SPLASH!

MEDIA KIT

Swimming Pools / Leisure / Aquatics / Spas / Health

2023

SPLASH!

MEDIA KIT 2023

Why advertise with SPLASH! Media?

SPLASH! Media is now the only truly national voice of the industry to the industry. With a range of resources built around highly engaging, fully integrated, whole of audience content channels, SPLASH! Media is the way to inform, inspire and make sure your brand message is seen and heard.

Over 8,000 copies distributed to approx 33,600 readers per issue*
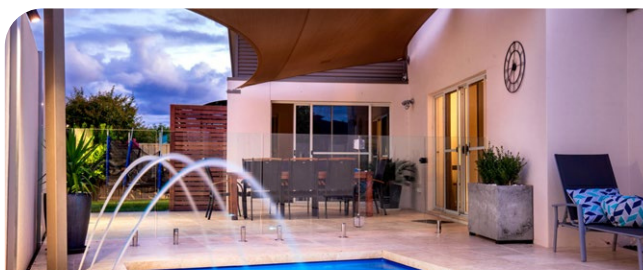
SPLASH! audience increased by 66% over the last 5 years - and still growing!

SPLASH! Media is a subscriber model which means our audience wants to be engaged with our content and our advertisers.

SPLASH! is essential reading for everyone involved in the diverse professional pool industry; from construction, retail, servicing and supply catering for the residential market through to semi commercial and full aquatic center design, build, maintenance and management; to landscape architects looking at incorporating pools & water features into outdoor living projects; to swim schools and swim teachers and coaches, certifiers, engineers and inspectors and more.
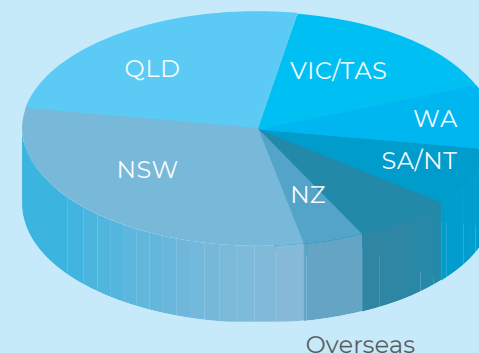
Every edition includes important information for all levels of the industry including builders, retailers, architects, tradespeople, technicians, commercial operations, coaches/teachers and managers.

SPLASH! has been built on print subscribers over decades but now further incorporates a cutting edge, best practice, array of digital, web and social resources to capture a total audience that engage with content in different ways.
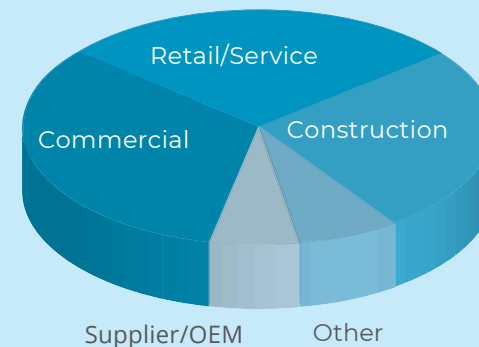
The magazine is the official publication of SPLASH! Trade Shows in Australia and New Zealand and is distributed to all exhibitors and attendees.

Your Brand, Our Audience

Geographical Distribution

(Pie chart segments: QLD, VIC/TAS, WA, SA/NT, NZ, Overseas, NSW)

Subscriber Mix

(Pie chart segments: Retail/Service, Construction, Other, Supplier/OEM, Commercial)

SPLASH!
MEDIA KIT **2023**

Your Message using our Media - How you can engage with our audience with our multichannel resources

Digital Magazine
Capture audiences who are device users. Print advertisers get double exposure here

Podcast
Fornightly episodes talking about the latest happenings within the industry

eDM
Email database of over 8,500 industry professionals and decision makers

eNewsletter
Released every fortnight reaching 8500+ targeted subscribers

Events
SPLASH! Pool and Spa Trade Show is the largest industry trade show in southern hemisphere.

