

A collection of plumbing fittings and a red pipe wrench on a metal surface. The fittings include a large brass T-junction, a smaller brass T-junction, a brass elbow, a brass tee, and a brass elbow. A red pipe wrench is positioned in the lower right quadrant, with its jaws open. The background is a brushed metal surface.

PLUMBING CONNECTION

REACH AND INFLUENCE THE
ENTIRE PLUMBING SUPPLY CHAIN

2019 MEDIA KIT

ABOUT PLUMBING CONNECTION



For over 32 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.

ONLINE

The www.plumbingconnection.com.au website is a valuable vehicle for communication between the print editions of *Plumbing Connection*, to keep the industry up to date.

E-NEWSLETTER (NIB)

The biweekly e-Newsletters are a newsfeed featuring all recent press and product releases delivered to industry inboxes in Australia and New Zealand.



www.facebook.com/PlumbingCXNMag/



www.twitter.com/PlumbingCXNMag/



www.linkedin.com/showcase/plumbing-connection/

INDUSTRY RELATIONSHIPS

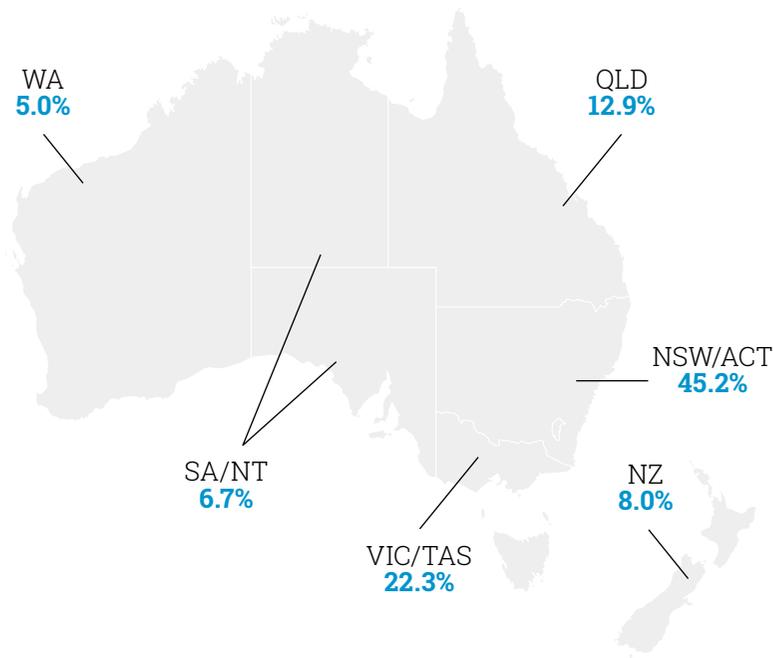


We remain independent of any industry association but work with them and their members on various stories, as appropriate.

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.

MAGAZINE

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.



| ADVERTISING RATES | | |
|---------------------------|----------|-----------------|
| | CASUAL | X 4 ANNUAL PLAN |
| Full Page | \$5,390 | \$5,070 |
| 1/2 Horizontal / Vertical | \$2,970 | \$2,780 |
| Double Page Spread | \$10,780 | \$10,140 |
| Loose Inserts | \$5,390 | \$5,390 |

Rates do not include GST. Inside double-page spreads command a 15% loading. Back cover +25%.

| MAGAZINE DEADLINES | | | |
|--------------------|------------------|-------------------|----------------|
| | BOOKING DEADLINE | MATERIAL DEADLINE | MAILHOUSE DATE |
| Autumn 2019 | November 30 | December 7 | January 20 |
| Winter 2019 | March 1 | March 8 | April 17 |
| Spring 2019 | June 7 | June 14 | July 24 |
| Summer 2019 | September 15 | September 22 | November 1 |
| Autumn 2020 | November 29 | December 6 | January 15 |

20,000+
Circulation

2.86
Readership
per copy

97.2%
Purchasing
decision

95.4%
Read most/cover
to cover

88.5%
Retention as
ongoing resource

ON THE JOB

This is a unique media opportunity offered to selected advertisers that have a story to tell.

