



# Media Kit 2024.

Because public health *matters.*

12 | Since 1901



# Media Kit 2024 | Advertising with us

As the only Association in WA dedicated to supporting licensed plumbing and gasfitting contractors, our communications are widely read by:

- A membership base of successful business owners in a high-income skilled trade
- Associate Members, who are businesses that service the plumbing and gasfitting trade

We offer media advertising opportunities for businesses and other organisations that want to reach business owners, tradespeople, apprentices and others who work in or are connected to the building and construction industry.

In 2024, we are scheduling advertising bookings for:

- Monthly email newsletters
- Sponsored EDMs
- Our website
- Our social media channels

We welcome enquiries about advertising for any products, services or information that will interest our members, their staff and their families and Associate Members.

## How to contact us

For all advertising enquiries, please contact us on (08) 9471 6661 or [mail@mpawa.asn.au](mailto:mail@mpawa.asn.au).

The screenshot shows the mobile version of the website masterplumbers.asn.au. The header includes the association's logo and a hamburger menu icon. The main heading reads 'Find a Master Plumber and Gasfitter now!'. Below this, a text block states: 'Our members are all licensed plumbing and gasfitting contractors, which means they are fully qualified and regulated by the WA Government. Search below to find a qualified professional.' The search interface consists of three input fields: 'Search company name', 'Search postcode or suburb', and 'All Services' (with a dropdown arrow). A large orange 'SEARCH' button is positioned at the bottom of the search section.



# Media Kit 2024 | Monthly Email Newsletters

Our monthly email newsletters go to Members and Associate Members. They contain information about our activities and coming events as well as important and essential news about topics such as technical updates and changes to legislation.

### Format

- HTML email branded with our logo

### Distribution

- 600

### Frequency

- Monthly

### Average Open Rate

- Over 47%

### Average Click-To-Open Rate

- Over 29%

### Advertising Options

- Advertisements in monthly email newsletters may consist of text, one image or a combination of text and an image. A web link should be included for the text, the image or both.

### Image and Text Requirements

- Maximum image size 590 x 380 pixels
- Image must be a jpeg, jpg, png or gif file
- One image per email
- Maximum of 50 words optional text, which we reserve the right to edit

### Publication Dates and Deadlines

#### Content Deadline

End of third week of month  
End of second week of December

#### Publication Date

Last week of month  
Third week of month

#### Months Published

January to November  
December

## Number of Placements Rates (excludes GST)

#### Single Placement (One Month)

**\$350**

(Non Member Price \$550)

#### Two Placements (Two Months)

**\$680**

(Non Member Price \$1,100)

#### Three Placements (Three Months)

**\$1,000**

(Non Member Price \$1,650)





# Media Kit 2024 | Sponsored EDMs

A sponsored EDM (electronic direct mail) contains your advertising message exclusive of any other content. Provide your logo, text, images and web links and we do the rest.

Early bookings are essential to avoid scheduling conflicts.

## Format

- HTML email branded with our logo

## Distribution

- 600

## Frequency

- By arrangement

## Average Open Rate

- Over 41%

## Average Click-To-Open Rate

- Over 8%

## Image and Text Requirements

- Maximum image size 590 x 380 pixels
- Images must be jpeg, jpg, png or gif files
- Unlimited text, which we reserve the right to review and edit

## Publication Dates and Deadlines

Sponsored EDMs are scheduled by arrangement. All images and text are required one week prior to the scheduled publication date.

## Number of EDMs *Rates (excludes GST)*

### Single EDM

**\$1,600**

(Non Member Price \$1,800)

### Multiple EDMs

**\$POA**

(Non Member Price \$POA)





# Media Kit 2024 | Website

Our website [www.masterplumbers.asn.au](http://www.masterplumbers.asn.au) is used by 600 members to access many resources that help them run their business, and by the public who use the 'Find a Master Plumber' directory.

## Page Views

- 190,000 per year

## Unique Visitors

- 30,000 per year

## Advertising Options

- 'Find a Master Plumber' directory
- Members' login page

## Material Specifications

- Images must be jpeg, jpg, png or gif files
- A web link is needed for each image

## Find a Master Plumber\* Rates (excludes GST)

**Top Banner**  
**3 month Package**  
720 x 90 pixels

**\$1,900**

(Non Member Price \$2100)

**Medium Rectangle\***  
**3 month Package**  
262 x 524 pixels

**\$1,700**

(Non Member Price \$1,800)

**Bottom Banner**  
**3 month Package**  
720 x 90 pixels

**\$1,300**

(Non Member Price \$1,500)

## Members' Login Page\* Rates (excludes GST)

**Banner**  
**3 month Package**  
720 x 90 pixels

**\$1,300**

(Non Member Price \$1,500)

\*Up to three advertisements can run simultaneously; position priority on a first-come, first served basis.



