

SPLASH!

Swimming Pools / Leisure / Aquatics / Spas / Health

MEDIA KIT
2021



Why advertise with SPLASH! magazine?

SPLASH! Magazine is now the only voice of the industry to the industry. With a range of resources built around a highly engaging magazine SPLASH! is the way to inform, inspire and make sure your message is being heard.

The magazine includes the latest industry news and case studies. There are in-depth features on a broad range of issues relevant to the residential and commercial pool and spa market as well as aquatics and landscaping.

Over 8,000 copies
distributed to approx
33,600 readers per issue*

SPLASH! is essential reading for everyone involved in the 'wet' industry – from operators catering for the residential market, large companies specialising in constructing or managing large commercial projects, through to landscape architects looking at incorporating pools & water features into outdoor living projects.

Every edition includes important information for all levels of the industry including builders, retailers, architects, tradespeople, technicians and managers.

SPLASH! helps businesses maintain profitability by keeping them abreast of the news, trends and innovations that fuel the 'wet' industry.

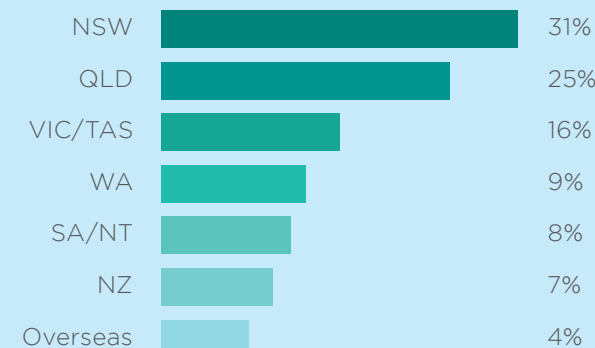


SPLASH! is built on print but incorporates a wide array of digital, web and social resources to capture a total audience that engage with content in different ways.

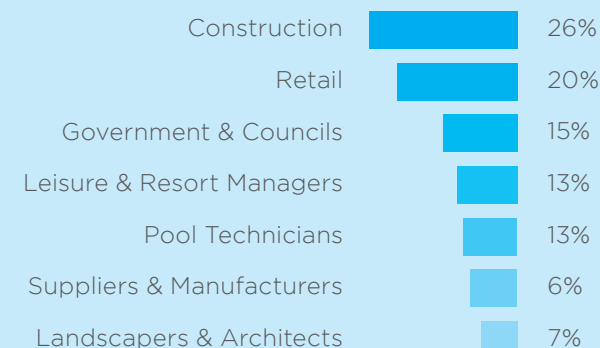
The magazine is the official publication of SPLASH! Trade Shows in Australia and New Zealand and is distributed to all exhibitors and attendees.

Your Brand Our Audience

Geographical Distribution



Readership Breakdown



The 7 Elements of SPLASH!

