

**master
plumbers**

Expert. Committed. Professional.

PRINT MEDIA KIT

FY 2026-27



TARGET YOUR CUSTOMERS

Reach Australia's largest plumbing audience through Australian Plumbing Magazine, Australia's largest-circulating publication 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 and **expert business advice**



Latest technology and **product insights**



Inspiring profiles of industry leaders and **Master Plumbers members**



Marketing and 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.

”

20,000
copies posted Australia-wide

3,500
QLD

5,000
NSW

11,000
VIC

500
Other states and territories

*Please note: These are approximate quantities

PRICING, SPECS 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.
- 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

Size	1 issue +GST	2 issues +GST	4 issues +GST
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
Full page insert	\$6,100	x	x
Digital magazine banner ad^	\$1,200	x	x

DEADLINES

Edition	Bookings	Artwork	Publication
Spring 2026	Jul 27, 2026	Aug 10, 2026	Sep 1, 2026
Summer 2026	Oct 23, 2026	Oct 29, 2026	Dec 1, 2026
Autumn 2027	Jan 25, 2027	Feb 1, 2027	Mar 1, 2027
Winter 2027	Apr 23, 2027	May 3, 2027	Jun 1, 2027
Spring 2027	Jul 23, 2027	Aug 3, 2027	Sep 1, 2027
Summer 2027	Oct 18, 2027	Oct 25, 2027	Dec 1, 2027

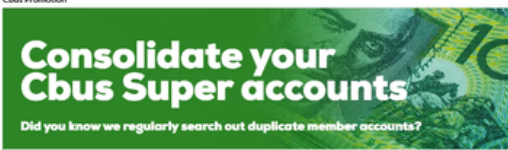
*Please note: Deadlines are subject to change

MAGAZINE ADVERTORIALS

Build trust and credibility with your audience

Advertisers can take advantage of a **half page advertorial** or a **full page advertorial**.

Both options provide a unique opportunity to engage directly with readers by blending informative content with your brand's message.



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, like having multiple accounts with different super funds, having two accounts with Cbus, means members could be paying more fees than they need to be. To help our members, Cbus Super undertakes a monthly process to identify members who have duplicate accounts (such as two Cbus Industry Super accounts). Once identified, we undertake steps to:

- verify if the duplicate accounts should be merged.
- Key assessment criteria include:
 - what, if any, insurance the member has,
 - the most recent contributions received into their accounts,
 - the member's investment choices, and
 - any beneficiary nominations.

We'll notify the member once their account has been merged and let them know of any insurance premiums or administration fees that may have been refunded to their account.

If you or your employee notices that there are two Cbus Super accounts, they can also contact us on 1300 362 784 (toll-free to 8pm AEST, Monday to Friday) or by email at cbusinfo@cbussuper.com.au to request their accounts be merged.

This information is for Cbus Super's benefit account for your specific needs. Please consult your financial adviser, objectives and requirements before making financial decisions. Read the relevant Product Disclosure Statement (PDS) and Trust Deeds/Constitution in relation to Cbus Super or visit our website. Call 1300 362 784 (cbus.com.au) or Cbus Super Pty Ltd (AFS 615 552 627 402), 22/28th Floor for the Construction and Building Industry Superannuation Fund (Cbus and/or Cbus Super) 80/81 75 403 323 322.





HALF PAGE ADVERTORIAL

Dewey Promotion

Encourage rainwater harvesting

As sustainability takes centre stage, more homeowners are turning to rainwater harvesting to reduce water use. Dewey has been a leader in this field since the early 2000s, pioneering systems like the Australian-made RainBank range, which are highly efficient and locally manufactured.

Reduce Home Water Dependence

Many RainBank systems require no help on rainwater for tanks like toilet flushing, garden irrigation and laundry. The system automatically switches to mains water if rainwater levels drop, reducing risks on mains water supplies and reducing utility bills. This technology is suitable for installation in residential and commercial properties alike.

Long-Term Savings

For clients, rainwater harvesting translates into substantial savings, particularly on large properties with extensive irrigation needs. RainBank's automatic switch prevents water fluctuations, maintaining a reliable flow whether rainwater is abundant or scarce.

Eco-Friendly Design

Dewey's systems support its collective belief in promoting efficiency in natural water, reducing pumping requirements and generating urban flooding. By tapping into rainwater, clients reduce their environmental footprint and contribute to a more sustainable water system.

Easy Installation and Low Maintenance

For customers, the RainBank system is designed to be installed and requires minimal maintenance. Options include easy-to-mount and subterranean piping, allowing for customisation based on property size and pressure requirements. This ease of installation makes the RainBank a dependable, time-efficient choice.

Advanced Technology

Dewey's RainBank system integrates dual check valves to prevent backflows and ensure RZFD (R000-1) compliance. Built-in indicators show rainwater levels, status and alert users to any issues, ensuring efficient water operation.