NZ Trade & Consumer Show returning in 2022

Magazine
6 print issues per year - 33,600 readers*

Website
Engaging an audience that connects with content in different ways

Why SPLASH! Works

Technical Excellence

Provision of quality technical and scientific based, research-driven content

Inspiration and Aspiration

Informing creative design project integration for domestic, commercial and business leadership

Sense of Belonging

Celebrating our diverse, inclusive and cooperative community, that creates growth and improves the lives of many

Business Builders

Strengthening business acumen to create sustainable and measurable growth

Competitive Edge

Informing best practice for business. Covering financial management, sales and marketing

Regulatory Awareness

Updating current and coming changes to compliance and regulatory information and what that means to our industry

Innovation Appreciation

Championing industry innovation of product, programs or process, resulting in improved outcomes

SPLASH!
MEDIA KIT 2023

For advertising
enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

The Print Payoff

The 'Print Advertising Impact' (PAI Index^) identifies SPLASH! as a standout performer brand for exposure, readership and value for money.

SPLASH! Magazine has been measured against 29 other Australian trade magazines using the PAI Index. Nothing comes close to the advertising impact of SPLASH! per $ spent to our targeted audience.

Food & Drink

Marine

Business

QANTAS

B & T

SPLASH!

0   0.05   0.1   0.15   0.2   0.25   0.3   0.35   0.4

Did you know this about Print Advertising*?

- Print advertising delivers the highest return on investment of *any* medium at $3.94 for every $1 spent on advertising.

- It takes *18 months* of consistent advertising to rebuild brand awareness and trust. You don't want to lose all that time and money.

- *95%* of people under 25 read magazines. This breaks the cliché that young people are tossing print aside, because this figure holds steady every single year.

- Every copy of SPLASH! Magazine is read by more than 4 people. That's a multiplier effect!

"Stopping advertising to save money is like stopping your watch to save time." – *Henry Ford*

Cross Platform Branding Strategy

A multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital performs best.

The Numbers:

• 100's of Cross Platform campaigns created for our advertisers.

• 15M+ brand positions delivered in last year.

• Digital audience growth of 35% over the last 24 months

Average audience age now under 35. SPLASH! now offers this sophisticated, simple and very effective strategy to your brand.

One Audience - Many Channels - Made Simple

+0%	+5%	+17%
No Campaign	Single Channel	Cross Channel

For advertising enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

SPLASH!
MEDIA KIT **2023**

SPLASH! Bundles

All New SPLASH! Brand Builder Strategy

• Increases your brand exposure over 400% from print alone
• Brings the benefits of the proven neuroscience marketing research to your brand
• Decreases cost per impression to less than $0.02c

PLUS!
FULLY REPORTABLE STATISTICS PROVIDED MONTHLY

Be seen over 1 million times a year for less than $0.02 per impression!

Annual Advertiser Pricing
INCLUDES SPASA MEMBERS 10% DISCOUNT

TRADE CAMPAIGNS	SPLASH! STARTER	SPLASH! IMPACT	SPLASH! POWER
PRINT	Half Page	Full Page	Full Page
WEB	Remarketing	Remarketing UP	Remarketing PLUS
SOCIAL BOOSTING	Targeted	Targeted	Targeted
REACH & IMPRESSIONS (P+W+D)	63,500	85,167	108,500
P/M	8.1	10.2	12.2
FREQUENCY (WEB)	$1,442*	$1,991*	$2,176*
$ PER MONTH (MIN 12 MONTHS)	$0.0201	$0.0199	$0.0181
COST PER IMPRESSION			

*ex.GST

ANNUAL ADVERTISERS RECIEVE FREE:
Leverage Your Brand Position

HOW?
1. Annual content map for contributions
2. Priority position in 'New Products'
3. Featured in 'Industry News'

WHY?
▶ Thought Leadership
▶ Product Leadership
▶ Organisational Leadership

SPLASH!
MEDIA KIT 2023

For advertising
enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

# High Impact Marketing Solutions

Add an Insert
$POA

Launch a product, a catalogue, or brand. Advertise your business for sale or call for a new dealer.

Benefit from the huge depth of distrubtion to the industry and make your message heard.