Technical Excellence

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

Inspiration and Aspiration

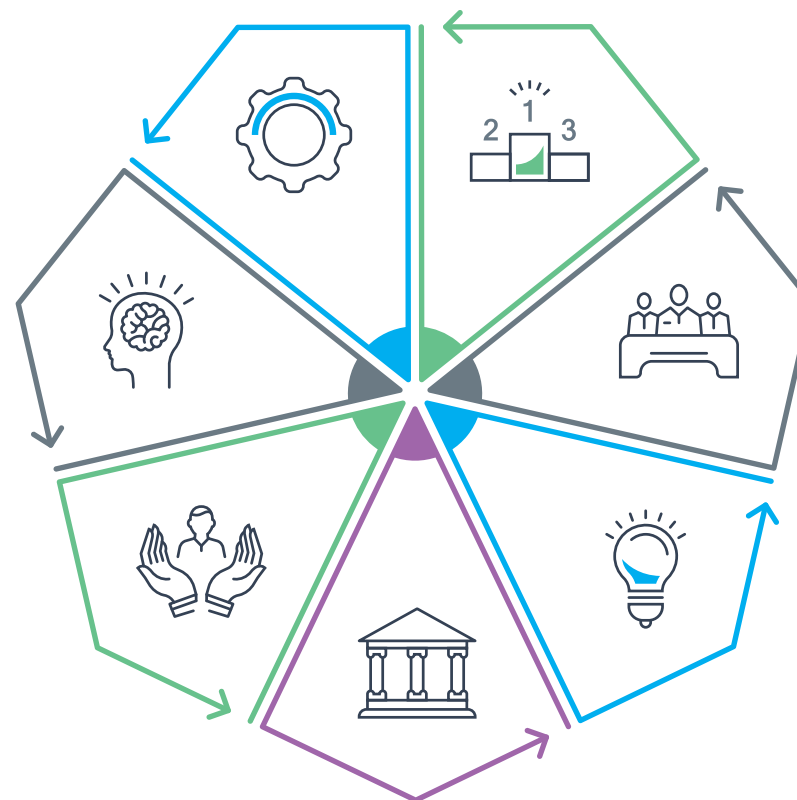
Informing creative design project integration for domestic, commercial and business leadership

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

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

SPLASH!

MEDIA KIT 2021

Platforms for you to **connect** with our audience

Magazine

6 print issues per year -
33,600 readers*

Events

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

NZ Trade & Consumer Show returning in 2020

Website

Engaging an audience that connects with content in different ways

Digital Magazine

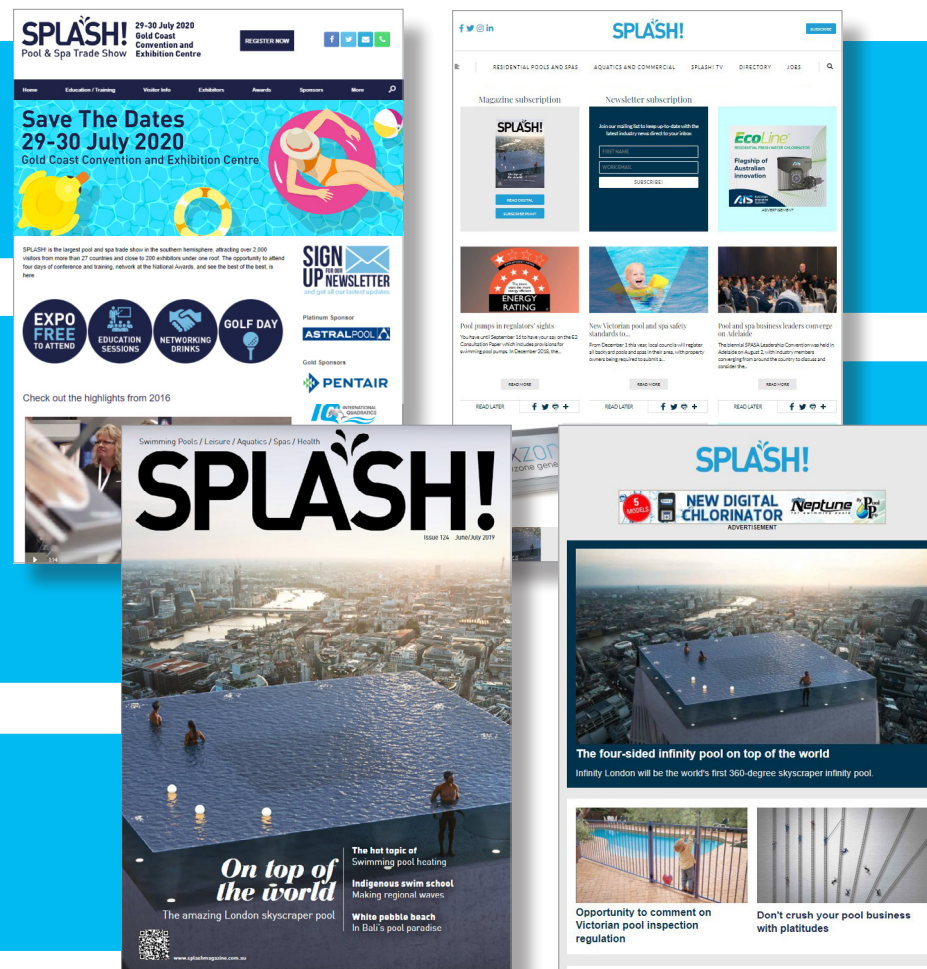
Capture audiences who are device users. Print advertisers get double exposure here