# Media Kit 2024 | Social Media

Our Facebook and Instagram pages offer opportunities to extend your reach to a wider audience. Advertising on them will multiply the effectiveness of your advertising in other media.

## Facebook

- Followers: 3700+
- Likes: 3000+

## Instagram

- Followers: 10,800+

## Number of Posts Rates (excludes GST) Boosted Posts: POA please contact the office

### One Post

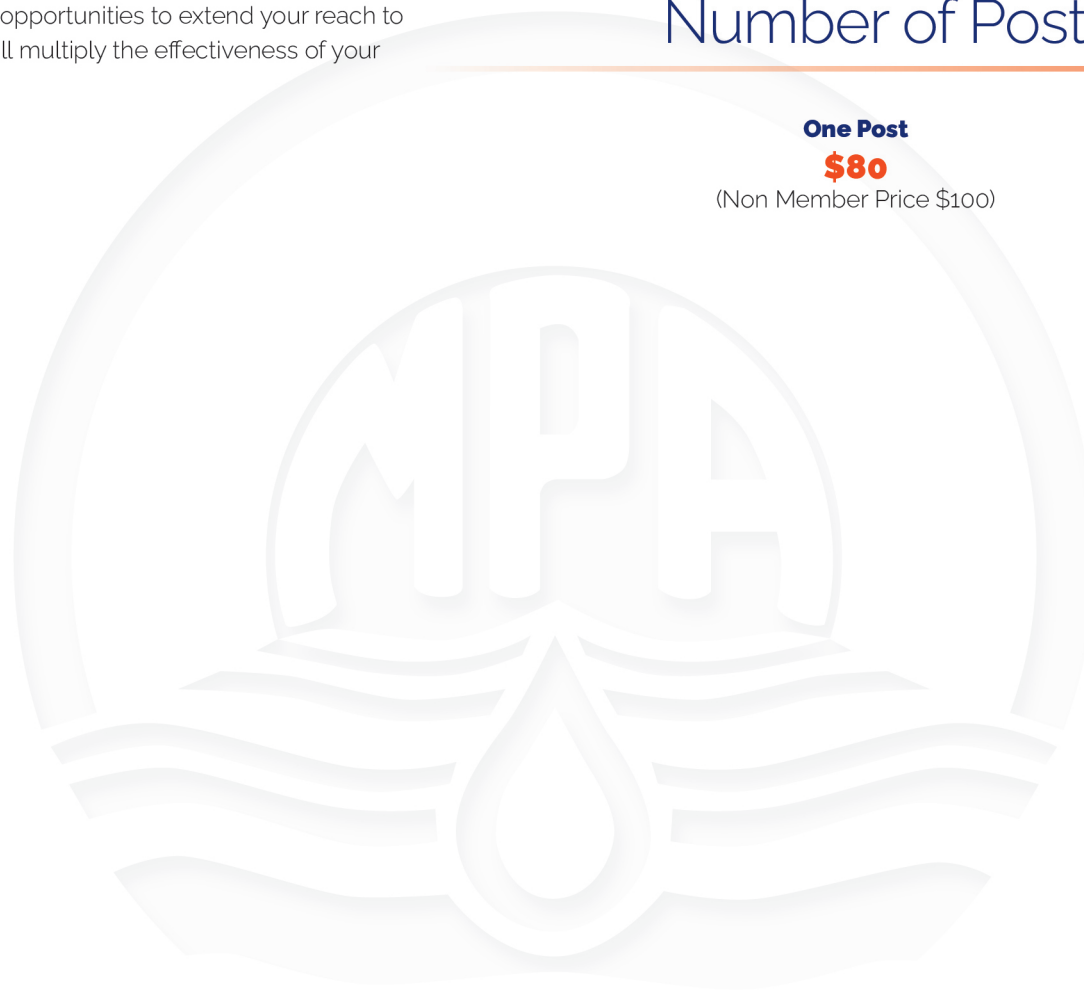
**\$80**

(Non Member Price \$100)

### Five Posts

**\$320**

(Non Member Price \$400)





# Media Kit 2024 | Other Advertising Opportunities

Our events such as Industry Trade Days, President's Cup Golf Day and Awards for Excellence provide unique opportunities to put your brand in front of a highly targeted industry audience.

During 2024, these opportunities are expected to expand due to initiatives such as our Continual Professional Development (CPD) program.

Please contact our office for more information.

## Disclaimers

### **Advertising Standards**

All advertisements submitted to Master Plumber Western Australia are subject to publisher approval and must meet general conditions of the Advertising Standards Bureau of Australia. Advertisers are responsible for ensuring advertisements comply with all relevant Commonwealth and State laws.

### **Incorrect Colour Reproduction**

We will not accept responsibility for incorrect colour reproduction for any provided advertising material.

### **Errors and Inaccuracies**

It is the advertiser's responsibility to ensure all material provided is accurate and error-free.





The Master Plumbers and Gasfitters Association  
of Western Australia (Union of Employers)

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