Site Takeover
$2,468* per month
$22,211* for full 12 month position

The site takeover incorporates the key display positions on the homepage. Billboard, Leaderboard and MREC positions create a complete branding solution. Perfect for brand awareness or the critical launch phase of a new product. *New parallax exposure available.*
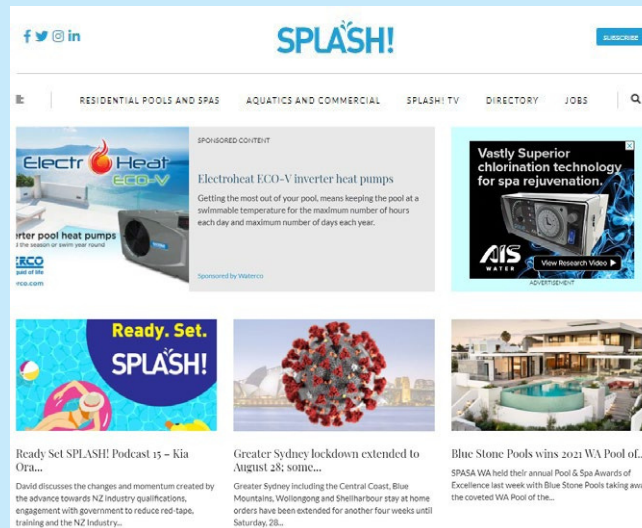
Address Sheet
$2,033* per issue (or)
$10,980* full year

Be seen with every issue for the year with your brand on the address sheet. Inserted inside the plastic wrap of each individual magazine distributed in 2019 this provides maximum exposure for the brand.

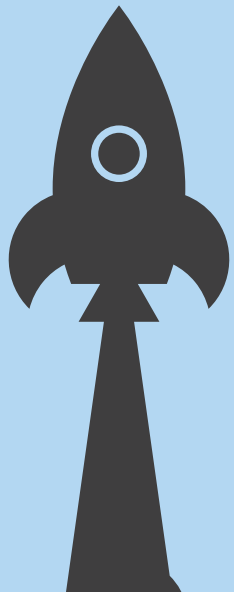*exc GST

For advertising enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

SPLASH!
MEDIA KIT **2023**

Be seen!

Power Product Launch
$4,950* SPASA Member
$5,500* Non SPASA Member

Launch your new product with a powerful boost for 30 days across multiple platforms to our engaged audience.

Be Seen in these places for one month:

• 30,000 impressions for 30 days
• Social Media Boost
• Dedicated National eDM
• Podcast promotion 20 sec

+ FREE inclusion in 'New Product' section of SPLASH! Magazine

Premium Position
$POA

Be seen and be noticed.
Book your place in SPLASH! with a premium position:

• Back cover
• Inside front cover
• Double page spread
• Opposite contents

1/2 Page Wraparound
$3,956* per issue (or)
$21,360* to own all issues

The magazine wraparound provides high level exposure and encompasses both the front and back of each issue. Perfect for creating high-urgency offers or promoting your brand whilst also still utilising the power of the brand masthead.

Features & Deadlines

Edition 146
February/March

Features:

- Prefab Pools, Fiberglass, Composite & Concrete Tanks
- Surf pools & engineering features
- Equipotential bonding is not an option
- Saving energy & money in aquatic centres
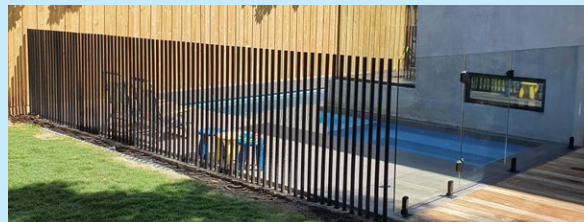- Finding & keeping retail staff

Deadlines

Editorial	16 January
Booking	19 January
Artwork/Material	25 January
Publish	**24 February**

Edition 147
April/May

Features:

- Automation Options
- Moving floors - How do they work
- New paths for training staff
- Australian Manufacturing
- Safe Chemical Handling
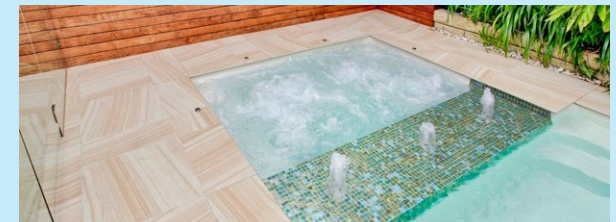- Supply chain - effects on Just In Time