eDM

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

eNewsletter

Released every fortnight reaching 8500+ targeted subscribers



* <https://mumbrella.com.au/emma-print-readership-analysis-claims-australian-surge-readers-per-copy>

Why Print?

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.



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.
- ◆ People respond to printed mail advertising **four** times more than email advertising

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

SPLASH! More than Print

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

With this in mind SPLASH! is proud to offer best advertising practice backed by:

- International trade advertising research data (RAMetrics, Forbes, GK Craig, Neuro Science Marketing)
- Australian benchmarking against 29 other trade publications
- Over 50 SPLASH! trade campaigns in the last 12 months with 9 brands that have all been successfully measured

SPLASH! now offers this sophisticated, simple and very effective strategy to your brand.

**Print + Digital
= 3.4x Effect**

+0%

No
Campaign

+5%

Print or
digital in
isolation

+17%

Print
and digital
combined



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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
- Fully reportable statistics provided monthly



PLUS!
 ANNUAL
 ADVERTISERS
 RECEIVE FREE:

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! TOTAL
PRINT		Half Page	Full Page
WEB		Remarketing	Remarketing PLUS
REACH & IMPRESSIONS (P+W+D) P/M		63,500	108,500
FREQUENCY (WEB)		8.1	12.2
\$ PER MONTH (MIN 12 MONTHS)		\$1,275*	\$1,960*
COST PER IMPRESSION		\$0.0201	\$0.0181

*ex.GST

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

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.

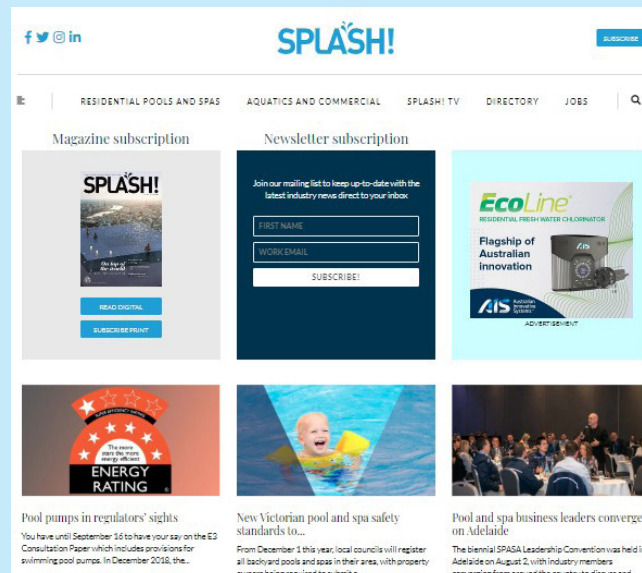
Benefit from the huge depth of distribution to the industry and make your message heard.

Site Takeover \$2,490* per month \$19,990* 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 \$2,490* per issue (or) \$9,990* full year 2020

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.



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SPLASH!