For an advertiser who has committed to a 4-issue Full Page advertising schedule, this is an upgrade opportunity for your last insertion. **A maximum of 3 have been allocated in each issue.**

Upgrade to a double-page spread consisting of:
1 x page of advertorial and 1 x page of advertising

- Advertorial is to be provided by the client (500 words in length). This includes company name, headline, precede, body text, caption and web/email details.
- 1-2 images to be supplied as jpeg files at 300dpi.
- Final Word file ONLY to be emailed to traffic@build.com.au
- Accompanying advertising page using the standard process.

ON THE JOB - COMPANY NAME
ADVERTORIAL

HEADLINE HEADLINE HEADLINE

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Contact: name here
web address here

full page advert

| ON THE JOB | |
|---|------------|
| | INVESTMENT |
| Final insertion of a 12 month 4 issue Full Page schedule | \$7,500 |
| <i>Only one "On the Job" is available to an advertiser over a 12 month period</i> | |

For specifications please contact traffic@build.com.au

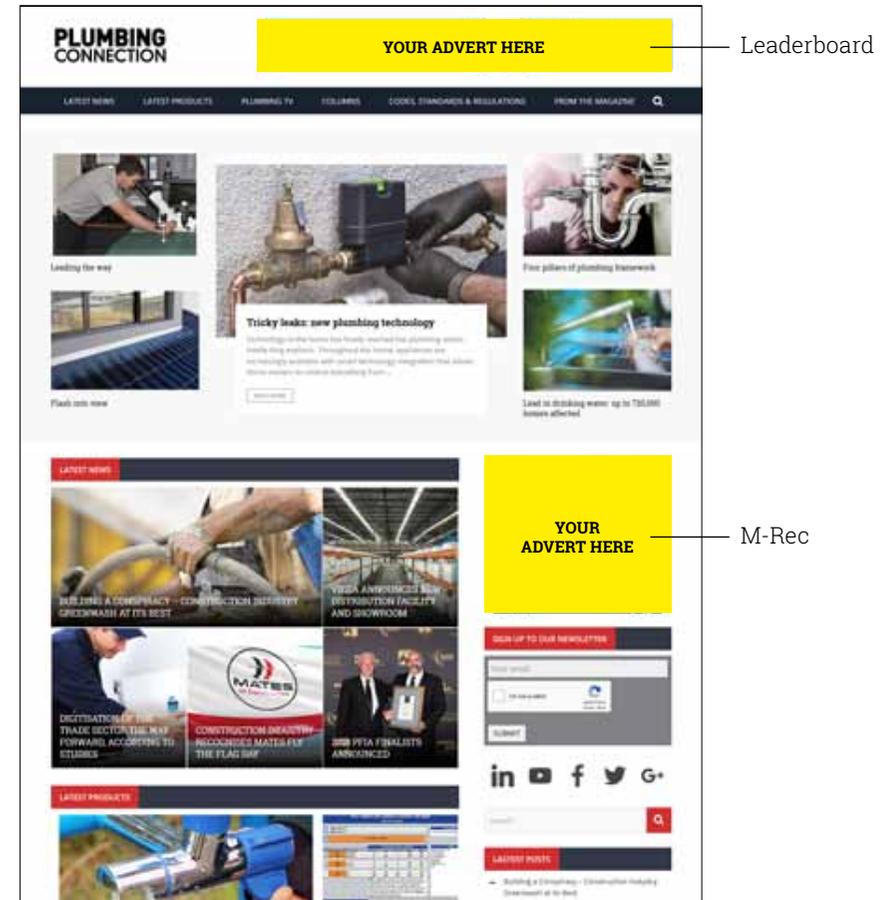
WEBSITE

www.plumbingconnection.com.au website is the site that caters for the building 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 all building professionals on any device that is relevant (desktop, tablet or mobile)

| WEBSITE | | |
|--------------------|------------------|------------------|
| | DIMENSIONS | INVESTMENT |
| Leaderboard Banner | 728 x 90 pixels | \$600 Per Month* |
| M-Rec | 300 x 250 pixels | \$600 Per Month* |

**minimum 3 month commitment*



www.plumbingconnection.com.au

74,000+
Unique visitors annually

1.64
Pages per session

1.40
Avg. session duration

NEWS-IN-BRIEF (NIB)

The *Plumbing Connection* e-Newsletter provides a powerful communication medium for our opt-in audience of building industry professionals.