Deadlines

Editorial	16 March
Booking	21 March
Artwork/Material	27 March
Publish	**28 April**

Edition 148
June/July

Features:

- Pool Heating
- Pools & Football stadia
- Understanding builder contracts (SPASA)
- Insurance & Compliance
- Fixing noisy equipment

Deadlines

Editorial	22 May
Booking	25 May
Artwork/Material	31 May
Publish	**30 June**

NB: Cancellation deadline 2 weeks prior to booking deadline. Penalties may apply.
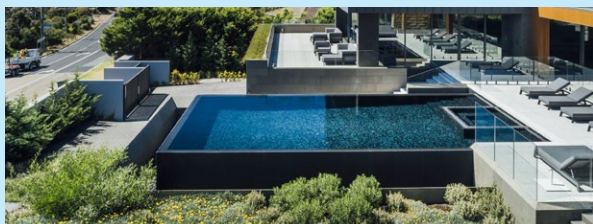
SPLASH!
MEDIA KIT **2023**

Features & Deadlines

Edition 149
August/September

Features:

- Considerations for pool renovations
- Water balance & public standards
- Subcontractors
- Governments LTS subsidies across the country
- Climate Care Certified

Deadlines

Editorial	18	July
Booking	21	July
Artwork/Material	27	July

Publish **19 August**

Edition 150
October/November

Features:

- Latest pool cleaner tech
- Filteration in public pools
- Council Vs Private
- Becoming cash flow king
- Rare earths & metal shortage
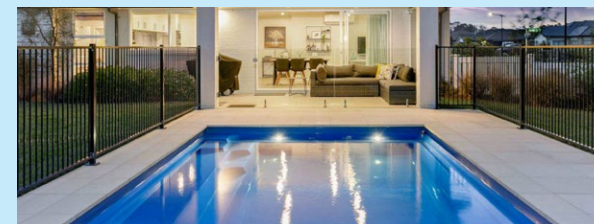- Qualified techs in jobs ad

Deadlines

Editorial	14	September
Booking	19	September
Artwork/Material	25	September

Publish **25 October**

Edition 151
December/January

Features:

- Circular economy & ESG
- Latest big projects
- Plan & manage budget
- Crisis management
- HR & people management
- Cost vs Benefit
- Big pools - are they still a thing?

Deadlines

Editorial	2	November
Booking	17	November
Artwork/Material	13	November

Publish **12 December**

SPLASH!
MEDIA KIT 2023

For advertising enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

Print Rates & Specifications

Print Extras	Per Issue*	Full Year*
Half Page Cover wrap-around	$3,524	$19,900
Address Sheet	$2,033	$10,980
Opening Page Premium Placement (Digital Mag)	$3,453	$18,648
Premium Position (See Page 9)	POA	POA
Add an Insert	POA	POA

Size	D W	Casual* (1)	Seasonal* (3)	Full Year* (6)
Double page spread	297 x 420	$5,033	$4,871	$4,530
Full page	297 x 210	$3,166	$3,063	$2,849
Half page (horizontal/vert)	[see below]	$1,994	$1,930	$1,795
Third page	90 x 185	$1,393	$1,348	$1,254
Quarter page	135 x 90	$1,203	$1,164	$1,083

Full page
297 x 210

NB for FP & DPS:
5mm bleed off all edges
Offset trim marks by 8mm
All text min. 8mm from page edge

Double page spread
297 x 420

1/2 horizontal
135 x 185

1/3 horizontal
90 x 185

1/2 vertical
270x90

1/4
135x90

10% discount for SPASA Members!

Important Information

Disk: CD, and DVDs accepted.

Email: PDFs up to 10Mb only.

File formats: Adobe Portable Document Format (PDF)

Other formats: InDesign, PhotoShop and Illustrator. Make sure all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. We do not accept ads in Word, PowerPoint, Publisher or any Microsoft software.

