2026)

\*as of 13/05/26

## BONUS: PARTNER FEATURE



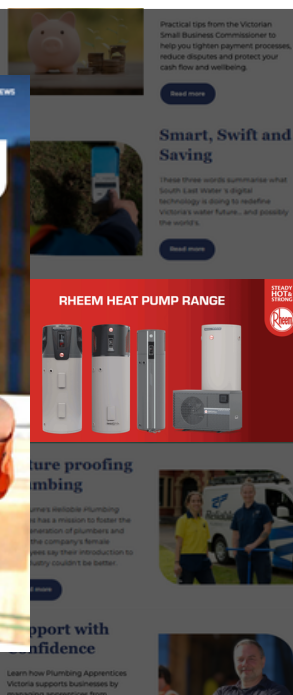
Corporate partners **offering member discounts** also receive an additional 'Member Benefit' advertisement in our eNews for **no extra cost**.

# 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

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

Australian Plumbing Magazine email

**53.75%**  
average open rate

\*since 2024

## BANNER AD EXAMPLE



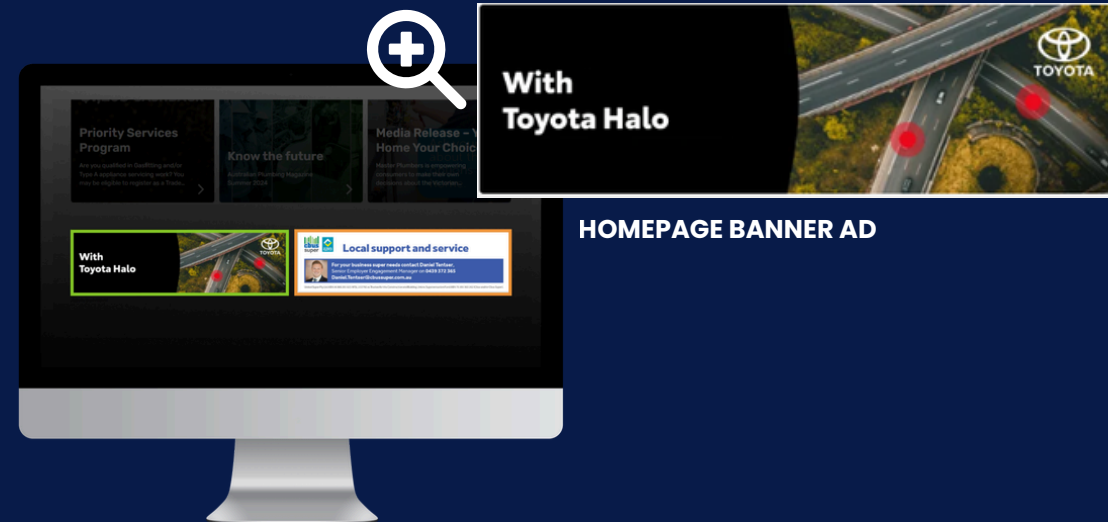
\*ad artwork for demo purposes only. final version may vary.

# 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

	<b>ARTWORK</b>	608 x 180px.
	<b>FORMAT</b>	.jpg, .jpeg, .png files only
	<b>PUBLICATION</b>	Once artwork is approved
	<b>DUE DATE</b>	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?

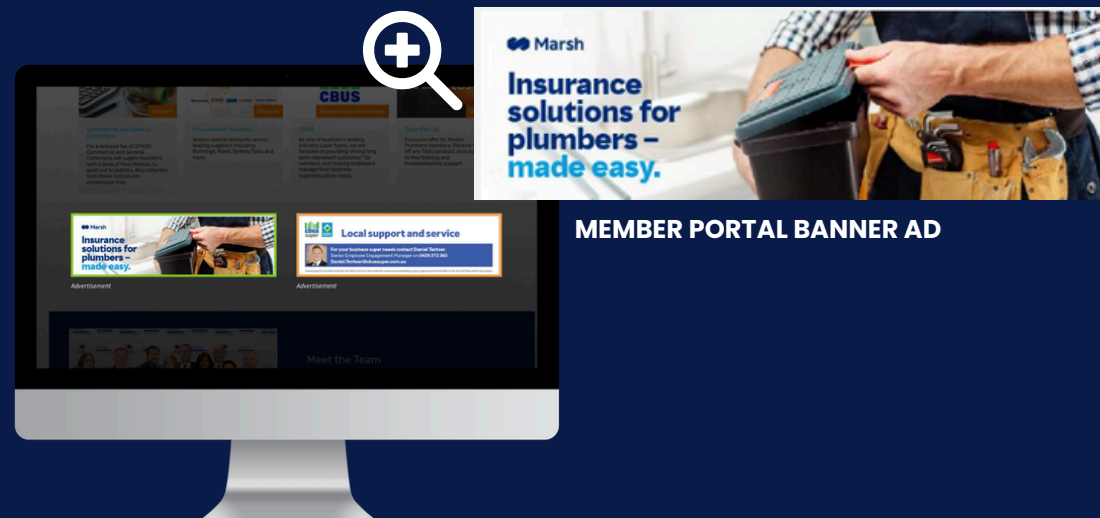
- Feature your brand in a premium homepage position
- Drive traffic directly to your website or landing page
- Promote products, services and special offers
- Reach industry professionals, members and the public

# 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

	<b>ARTWORK</b>	608 x 180px.
	<b>FORMAT</b>	.jpg, .jpeg, .png files only
	<b>PUBLICATION</b>	Once artwork is approved
	<b>DUE DATE</b>	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