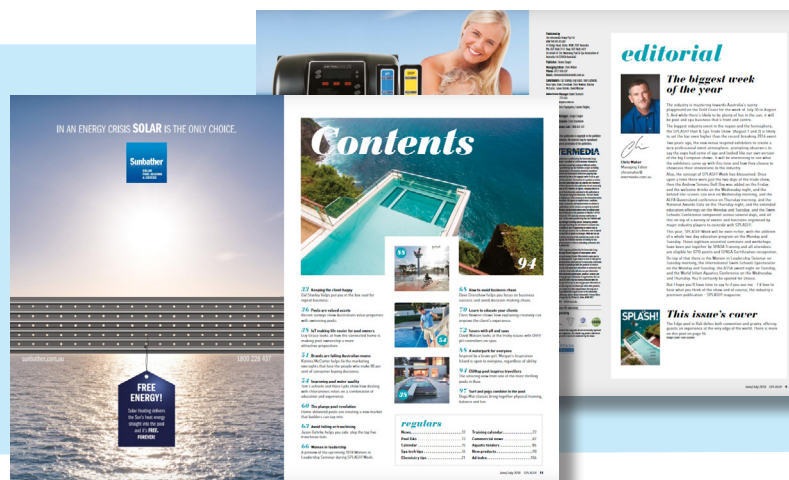
MEDIA KIT 2021

Be seen!

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



New Product

Full Schedule Advertisers

Always free + upsized to 1/2 page
 (where possible)

Casual Advertisers

Free 1/4 page x 1 per annum

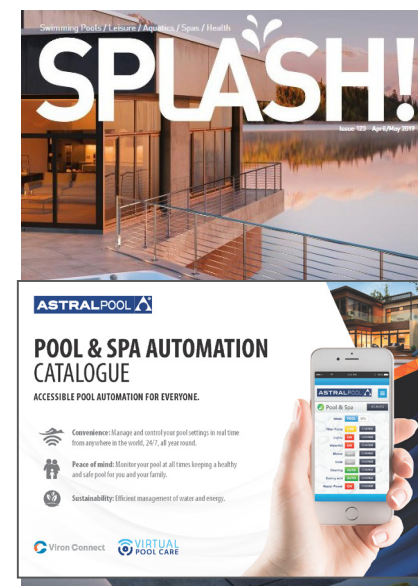
Other

\$1,100* 1/4 page



1/2 Page Wraparound \$4,995* per issue (or) \$24,995* to own all 2020 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.



Magazine Focus & Deadlines

Edition 134 FEB/MARCH

Focus:

Finish the season strong

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	16 January
Bookings	30 January
Material	3 February

Publish **26 February**

Edition 135 APRIL/MAY

Focus:

Business planning
message and marketing
Staff and professional
development

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	19 March
Bookings	1 April
Material	7 April

Publish **30 April**

Edition 136 JUNE/JULY

Focus:

Professional/brand
development
Product/industry
leadership positioning
New product/program
launches
New business hunt

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	19 May
Bookings	27 May
Material	2 June

Publish **29 June**

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enquiries contact

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SPLASH!

MEDIA KIT 2021

Magazine Focus & Deadlines

Edition 137 AUG/SEPT

Focus:

Season Start
Product launches, Buying time
Sales and Marketing offers/programs

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	22 July
Bookings	31 July
Material	6 August

Publish 31 August

Edition 138 OCT/NOV

Focus:

Product and brand support in busy time
Service/Stock available reminder
Choose me

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	15 September
Bookings	28 September
Material	2 October

Publish 26 October

Edition 139 DEC/JAN

Focus:

Others may be out of stock or too busy but we are here for you
Product and brand support in busy time
Service/Stock available reminder

Proposed Features:

SPASA Industry Update
Business Builder
Landscape & Design (other outdoor)
Water Management
Equipment
Commercial Pool Operations
NZ
Health & Wellness
Commercial Building/Other
Allocated advertiser editorial content
Round Table

Deadlines

Editorial	28 October
Bookings	10 November
Material	16 November

Publish 7 December

"We think of SPLASH! as our marketing partner to help us educate, inform and inspire the industry with our vision."

