

SPLASH!

Swimming Pools / Leisure / Aquatics / Spas / Health

MEDIA KIT
2022



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! 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.

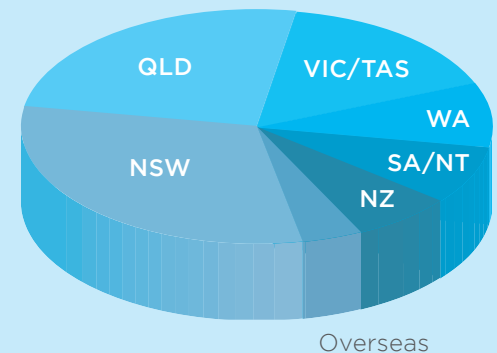
Every edition includes important information for all levels of the industry including builders, retailers, architects, tradespeople, technicians, commercial operations, coaches/teachers and managers.

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.

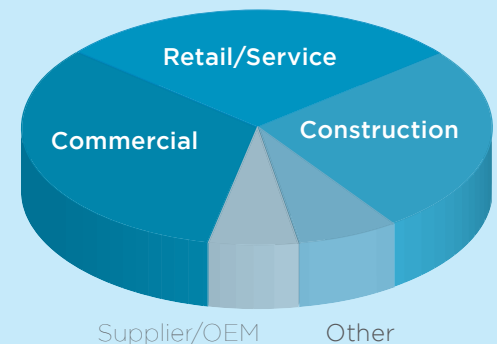
The magazine is the official publication of SPLASH! Trade Shows in Australia and New Zealand and is distributed to all exhibitors and attendees.

Your Brand, Our Audience

Geographical Distribution



Subscriber Mix



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

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

Your Message using our Media

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 2022

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

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

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

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.



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% in 20/21.
- 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

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SPLASH!

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SPLASH! Bundles

All New SPLASH! Brand Builder Strategy



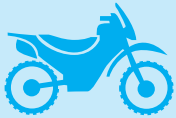
- Increases your brand exposure over 400% from print alone
- Brings the benefits of the proven neuro science marketing research to your brand
- Decreases cost per impression to less than \$0.02c
- Fully reportable statistics provided monthly



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! 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) P/M	63,500	85,167	108,500
FREQUENCY (WEB)	8.1	10.2	12.2
\$ PER MONTH (MIN 12 MONTHS)	\$1,435*	\$1,996*	\$2,203*
COST PER IMPRESSION	\$0.0201	\$0.0199	\$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.

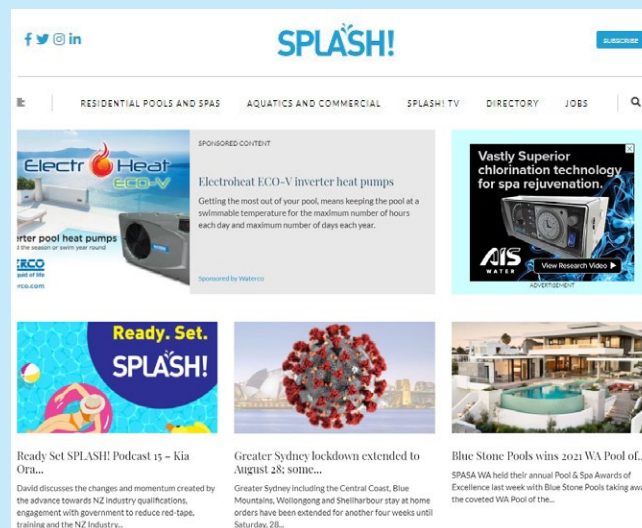
Benefit from the huge depth of distribution to the industry and make your message heard.

Site Takeover \$2,468* 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 2021

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.

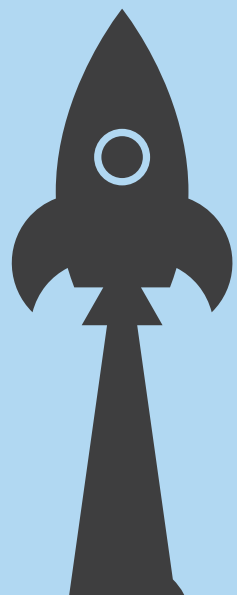


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SPLASH!