Versatility and Property Value

Installed anywhere, RainBank supports laundry, tools, and even agricultural uses, making it adaptable for various settings. Ensuring a sustainable harvesting system enhances property value by appealing to eco-conscious buyers and utilising long-term savings.

With a range of water management using RZFD, Dewey offers numerous, Australian-made products that customers can trust to meet diverse needs sustainably. You can get on Dewey for more information, visit deweywater.com

DAVEY

www.deweywater.com 9 of 12

FULL PAGE ADVERTORIAL

HALF PAGE ADVERTORIAL

Advertisers can take advantage of the following format options:

- 200 words + 2 photos
- 250 words + 1 photo

PRICING PER ISSUE

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

TEMPLATE

- **Headline:** Name of your company
- **Copy:** Insert 200/250 words, per option chosen. Include why you or your product is the most valuable— unique; reliable trusted; best in class.
- **Contact Information:** For more information, visit [website or email here] or call [number here].

FULL PAGE ADVERTORIAL

Advertisers can take advantage of the following format options:

- 300 words + 2 photos
- 350 words + 1 photo

PRICING PER ISSUE

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

TEMPLATE

- **Headline:** Name of your company
- **Copy:** Insert 300/350 words, per option chosen. Include why you or your product is the most valuable— unique; reliable trusted; best in class.
- **Contact Information:** For more information, visit [website or email here] or call [number here].

STANDARD MAGAZINE PLACEMENTS

HALF PAGE ADVERTISEMENT

MAXITROL® SENTRY GS
EXCESS FLOW VALVES GTRC APPROVED FOR RESIDENTIAL INSTALLATIONS WITH MULTILAYER PIPING

Tested operating pressure range AU/NZ 1.25-10kPa
SENTRY GS Z model horizontal & upward flow
SENTRY GS D model downward flow

Nominal flows from 1.6m³/hr natural gas to 16m³
The trip flow is 30-45% above nominal flow
MAXITROL patented damper function (DN15-25) can avoid a nuisance shut-off in case of flow peaks

NEW AMENDMENT TO AS/NZS 5591.1 (CLAUSE 6.2.11)

AUTHORIZED MAXITROL DISTRIBUTOR

KEEFER BROS (AUST) PTY LTD
p: 01 9580 4777
e: sales@keeferbros.com.au
www.keeferbros.com.au

BEAT THE HEAT AND RISING ENERGY BILLS
Get up to 25% cashback for energy saving air

SPECIFICATIONS

- Square finish, no bleed
- 123mm x 185mm
- Landscape format

FULL PAGE ADVERTISEMENT

Around the nation

President's report
Welcome members to our first editorial following our 70th AGM held in October.

As we stand at the beginning of a new year, it is a privilege to present to you the first issue of the magazine. This issue is dedicated to the President's report, which is a key document in the life of the organization. It provides a comprehensive overview of the state of the nation, the challenges we face, and the opportunities we have. The President's report is a key document in the life of the organization. It provides a comprehensive overview of the state of the nation, the challenges we face, and the opportunities we have.

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- Lead free materials and Australian manufacturing.
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Gibbins Engineering

SPECIFICATIONS

- Full bleed on all sides
- 276mm x 205mm
- Portrait format

PREMIUM MAGAZINE PLACEMENTS

DOUBLE PAGE SPREAD



SPECIFICATIONS

- Square finish, no bleed
- 246mm x 410mm
- Landscape format

FULL PAGE INSERT

SPECIFICATIONS

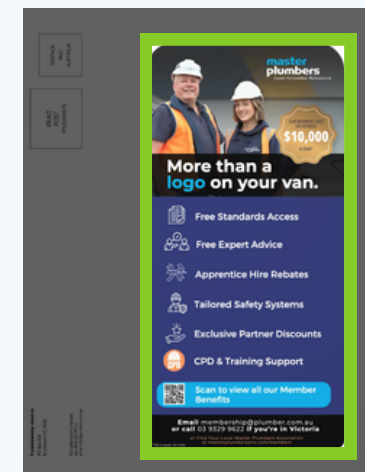
- Available for select editions.
- Please contact Master Plumbers for specifications and availability.



BACK COVER FEATURE

SPECIFICATIONS

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

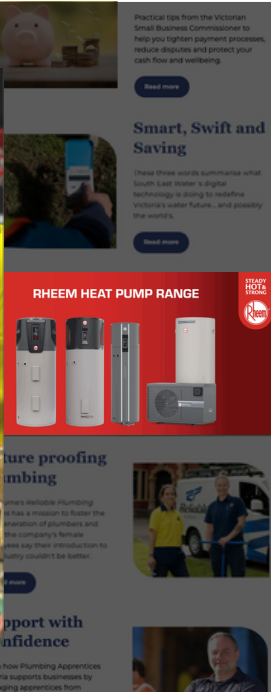


DIGITAL MAGAZINE BANNER AD

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.

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

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