



Media Kit 2025.

Because public health *matters*.



Media Kit 2025 | 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 2025, 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.



Media Kit 2025 | 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

- 44%

Average Click-To-Open Rate

- 52%

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)	Two Placements (Two Months)	Three Placements (Three Months)
\$350	\$680	\$1,000
(Non Member Price \$550)	(Non Member Price \$1,100)	(Non Member Price \$1,650)



Media Kit 2025 | 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

- 44%

Average Click-To-Open Rate

- 5%

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 2025 | Website

Our website 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)

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.*

Other options are available by negotiation.



Media Kit 2025 | 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: 10,500

LinkedIn

- Followers: 580

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 2025 | 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.

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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