Delivered fortnightly, 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-IN-BRIEF (NIB) | | |
|---------------------|------------------|-----------------------|
| | DIMENSIONS | INVESTMENT |
| News Tower | 125 x 180 pixels | \$500 per newsletter* |
| News Breaker | 468 x 60 pixels | \$500 per newsletter* |

**minimum commitment 2 insertions*

The screenshot shows the layout of the Plumbing Connection e-Newsletter. At the top left is the logo 'PLUMBING CONNECTION'. Below it is a main article with a photo of a plumber working on a boiler. To the right of the article are two yellow vertical boxes labeled 'YOUR ADVERT HERE', with lines pointing to them from the label 'News tower' on the right. Below the article is a yellow horizontal box labeled 'YOUR ADVERT HERE', with a line pointing to it from the label 'News breaker' on the left. Below that is another article snippet with a photo of a person, and below it is another yellow horizontal box labeled 'YOUR ADVERT HERE', with a line pointing to it from the label 'News breaker' on the left. At the bottom of the newsletter are three bullet points: 'Developing Industry Standards', 'Progress made in development of Standard for water efficiency', and 'Able, they still make them like they used to'.

2970
Opt in subscribers

30.4%
Avg open rate

6.99%
Avg click through rate (ctr)

PLUMBING

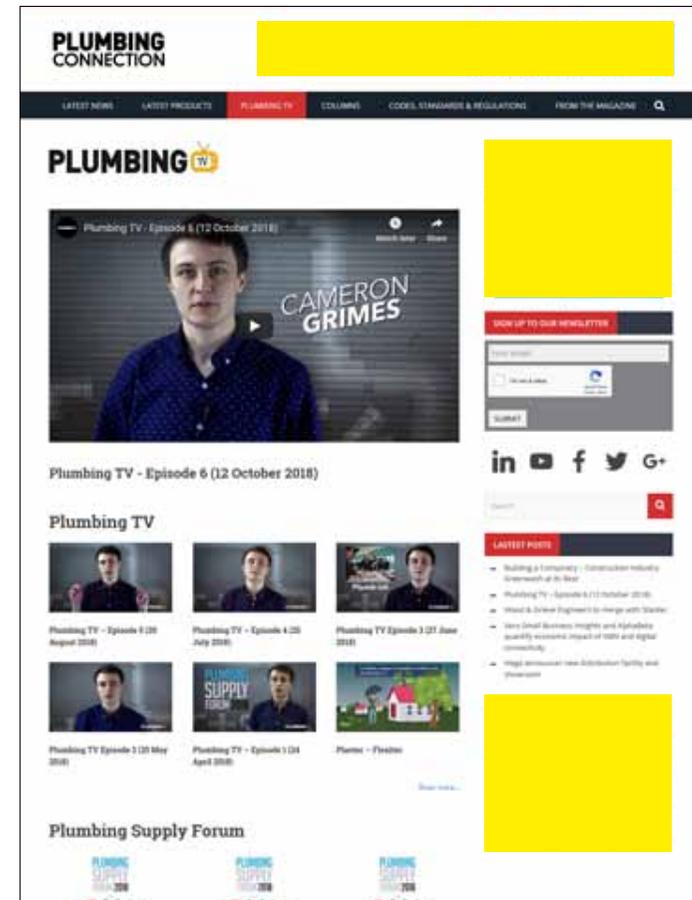
To complement our magazine, website and e-newsletter offering, we have launched **Plumbing TV**.

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 an 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 building eco-system to ensure your message is in front of the whole industry. The **Plumbing TV** channel is found at www.plumbingconnection.com.au/tv/.

All videos, once uploaded to the **Building TV** YouTube channel, will be distributed through:

- *Plumbing Connection* website
- e-Newsletter platform (NIB)
- Social Media (Facebook, Twitter and LinkedIn)



www.plumbingconnection.com.au/tv/

| PLUMBING TV | |
|-------------|------------|
| | INVESTMENT |
| Per Video | \$200 |

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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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