Images: Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

Fonts: We accept Postscript fonts only, include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded. Fonts should not be stylised.

Proofs: A colour proof must be supplied with all ads. We will not accept responsibility for the printed result if a proof is not supplied.

All material to be emailed to: magazine.material@intermedia.com.au
Deadlines: See pages 11-12. Cancellation deadline 2 weeks prior to booking deadline. Penalties may apply.

For advertising enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

SPLASH!
MEDIA KIT **2023**

Website

Site Takeover
$2,468* per month
$22,211* for full 12 month position

The site takeover incorporates the key display positions on the homepage. Billboard, Leaderboard and MREC positions create a complete branding solution. Perfect for brand awareness or the critical launch phase of a new product. *New parallax exposure available*.
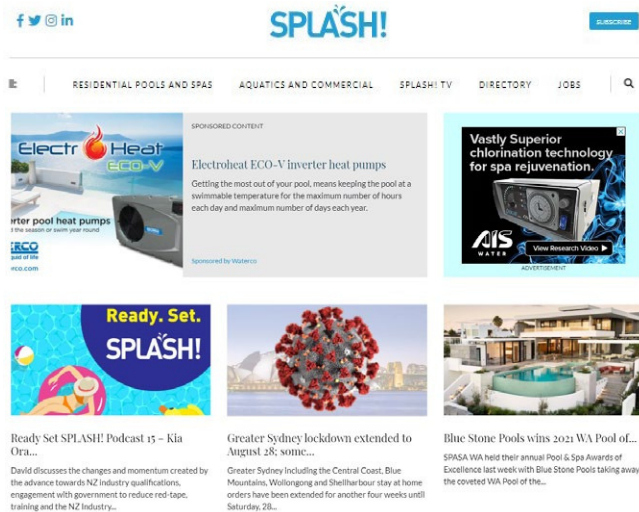
SPLASH! Tube
$250* per video

Share your video to the world on our website!

Can be information, inspiration, education or an advertisement - Once uploaded it will be part of the content offering ongoing.

Category Champion
$495* per month
$4,455* full year

Category Tagging enables you to only display your content as units on pages with stories tagged to suit.

For example, if you're an equipment supplier, your ads will only feature on articles that feature pool/spa equipment.

- Aquatics & Swim Schools
- Disinfection & Water Quality
- Pool & Spa Automation
- Pool Cleaning
- Pool Construction & Installation
- Pool Heating
- Public Pools & Waterparks
- Pumps & Filtration
- Retail & Technicians
- Safety & Fencing
- Spas & Hot Tubs
- Training & Education
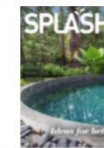- Wellness & Health

Sponsored Content
$1,233* per month
$11,100* full year

Promote your hot new product, program or big news using sponsored content. Gain triple the exposure with your single piece of content featured on the front page both splashmagazine.com.au + a prime position in the fortnightly e-news + social media coverage!

Electronic Direct Mail

An eDM is a sponsored promotion distributing an exclusive marketing message to the large and active targeted audience of SPLASH! Magazine via email:

eDM's are ideal for promoting:

· Product Launches
· Brand Campaigns
· Invitations & Competitions
· Major announcements

Reach our full database
8,500+
industry professionals for $1,650*
or a single state localised
eDM for $1,100*

Frequency
2 per month (only 24 places available)
Content
100% exclusive to you
Reporting
Available

Leaderboard

Sponsored article

mRec

eNewsletter

Frequency
Fortnightly

Distribution
8,500+

Content
News, features & products

Performance
Up to 6.5 times the industry average

Reporting
Ad stats via Double Click for publishers

Apples-to-Apples Comparison^

How do our performance stats compare to others in the Media & Publishing industry?

Industry open rate: 29.2% - Our rate: 31.95%
Industry CTR: 4.55% - Our Rate: 30.13%

For advertising
enquiries contact
David Stennett
E: david@spasa.com.au
M: 0404 725 554

SPLASH!
MEDIA KIT **2023**

Retargeting Campaign

Reader

Visits
www.splash.com.au
and sees your ad

Visitor leaves site

Your ad follows visitor on
other sites, retargeting
them for a month

Increased exposure to
your ads leads visitor to call
or visit your website

Your brand seen by the professional trade audience of SPLASH! over 1 million times a year!

