PLUMBING
CONNECTION

REACH AND INFLUENCE THE ENTIRE PLUMBING SUPPLY CHAIN
For over 30 years Plumbing Connection has provided the market independent, well-researched technical advice, through an investment in our own researchers/editors and the support of experts columnists.

Change across the industry is constant and it is to the Plumbing professionals distinct advantage to know what is happening by way of Code updates/interpretation, how new technology works, smart ways to work onsite and how to improve the running of a plumbing business. The depth of information we publish is not found in supplier brochures or on the internet – we write our stories in easy to understand language and support them with diagrams/pictures.

We are unique in that we promote the passing down of ‘tribal knowledge, the wise old-man-way of doing things that is in danger of being lost to time.
INDUSTRY RELATIONSHIPS

We remain independent of any industry association but work with them and their members on various stories, as appropriate.

In order to develop our story content and technical articles, we consult closely with many industry groups and their individual members. We greatly value these ongoing relationships and in turn offer these organisations access to disseminating important messages to the broader market.

- AHSCA [The Association of Hydraulic Services Consultants Australia]
- PPIG [Plumbing Products Industry Group]
- Standards Australia
- ABCB [Australian Building Codes Board]
- State licensing authorities
- MPA [State-based Master Plumber groups]
- Backflow Prevention Association of Australia
- Copper Development Centre
- The Plastics Industry Pipe Association
- World Plumbing Council
- Messe Frankfurt – ISH Exhibition
Plumbing Connection maintains its position as the leading independent technical publication for the professional plumbing industry. For over 30 years, the magazine has been the primary source of technical content for the industry – developing targeted content to help industry grow, to educate the plumbing professional, and to interpret the changing regulatory and technological environment.

**KEY STATISTICS**

- **20,000+** Circulation
- **2.86** Readership per copy
- **95.4%** Read most/cover to cover
- **88.5%** Retention ongoing resource
- **97.2%** Make Purchasing decision

**MAZAGINE**

KEY STATISTICS

- WA 1,066
- VIC/TAS 4,750
- QLD 2,755
- SA/NT 1,422
- NSW/ACT 9,839
- NZ 1,709
### Magazine Deadlines

<table>
<thead>
<tr>
<th>Season</th>
<th>Issue Dates</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
<th>Mailhouse Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn 2016</td>
<td>[Mar/May]</td>
<td>November 25</td>
<td>December 2</td>
<td>January 11</td>
</tr>
<tr>
<td>Winter 2017</td>
<td>[Jun/Aug]</td>
<td>March 3</td>
<td>March 10</td>
<td>April 19</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>[Sep/Nov]</td>
<td>June 9</td>
<td>June 16</td>
<td>July 26</td>
</tr>
<tr>
<td>Summer 2017</td>
<td>[Dec/Feb]</td>
<td>September 22</td>
<td>September 29</td>
<td>November 8</td>
</tr>
</tbody>
</table>

### Advertising Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Casual 1</th>
<th>Casual 2</th>
<th>Annual Plan 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,390</td>
<td></td>
<td>$5,070</td>
</tr>
<tr>
<td>1/2 Page (Horizontal/Vertical)</td>
<td>$2,970</td>
<td></td>
<td>$2,780</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$10,780</td>
<td></td>
<td>$10,140</td>
</tr>
<tr>
<td>Loose Inserts</td>
<td>$5,390</td>
<td></td>
<td>$5,390</td>
</tr>
</tbody>
</table>

Rates do not include GST.  
1 Casual booking rate for one advertisement in one issue.  
2 4x plan rate per advertisement when committing to four consecutive issues with advertisements of equal value.  
3 Multiple sheet inserts will attract a price on application. Loadings and preferred positions: First two double-page spreads inside front cover command a 15% loading. Back cover +25%. Ads will be positioned with best regard to related stories where available.
ON THE JOB
This is a unique media opportunity offered to selected advertisers that have a good story to tell.

In each edition of Plumbing Connection we have allocated up to 3 x double page spreads under the banner of “On the job with [your brand].”

These double-page spreads consist of:

1 x page of advertorial and 1 x page of advertising

Working with your appointed contact, our Plumbing Connection editor will develop a story around the information and images you supply. You get to approve the final copy and layout.

You can supply the accompanying advertising page using the standard process.

COST: $5,500 with a 12-month commitment to a Full Page schedule.
www.plumbingconnection.com.au website is the vertical site that caters for our industry. The site fills the much needed hole between the quarterly editions of the magazine and provides the industry with a single point for keeping up to date with press and product releases. We regularly receive industry and product news which doesn’t meet our quarterly print publishing schedules – the website offers a unique environment to disseminate this information to our active database of industry visitors.

