

# ATT

**ACROSS THE TRADES**

**WITH ACCESS TO 100,000+ TRADIES  
THERE'S NO BETTER SOLUTION**

**2019 MEDIA KIT**



# ABOUT ACROSS THE TRADES



Trade publications offer a powerful punch in competitive economic times. In businesses where proactive involvement is critically important, advertising in a trade-specific publication is the best investment a company can make.

**Brand Recognition:** Demonstrating your activity within a trade is an essential tool in making sure your brand is remembered. When people know your name, you are one step closer to establishing a working relationship.

**Visibility:** Increasing your visibility increases the avenues in which people learn of your services, skills and contact information.

**Credibility:** Not everyone knows your business. Advertising in a trade publication gives you the opportunity to demonstrate your niche knowledge from the point of view of an objective observer and gain credibility within the trade, as well as with your potential clients and customers.

**Extended Shelf Life:** It is proven time and again that magazines have an astonishing shelf life. In the case of Connection Magazines, a surprising number of readers tell us they keep a technical library of their trade publications as a reference to both articles and products they see promoted.

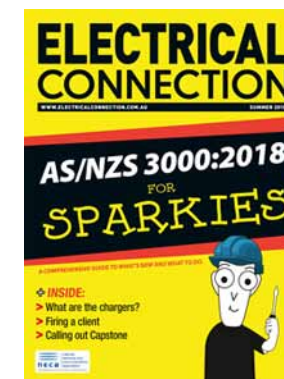
**Reach Interested Parties:** Readers are engaged in trade publications as their business and family well-being is dependent upon them improving their income through savvy business/work decisions.

100,000+  
COPIES NATIONALLY



50,000+  
Circulation

Targeting the building and renovation professionals, *Building Connection* showcases the latest innovative products, technologies and services for builders and specifiers.



30,000+  
Circulation

For 20 years, *Electrical Connection* has been servicing the electrician and electrical contractor market, supplying them with industry news, new product information, standards and technical articles.



20,000+  
Circulation

*Plumbing Connection* provides a platform for both readers and manufacturers to understand emerging trends, technologies and opportunities that the plumbing market has to offer.

# CIRCULATION

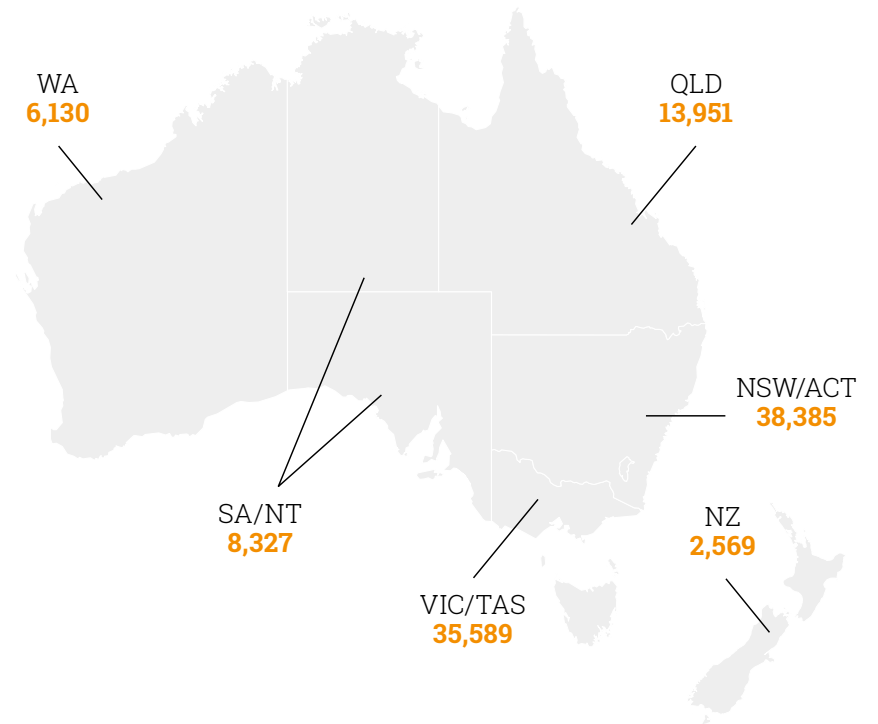


**100,000+**  
COPIES NATIONALLY

Book your advertisement in our *Across the Trades* tools, transport and business tips section, which runs across our three magazines, and you will reach a cumulative audience of more than 100,000 small business owners – a powerful demographic for any advertiser.