- Elena Gosse, CEO AIS Water



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Print Rates & Specifications

Print Extras	Per Issue*	Full Year*
Half Page Cover wrap-around	\$4,995	\$24,995
Address Sheet	\$2,490	\$9,990
Opening Page Premium Placement (Digital Mag)	\$2,990	\$9,990
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		\$4,305	\$4,188	\$3,914
Full page	297 x 210		\$2,719	\$2,645	\$2,472
Half page (horizontal/vert)	[see below]		\$1,700	\$1,653	\$1,545
Third page	90 x 185		\$1,184	\$1,152	\$1,076
Quarter page	135 x 90		\$1,037	\$1,008	\$943
Half cover wrap-around			\$4,995	\$4,400	\$3,389

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 page 10 Cancellation deadline 2 weeks prior to booking deadline. Penalties may apply.

**10%
discount
for SPASA
Members!**

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

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SPLASH!

MEDIA KIT 2021

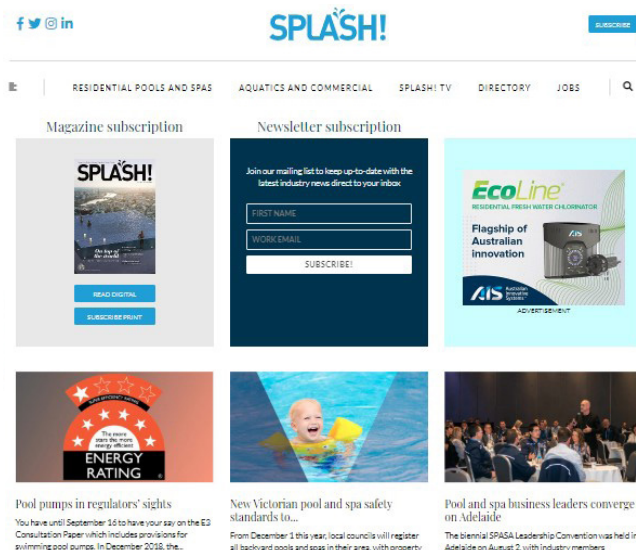
Website

Site Takeover

\$2,490* per month

\$19,990* 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

\$249* per month

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 Tagging

\$500* per month

\$5,000* full year 2021

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.

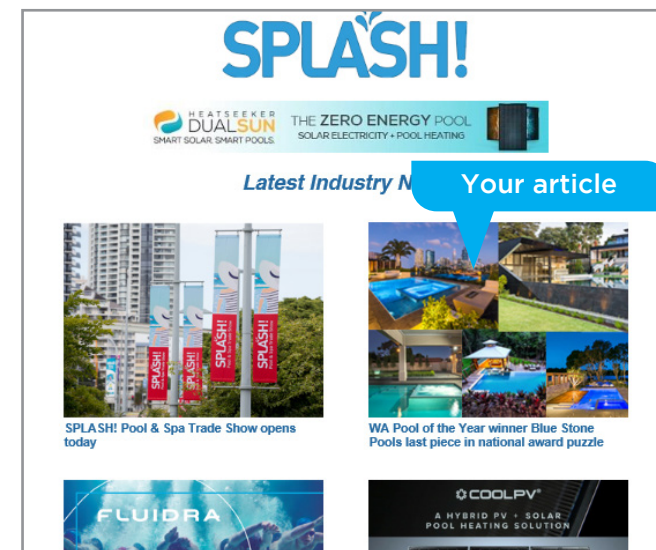
- Aquatics & Swim Schools
- Disinfection & Water Quality
- Pool & Spa Automation
- Pool Cleaning
- Pool Construction & Installation
- Pool Heating
- Public Pools & Waterparks
- Pumps & Filtration
- Retail & Technicians
- Safety & Fencing
- Spas & Hot Tubs
- Training & Education
- Wellness & Health

Sponsored Content

\$1,450* per month

\$9,995* full year 2021

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!