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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:

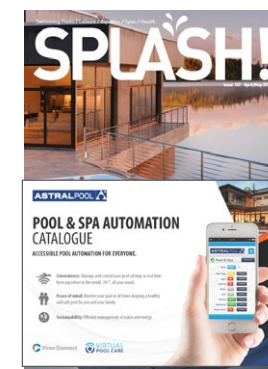
- Back cover
- Inside front cover
- Double page spread
- Opposite contents



1/2 Page Wraparound

\$3,956* per issue (or)
\$21,360* to own all 2021 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 140 February/March

Features:

- Pump and circulation efficiency
- 2021 Awards recap
- Hydraulics
- Retaining staff
- Importance of contracts
- Debate: Blanket v no blanket
- 2021 in review



Deadlines

Editorial	19 January
Booking	24 January
Artwork/Material	31 January
Publish	25 February

Edition 141 April/May

Features:

- Freshwater systems and how they work
- Importance of water balance and adherence to standards in public pools
- EP bonding
- Accessibility
- Insurance and compliance
- Debate: Solar v Heat pump
- Consumer shows



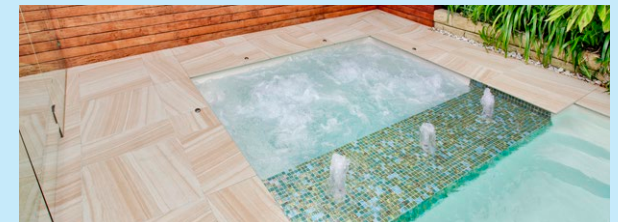
Deadlines

Editorial	14 March
Booking	24 March
Artwork/Material	30 March
Publish	30 April

Edition 142 June/July

Features:

- The most desired spa features
- Surf and wave pools and other engineering feats
- Excavation
- Adult learn-to-swim
- Marketing to consumers
- Mineral v Salt
- Show preview



Deadlines

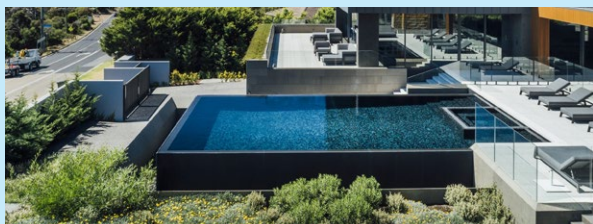
Editorial	20 April
Booking	2 May
Artwork/Material	6 May
Publish	7 June

Features & Deadlines

Edition 143 August/September

Features:

- Concrete pool surfaces: tiles, paint and pebble
- Pools and football stadia
- Rendering
- Squad development
- Cash flow constraints
- Debate: Concrete v Fibreglass
- Show Review



Deadlines

Editorial	5 July
Booking	15 July
Artwork/Material	21 July
Publish	19 August

Edition 144 October/November

Features:

- Landscaping and drainage features
- Latest in water slides
- Coping and paving
- Engaging the whole Family
- HR and conflict management
- Debate: Vans v Utes
- Awards issue



Deadlines

Editorial	22 September
Booking	23 September
Artwork/Material	28 September
Publish	25 October

Edition 145 December/January

Features:

- Water testing technology
- Developments in NZ aquatics
- Planning
- Tendering for pool management
- Leadership and managing change
- Debate: Free water test v charge
- Preview 2022



Deadlines

Editorial	3 November
Booking	15 November
Artwork/Material	18 November
Publish	17 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	\$3,956	\$21,360
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		\$4,576	\$4,428	\$4,118
Full page	297 x 210		\$2,878	\$2,785	\$2,590
Half page (horizontal/vert)	[see below]		\$1,813	\$1,755	\$1,632
Third page	90 x 185		\$1,266	\$1,225	\$1,140
Quarter page	135 x 90		\$1,094	\$1,058	\$984
Half cover wrap-around			\$3,956	\$3,828	\$3,560

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.