#### For brands marketing to:

- Builders/trade contractors
- SME (small/medium enterprise) business owners
- High income blue collar males



**100,000+**  
Circulation

**80%**  
Business  
owner

**2.94**  
Readership  
per copy

**94.7%**  
Purchasing  
decision

**90.6%**  
Read most/cover  
to cover

**82.3%**  
Retention as  
ongoing resource

# RATES & DATES

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## ADVERTISING RATES

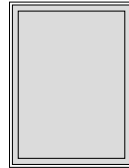
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### FULL PAGE

Casual<sup>1</sup>: \$11,100

x4 Annual plan<sup>2</sup>: \$10,320

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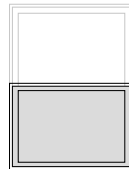


### 1/2 PAGE HORIZONTAL

Casual<sup>1</sup>: \$5,995

x4 Annual plan<sup>2</sup>: \$5,600

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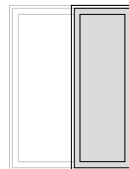


### 1/2 PAGE VERTICAL

Casual<sup>1</sup>: \$5,995

x4 Annual plan<sup>2</sup>: \$5,600

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### DOUBLE PAGE SPREAD\*

Casual<sup>1</sup>: \$22,200

x4 Annual plan<sup>2</sup>: \$20,640



## MAGAZINE DEADLINES

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### AUTUMN 2019 (MAR/MAY)

Booking deadline: November 30

Material deadline: December 7

Mailhouse date: January 20

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### WINTER 2019 (JUN/AUG)

Booking deadline: March 1

Material deadline: March 8

Mailhouse date: April 17

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### SPRING 2019 (SEP/NOV)

Booking deadline: June 7

Material deadline: June 14

Mailhouse date: July 24

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### SUMMER 2019 (DEC/FEB)

Booking deadline: September 15

Material deadline: September 22

Mailhouse date: November 1

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### AUTUMN 2020 (MAR/MAY)

Booking deadline: November 29

Material deadline: December 6

Mailhouse date: January 15

Rates do not include GST.

<sup>1</sup>Casual booking rate for one advertisement in one issue.

<sup>2</sup>4x plan rate per advertisement when committing to four consecutive issues with advertisements of equal value.

Loadings and preferred positions: First two double-page spreads inside front cover command a 15% loading. Ads will be positioned with best regard to related stories where available.

# CONTACTS

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## ADVERTISING

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## EDITOR

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## ADVERTISING TRAFFIC

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## GENERAL MANAGER

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Connection Magazines will not be responsible for reproduction quality of supplied artwork that does not meet specifications such as: Truetype fonts, 4-color black text, reversed type below 10pt, knockout 100% black text, fonts which have not been embedded, elements saved in RGB or LAB colour instead of CMYK, images with an effective resolution below 300dpi, no bleed included or the file is incorrect size, solid black backgrounds without 40% cyan stipple behind, maximum total inkweight above 280%, advert without trim marks, crop marks less than 5mm away from the trim and type outside the type safe area.

### PUBLISHER'S CLAUSE

The publisher reserves the right to insert the word 'advertisement' when, in the publisher's opinion, an advertisement resembles editorial material. Advertisers and agencies assume liability for all content (including text, representation and illustrations of advertisements and also assume responsibility for any claim arising therefrom made against the publisher).

The publisher cannot be held responsible for circumstances beyond its control, such as industrial strikes, act of God, action of any government or quasi government entity. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for each monies as are due and payable to the publisher.

### TERMS AND CONDITIONS

- 1: The advertiser assumes responsibility for the quality of any advertising material that does not comply with the material specifications.
- 2: The advertiser assumes responsibility for delivery of material to Connection Magazines by the material deadline.
- 3: Payment of invoices is strictly within 15 days of invoice.
- 4: Cancellations of bookings after the booking deadline will incur fees to the full value of the booking placement.
- 5: The publisher will make every endeavour to ensure the insertion of an advertisement in accordance with the advertiser's instructions, but no liability will be accepted for any loss occasioned by omission or misplacement.
- 6: The publisher reserves the right to treat any condition or placement instructions by the advertiser as a request only.
- 7: The advertiser acknowledges that the publisher will not be held liable for any loss suffered by the advertiser as a result of the publisher's failure to place an advertisement (or any part of an advertisement) or from any error in any advertising material published.
- 8: At no time will any advertising agreement be contingent on the provision of editorial in the magazine by Connection Magazines.
- 9: The publisher reserves the right to cancel or suspend booking confirmation at any time.



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