eNewsletter



Frequency
Fortnightly



Distribution
8,500+



Content
News, features
& products



Performance
Up to 6.5 times
the industry
average



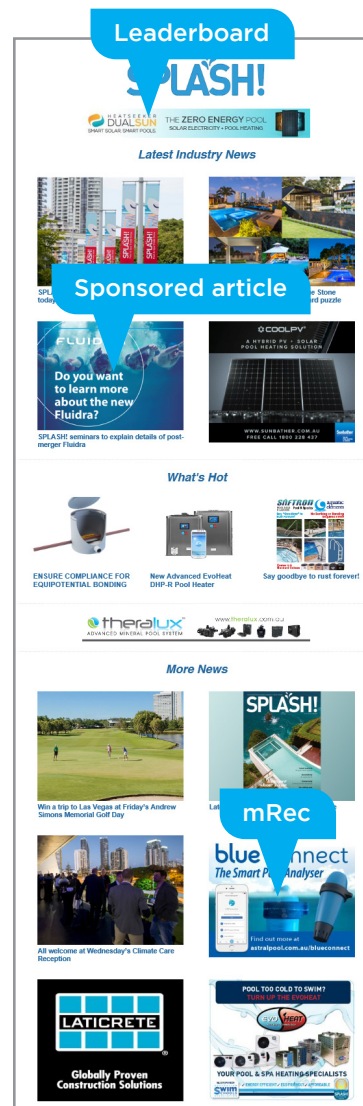
Reporting
Ad stats via
Double Click
for publishers

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%



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
\$1,495* or a single state
localised eDM for **\$990***

Frequency

2 per month (only 24 places available)