**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!

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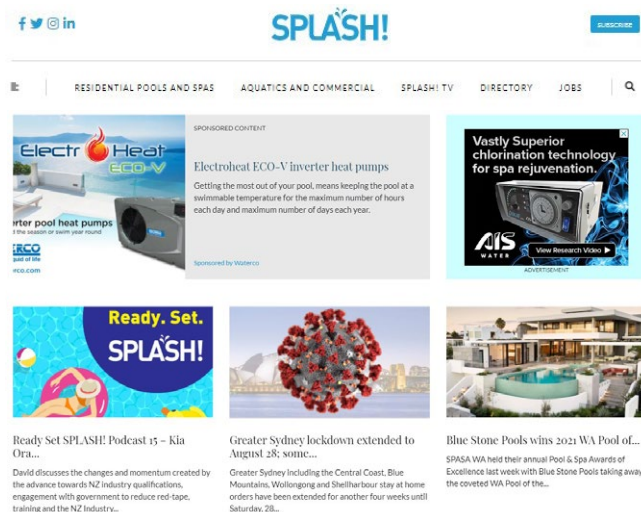
Website

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.*



*exc GST



SPLASH! Tube

\$349* 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 Champion

\$495* per month

\$4,455* 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

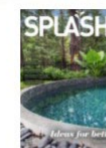
\$1,233* per month

\$11,100* 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!

SPLASH!

Magazine subscription



READ DIGITAL MAG

SUBSCRIBE



ADVERTISEMENT

Your article



Electroheat ECO-V inverter heat pumps

Getting the most out of your pool, means keeping the pool at a swimmable temperature for the maximum number of hours each day and maximum number of days each year.

SPONSORED BY: WATERCO

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

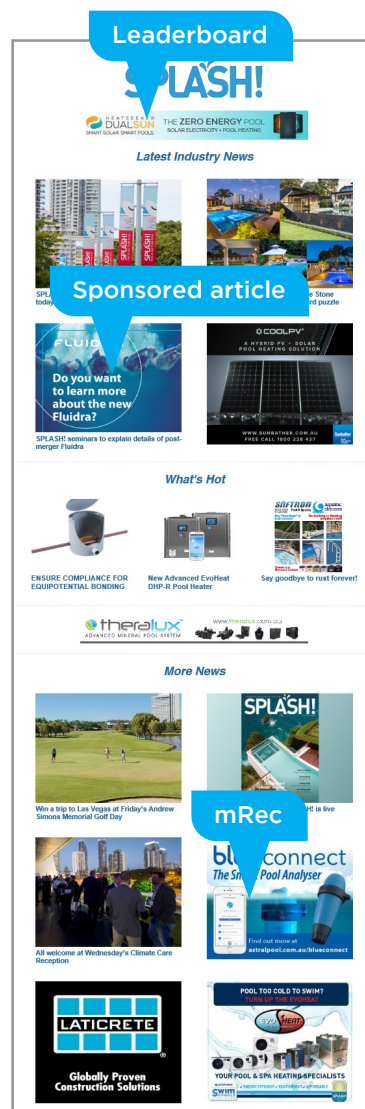
2 per month (only 24 places available)