Dozens of campaigns completed with an average cost per impression under $0.02c

Fully reportable statistics delivered monthly.

Options available to suit your brand needs.

Social Media

Social Media represents a key growth area of SPLASH! Magazine's digital presence with pool builders, retailers, distributers, technicians, government departments and other industry professionals following one or more of our social channels.

With our frequent updates on Facebook, Instagram, Linkedin and Twitter no other B2B title in our industry sector is as connected or can offer such diverse offering for business looking to market their product/service online. If you'd like to incorporate our social media channels in your marketing activities, we'd love to hear from you!

Followers
3,000 across all platforms

Facebook reach
Recently a single post reached over 25,000!

Choose a Campaign

Here are the costs to promote your sponsored content via a still image, multiple images or video.

Local
Target local customers within a 50km radius of your business.^

National
This is for brands wishing to reach an Australia-wide market.

Social Media		
Single channel:	Base	$300
	Better	$500
Omni channel:	Best	$650
	Base	$400
	Better	$667
	Best	$867

Podcast	
Ad space	$355
Product plug	$355
Profile interview	$3,490

SPLASH! Podcasts

26 ISSUES PER YEAR

SPLASH! is the voice of the professional trade and SPLASH! Podcast is the voice of SPLASH!

Presented by Luke Daly and David Stennett (hosts of the 2020 SPASA Awards of Excellence and self-appointed 'industry gurus'), this fun, informative and engaging platform is the perfect place to have your brand featured with a 20 sec audio/video.

Both podcast and videocast with episodes being distributed across the industry and available for download.

10 second product plugs also available for 'in-podcast' promotion by the hosts.

SPLASH!
MEDIA KIT **2023**

Digital Rates & Specifications

10% discount for SPASA Members!

Site Takeover	D W	Per Month*	All Year*
Leaderboard	90 x 728	inc	inc
Billboard	250 x 970	inc	inc
MREC (advertisement)	250 x 300	inc	inc
TOTAL COST		$2,468	$22,211

Web & e-Newsletter	D W	Per Month*	All Year*
Sponsored Content (web and e-news coverage)	on request	$1,233	$11,100
MREC (web and e-news coverage)	250 x 300	$1,233	$11,100
Newsletter Leaderboard x 2 (e-news)	468 x 60 n/a	$1,233	$11,100
Category Champion (web)	n/a	$728	$6,550
Re-marketing	n/a	$2,650	$23,856
Podcast Ad Space	n/a	$355	n/a
Podcast Product Plug	n/a	$355	n/a
Podcast Profile Interview	n/a	$3,490	n/a
Job Placement Advert	n/a	$90	n/a

Other	D W	Per Item*	All Year*
100% eDM - National	on request	$1,750	n/a
100% eDM - State only	on request	$1,100	n/a
Directory Featured Suppliers	on request	$1,000	n/a
Directory Category suppliers	on request	$600	n/a
SPLASH! Stream	on request	$250	n/a

Important Information

• All advertisements have live links to the url supplied by the client.

• Click through and other metrics reports are available to advertisers on request.

• All standard advertisements are booked as run of site.

• All splashmagazine.com.au advertising is booked for a minimum of 1 month

• Web files jpg, gif, png or swf. Email files: jpg, gif or png. File size maximum 200kb.

• splashmagazine.com.au offers a convenient banner ad production service.

• Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by splashmagazine.com.au

• Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes. Please contact us for information and costings on flash animated or more complex advertisements.

• All Flash ads must be supplied with a backup gif file. Flash format advertisements cannot be accepted for email newsletters. Please supply an animated gif with a back up static gif or jpg in this instance. All flash formats and gif file animation must finish or loop in no more than 15 seconds.

• All material to be emailed at least 5 working days prior to start of month to: magazine.material@intermedia.com.au

• Cancellation deadline 2 weeks prior to booking deadline. Penalties may apply.

Please note: not all email programs support animated files. Please provide static gifs or jpgs for HTML email campaigns.