Content

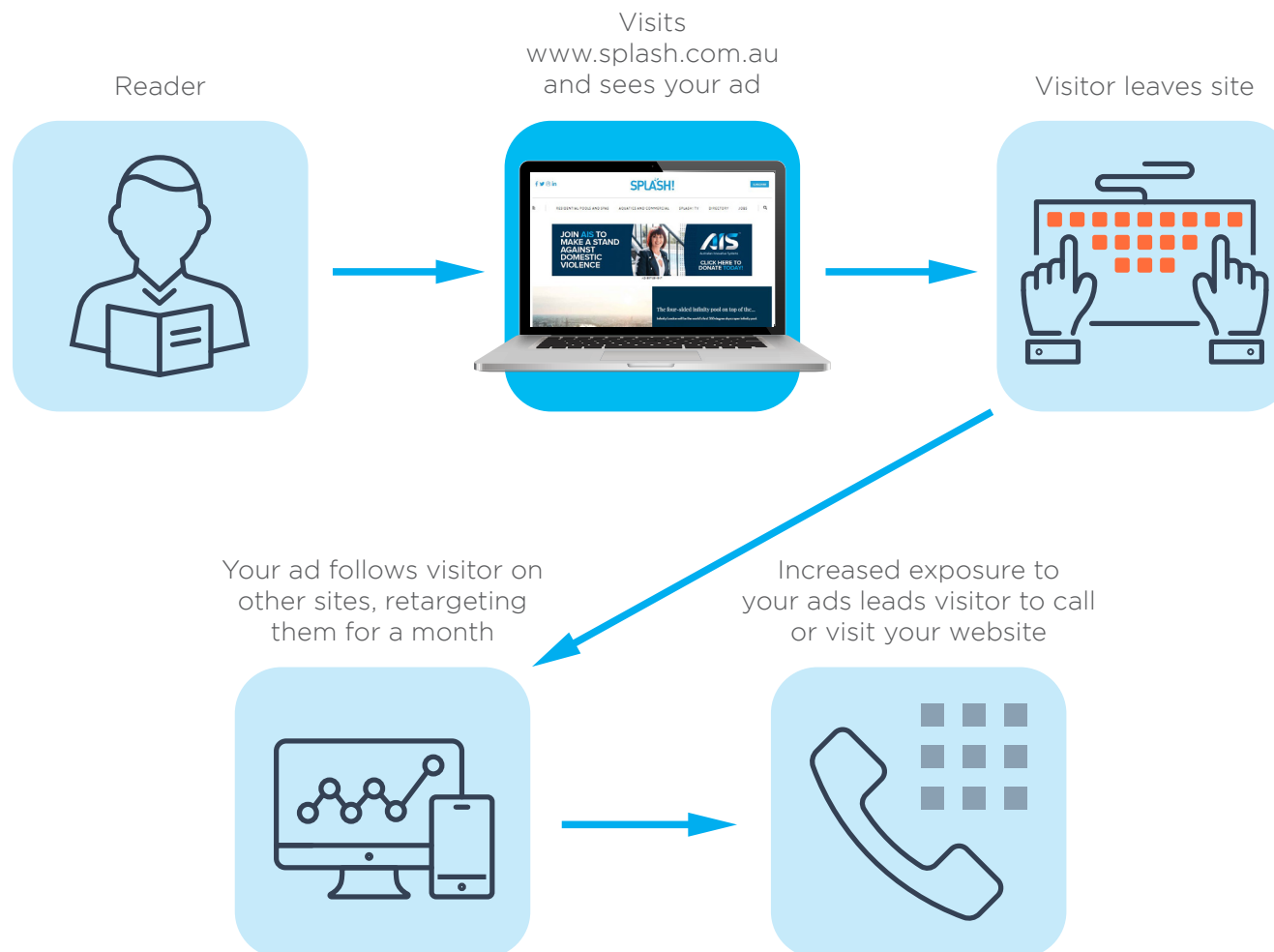
100% exclusive to you

Reporting

Available



Retargeting Campaign



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.

Social Media

Social Media represents a key growth area of SPLASH! Magazine's digital presence with pool builders, retailers, distributors, 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 Audience Reach	Single Image*	Multi Image* (Max 4)	Video (Max 60 sec)
5,000 - single channel	\$250	\$325	\$400
10,000 - omni channel	\$375	\$425	\$550
12,500 - single channel	\$450	\$500	\$625
25,000 - omni channel	\$825	\$925	\$1,200
50,000 - omni channel	\$1,350	\$1,500	\$3,850

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.

For advertising
enquiries contact

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SPLASH!

MEDIA KIT 2021

Digital Rates & Specifications

Site Takeover	D	W	Per Month*	All 2021*
Leaderboard	90 x 728		inc	inc
Billboard	250 x 970		inc	inc
MREC (advertisement)	250 x 300		inc	inc
TOTAL COST			\$ 2,490	\$ 19,990
Web & e-Newsletter	D	W	Per Month*	All 2021*
Sponsored Content (web and e-news coverage)	on request		\$ 1,450	\$ 9,995
MREC (web and e-news coverage)	250 x 300		\$ 1,250	\$ 11,450
Newsletter Leaderboard x 1 (e-news)	468 x 60		\$ 1,350	\$ 12,500
Newsletter Leaderboard x 2 (e-news)	468 x 60		\$ 1,990	\$ 15,500
Category Tagging (web)	n/a		\$ 1,500	\$ 9,990
Retargeting (web)	n/a		\$ 750	\$ 9,000
Retargeting UP (web)	n/a		\$ 850	\$ 10,200
Retargeting PLUS (web)	n/a		\$ 1,100	\$ 13,200
Podcast Ad Space	n/a		\$ 750	n/a
Podcast Product Plug	n/a		\$ 250	n/a
Job Placement Advert	n/a		\$ 90	n/a
Other	D	W	Per Item*	All 2021*
100% eDM - National	on request		\$ 1,575	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		\$ 349	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.
- **Please note:** not all email programs support animated files. Please provide static gifs or jpgs for HTML email campaigns.
- **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.

10%
discount
for SPASA
Members!