The website has been developed for responsive viewing – making it accessible to the plumbing professional on any device that is relevant (desktop, tablet or mobile).

LEADERBOARD BANNER
Premium branding option appearing at the TOP of every page on the site.
Investment: $650 per month*
Details: 728 x 90 pixels

M-REC
The most popular ad unit size with significant impact and CTR.
M-Rec: $600 per month*
Details: 300 x 250 pixels

*minimum 3 month commitment

VISIT WEBSITE NOW
www.plumbingconnection.com.au
The Plumbing Connection e-Newsletter provides a powerful communication medium for our opt-in audience of industry professionals.

Delivered every 2 weeks, the e-Newsletter provides a valuable update about industry news and product releases, while filling the important communication gap between the quarterly publication of the sister magazine.

**NEWS TOWER**
Dimensions: 125 x 180 pixels
Investment: $500 per newsletter*

**NEWS BREAKER**
Dimensions: 468 x 60 pixels
Investment: $500 per newsletter*

*minimum commitment 2 insertions
Online videos are unquestionably a popular vehicle for brands looking to build or maintain a strong voice in the industry.

Plumbing TV is a new service aimed at giving marketers a new opportunity to communicate with our important audience of engaged systems integration professionals.

As with any marketing, reach is a key objective. Plumbing TV leverages existing websites, e-newsletters and social media within the Plumbing eco-system to ensure your message is in front of the whole Australian/New Zealand market.

Whether you want to produce a single video or develop a series, we can help not only publish but also create the video for inclusion on Plumbing TV. Alternatively, we can publish a video that you’ve already created to your own internal style guide.

**OUR OPTIONS INCLUDE:**
- Post existing videos on Plumbing TV.
- Produce and post a single video on Plumbing TV.
- Produce and post a series of videos on Plumbing TV.
TECHNICAL SPECIFICATIONS (MAGAZINE)

ADVERTISING SIZES
FULL PAGE
Type safe area: 255mm x 185mm Trim: 276mm x 205mm Bleed: 286mm x 215mm

1/2 PAGE HORIZONTAL
Type safe area: 125mm x 185mm Trim: 140mm x 205mm Bleed: 150mm x 215mm

1/2 PAGE VERTICAL
Type safe area: 255mm x 90mm Trim: 276mm x 100mm Bleed: 286mm x 110mm

STANDARD DOUBLE PAGE SPREAD*
Type safe area: 255mm x 390mm Trim: 276mm x 410mm Bleed: 286mm x 420mm

INSIDE FRONT COVER DOUBLE PAGE SPREAD*
Type safe area: 255mm x 378mm Trim: 276mm x 398mm Bleed: 286mm x 408mm

- We ask that you send these files via Quickcut or Quicksend – an industry standard ad delivery service for receiving and tracking digital ad files. For more information please visit www.adstream.com.au or Quickcut national support number 1300 768 988.
- Files sent via Quickcut or Quicksend should be accompanied by the booking reference number supplied by Connection Magazines with your order confirmation letter.
- A service fee of $75 may be applied for advertisements not supplied through the Quickcut ad delivery system.
- Please keep your own copy of the file, as we do not maintain an ad materials archive.
- If you have any questions regarding the submission of digital advertising to Connection Magazines, please contact our advertising traffic manager on 03 9542 9012 or traffic@build.com.au

MATERIAL CHECKLIST
Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to Connection Magazines.

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.

*SPECIAL NOTE ON INSIDE & STANDARD DOUBLE-PAGE SPREADS
- Only headings of very large type can run across the gutter of a double page spread. Type or product shots should always clear the spine and should never be split.
- Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm).
- Each page needs to be supplied as a single page with 5mm bleed. This allows for any imagery that crosses over the spine to line up when the magazine is bound.

INSIDE front cover DPS are a different size to a standard DPS.

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.
CONTACTS

ADVERTISING
1800 063 371

RALPH HARPUR [ADVERTISING]
0417 449 699
ralphharpur@build.com.au

GAIL DWYER [ADVERTISING TRAFFIC]
03 9542 9012
traffic@build.com.au

JEREMY SWEET [GENERAL MANAGER]
03 9542 9009
jeremysweet@build.com.au

JUSTIN FELIX [EDITOR]
03 9542 9024
justinfelix@build.com.au