Content

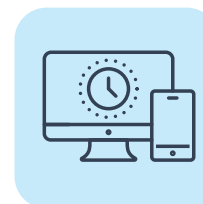
100% exclusive to you

Reporting

Available



eNewsletter



Frequency
Fortnightly



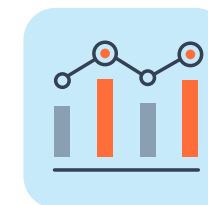
Distribution
8,500+



Content
News, features
& products



Performance
Up to 6.5 times
the industry
average



Reporting
Ad stats via
Double Click
for publishers

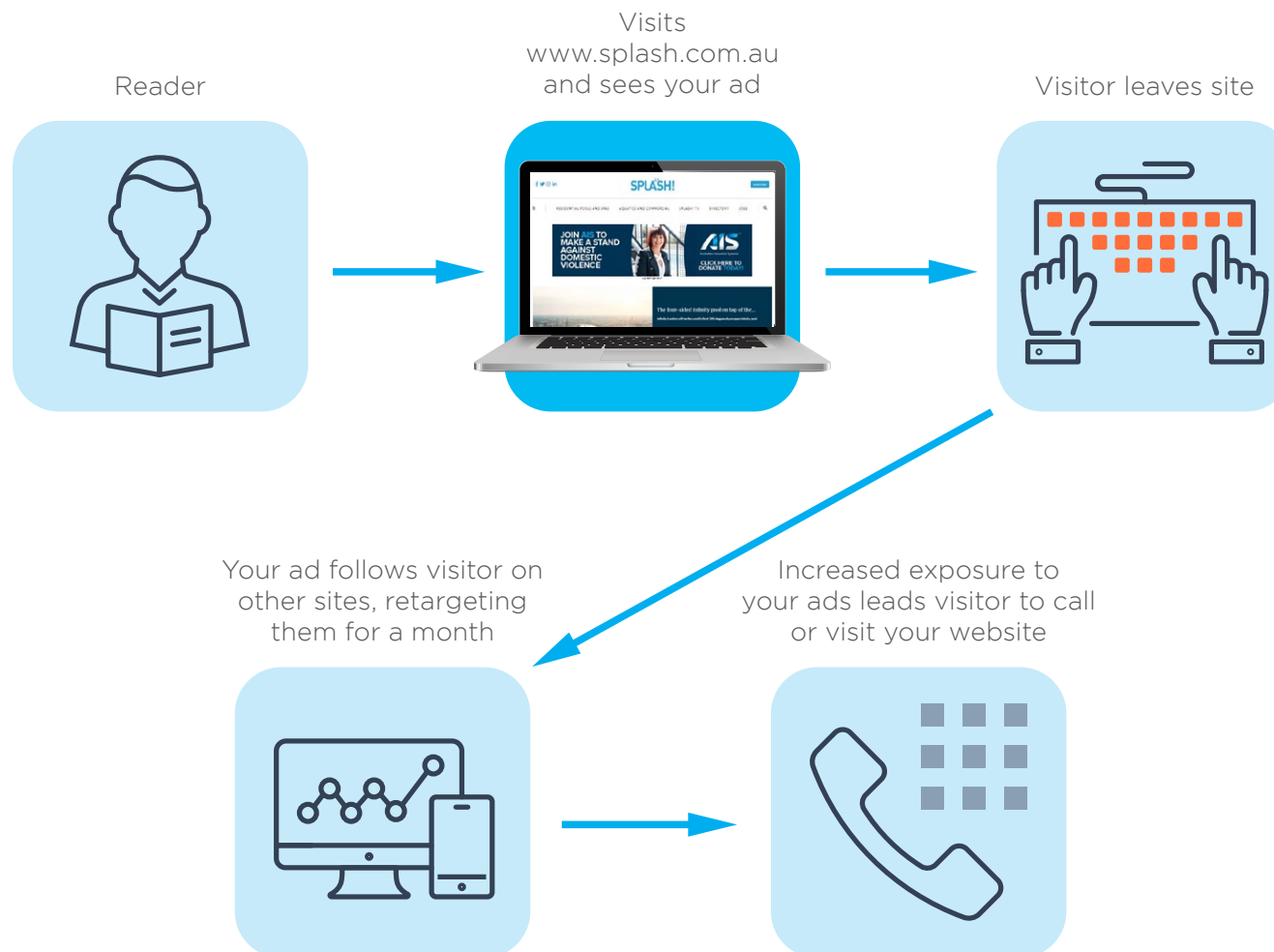
Apples-to-Apples Comparison^

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%

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.
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, 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			Podcast	
Single channel:	Base	\$300	Ad space	\$355
	Better	\$500	Product plug	\$355
	Best	\$650	Profile interview	\$3,490
Omni channel:	Base	\$400		
	Better	\$667		
	Best	\$867		

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 2022

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			\$ 2,468	\$ 22,211
Web & e-Newsletter	D	W	Per Month*	All 2021*
Sponsored Content (web and e-news coverage)	on request		\$ 1,233	\$ 11,100
MREC (web and e-news coverage)	250 x 300		\$ 1,495	\$ 13,455
Newsletter Leaderboard x 2 (e-news)	468 x 60		\$ 1,233	\$ 11,100
Category Champion (web)		n/a	\$ 495	\$ 4,455
Remarketing (web)		n/a	\$ 1,650	\$ 14,856
Remarketing UP (web)		n/a	\$ 1,870	\$ 16,836
Remarketing PLUS (web)		n/a	\$ 2,420	\$ 21,780
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 2021*
100% eDM - National	on request		\$ 1,650	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!