

- > Tap into a qualified audience
- > Tap into your target market
- > Tap into more sales opportunities

MEDIA KIT 2010

Key statistics

Circulation	21,341
Readership per copy	2.86
Read most/cover to cover	95.4%
Retention ongoing resource	88.5%
Business owner	83.0%
Purchasing decision	97.2%
10 or fewer people in company	86.0%



SO, WHERE DID
YOU LEARN THAT?

I READ ABOUT IT IN
PLUMBING CONNECTION

Whether you are launching new technologies/products or maintaining ongoing awareness of your brand and its capabilities in this competitive marketplace – the media of choice across the plumbing design and installation sector is *Plumbing Connection*.

Advertising in *Plumbing Connection* leads to success.

- > It targets the right market
- > The most relevant marketing environment
- > Story content second-to-none
- > Thoroughly read, cover to cover
- > The obvious place to launch your next campaign
- > Retained for ongoing reference
- > First point of reference for industry

Editorial topics

- > Piping systems
- > Hot water design/management
- > Tapware and fittings
- > Sanitary systems
- > Drainage
- > Industrial waste
- > Emerging alternative technologies
- > Water quality/efficiency
- > Potable water
- > Recycling
- > Roofing and rainwater goods
- > Rainwater harvesting products
- > Fire services
- > Gas services
- > Plumbing design
- > Valves and pumps
- > KBL (kitchens, bathrooms and laundries)



Print rates

Cost per issue full colour	Casual ¹	x4 Annual plan ²
Double-page spread	\$10,780	\$10,140
Full page	\$5,390	\$5,070
1/2 page	\$2,970	\$2,780
Loose inserts ³	\$5,390	\$5,390

Rates do not include GST.

¹Casual booking rate for one advertisement in one issue.

²4x plan rate per advertisement when committing to four consecutive issues with advertisements of equal value.

³Multiple 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%.

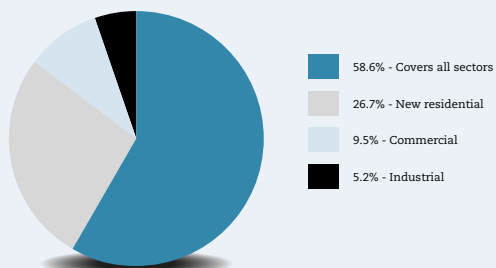
Ads will be positioned with best regard to related stories where available.



Over **21,000 copies** distributed throughout Australia and New Zealand

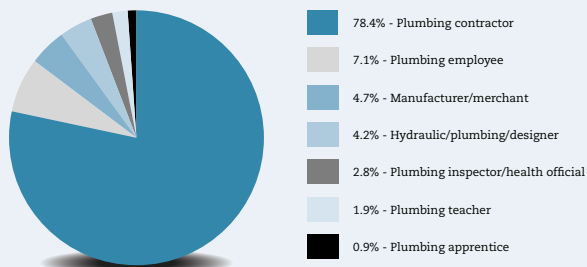
National distribution

Plumbing Connection targets all specialised sectors



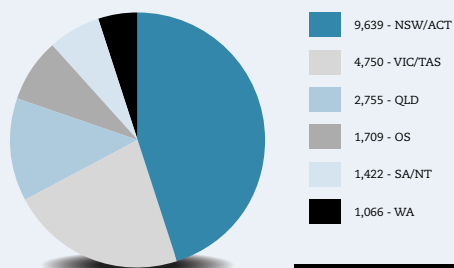
National distribution

Plumbing Connection delivers to the market segments



National distribution

Plumbing Connection reaches the whole Australian market



21,341 national circulation

Magazine deadlines

Autumn 2010 (Mar/May)

Booking deadline	February 12
Material deadline	February 19
Mailhouse date	March 22

Winter 2010 (Jun/Aug)

Booking deadline	May 7
Material deadline	May 14
Mailhouse date	June 14

Spring 2010 (Sep/Nov)

Booking deadline	July 30
Material deadline	August 6
Mailhouse date	September 6

Summer 2010 (Dec/Feb)

Booking deadline	October 29
Material deadline	November 5
Mailhouse date	December 6

Advert sizing

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	

Double-page spread

Type safe area	255mm x 390mm	
Trim	276mm x 410mm	
Bleed	286mm x 420mm	

Submissions

We welcome editorial submissions in the form of industry white papers, case studies, company and product news, R&D outcomes, etc, accompanied by colour high resolution digital images. Editorial deadline is four weeks prior to booking deadline. Due to the independent nature of our magazines, our editorial staff has final jurisdiction over editorial content in each issue and therefore we cannot guarantee submissions will be included in our editorial pages.

Material specifications

- > 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 Connection Magazines advertising traffic manager on 03 9542 9012 or traffic@build.com.au

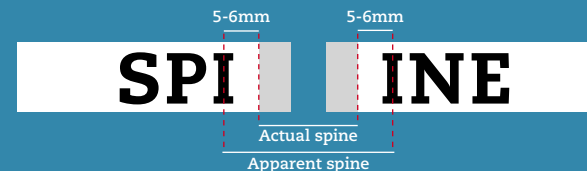
Material checklist

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. Issues which may cause a file to be rejected include:

- > 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 register and trim marks > Crop marks less than 3mm away from the trim > Type outside the type safe area.

Special note on double-page spreads

Because our magazines are perfect bound, special attention should be paid to design and production of material bleeding across the magazine spine. Apart from headlines, text should not be run across the magazine spine. If running headlines across the spine, a space 5 to 6mm should be left clear on the inside edges of the pages. Pictures or graphics bleeding across the magazine spine should incorporate a 10–14mm gutter overlay as per the illustration below.



Inserts

- Please ensure your creative department receives the following instructions to ensure the provision of your insert according to our specifications and to avoid the possibility of additional costs. Inserts must be supplied as per the requirements listed below.
- > Maximum size of insert – 265mm high x 195mm wide (any inserts larger than above specification, will need to be supplied pre-folded)
 - > Minimum size of insert – 150mm high x 175mm wide
 - > Any inserts that are irregular in shape must be approved by your sales consultant

To advertise, freecall: 1800 063 371
Fax: 03 9542 9090 **Email:** sales@build.com.au
Website: www.connectionmagazines.com.au



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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.