	<b>ARTWORK</b>	366 x 280 px.
	<b>FORMAT</b>	.jpg, .jpeg, .png files only
	<b>PUBLICATION</b>	Once artwork is approved
	<b>DUE DATE</b>	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

# 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

	<b>ARTWORK</b>	1200 x 630px for header
	<b>FORMAT</b>	.jpg, .jpeg, .png for artwork
	<b>PUBLICATION</b>	Tuesdays or Thursdays <sup>^</sup>
	<b>DUE DATE</b>	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

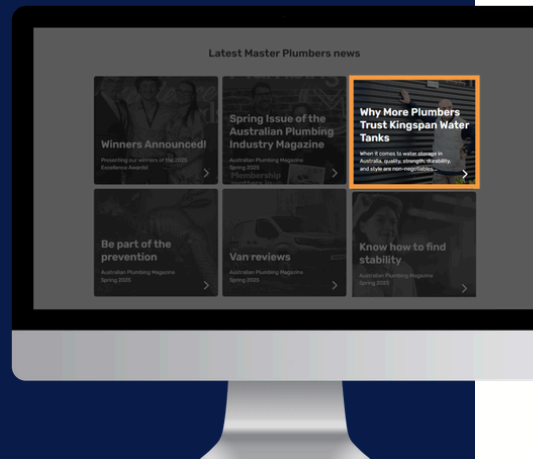
# SPONSORED NEWS ARTICLE

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, those 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







**\$1,200**

+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

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

**177,000+**

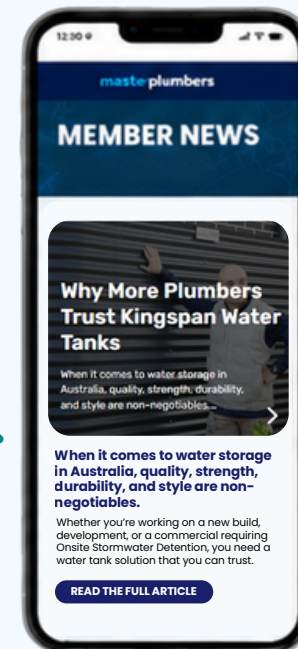
Annual Website Sessions on plumber.com.au\*

## BONUS: CROSS PROMOTION



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

Promoted for no extra cost



### Why More Plumbers Trust Kingspan Water Tanks

When it comes to water storage in Australia, quality, strength, durability, and style are non-negotiables.

When it comes to water storage in Australia, quality, strength, durability, and style are non-negotiables.

Whether you're working on a new build, development, or a commercial requiring Onsite Stormwater Detention, you need a water tank solution that you can trust.

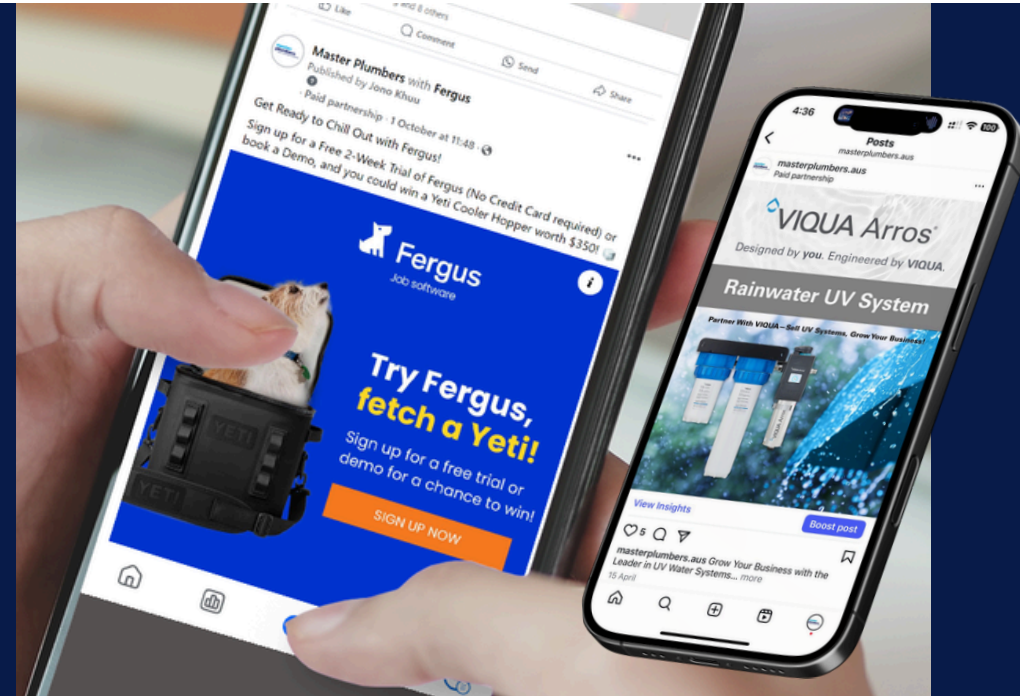
[READ THE FULL ARTICLE](#)

# 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**

	<b>ARTWORK</b>	1080 x 1350px (Instagram) 1080 x 1080px (Facebook)
	<b>FORMAT</b>	.jpg, .jpeg, .png files only
	<b>PUBLICATION</b>	Once artwork is approved
	<b>DUE DATE</b>	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



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

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

**P:** (03) 9329 9622

For all artwork submissions, please contact:

## Jono Khuu

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