

Swimming Pools / Leisure / Aquatics / Spas / Health

# SPLASH!



**Media Kit**  
**2017**

# MAGAZINE PROFILE

**SPLASH! Magazine** is packed with independent, detailed editorial including the latest industry news, case studies and features on a broad range of issues relevant to the residential and commercial pool and spa market as well as aquatics and landscaping.

SPLASH! reaches all major professionals in the pool industry.

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 of SPLASH! 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, innovations and trends that fuel the 'wet' industry.



SPLASH! magazine is the official publication of SPLASH! Australia and Singapore Trade Shows and is distributed to all exhibitors and attendees.

*For more information contact:  
Karen Jaques on (02) 8586 6135 or  
kjaques@intermedia.com.au for more details.*



**Average Total Distribution: 5,729**  
Period ending September 2016.

## UPCOMING FEATURES

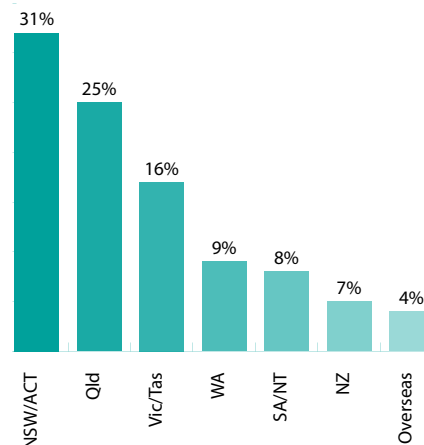
### Residential Features

- Pool water testing
- Pool cleaning
- Stylish spas
- New methods of sanitisation
- Pool toys and games
- Fencing and barriers
- Profiting from online enquiries

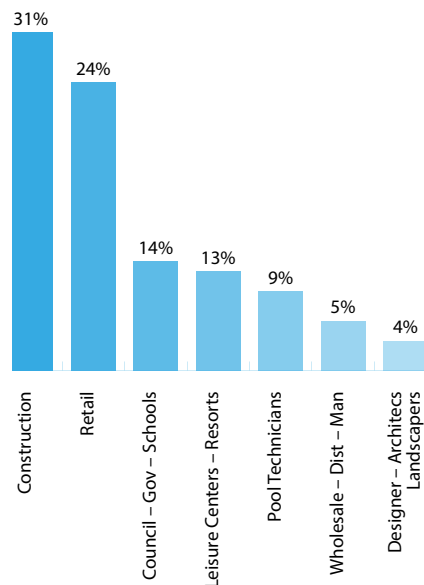
### Commercial Features

- Infant swimming trends
- Swim school management
- Fighting obesity by swimming
- Commercial pool accessories
- Handling contamination incidents
- Wellness in aquatic centres
- Surf machines

### Geographical breakdown of subscribers



### Readership distribution



### About The Intermedia Group

The Intermedia Group is Australia's leading independent business-to-business publishing company employing expert editors and sales staff across a broad range of business sectors, united by their passion for authoritative mastheads and engaging content.

The Intermedia Group portfolio comprises more than 70 media properties. These include market-leading magazines, websites and related digital assets, as well as more than 20 events and conferences held across the Asia Pacific region.

The Intermedia Group holds active and majority shareholdings in Time Out Australia, the country's most cutting-edge and comprehensive guide to life in the city, and Interpoint Events, one of the region's leading conference and exhibition organisers and the preferred event management partner for many industry bodies and associations.

[www.intermedia.com.au](http://www.intermedia.com.au)

# DEADLINES 2017

2017 Edition	Editorial Deadline	Booking Deadline	Advertising artwork deadline	Publish
Edition 110 Feb/Mar	Wednesday JAN 19	Tuesday JAN 31	Monday FEB 6	Friday FEB 24
Edition 111 April/May1	Friday MAR 10	Wednesday MAR 22	Tuesday MAR 28	Friday APR 21
Edition 112 Jun/July	Friday MAY 5	Wednesday MAY 22	Tuesday MAY 23	Friday JUNE 16
Edition 113 Aug/Sep	Monday JULY 4	Friday JULY 14	Thursday JULY 20	Friday AUG 11
Edition 114 Oct/Nov	Monday AUG 28	Thursday SEP 7	Wednesday SEP 13	Friday OCT 6
Edition 115 Dec17/Jan18	Tuesday OCT 31	Monday NOV 14	Friday NOV 17	Friday DEC 8
Edition 116 Feb/Mar18	Thursday JAN 18	Tuesday JAN 30	Monday FEB 5	Friday FEB 23

# RATES 2017 (excludes GST)

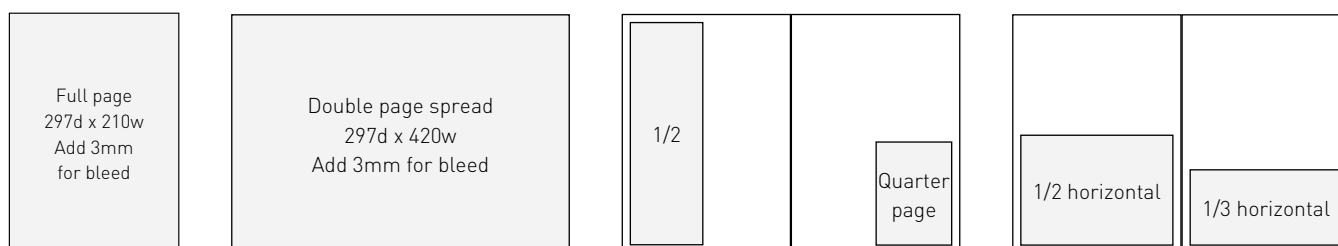
Frequency Packages	CASUAL	2x	3x	4x	6x
Double Page Spread	\$4,875	\$4,780	\$4,680	\$4,585	\$4,460
Full A4 Page	\$2,500	\$2,450	\$2,400	\$2,350	\$2,290
Two Thirds Page	\$1,815	\$1,775	\$1,740	\$1,705	\$1,660
Half Page	\$1,565	\$1,530	\$1,500	\$1,470	\$1,430
Third Page	\$1,090	\$1,065	\$1,045	\$1,020	\$995
Quarter Page	\$825	\$810	\$790	\$775	\$755

**New product package** - combine print and online to communicate your competitive edge. Maximise your product launch with our print and online offerings

Blue Premium Package	Package Costs ex gst
Full page colour in SPLASH Magazine, 4 week Whats Hot online listing on SPLASH! Website, 2 newsletter Whats Hot blasts to over 5,500 recipients. 12 month Premium online Company listing.	\$3,000.00

Green Premium Package	Package Costs ex gst
1/2 page colour Advert in SPLASH Magazine, 4 week Whats Hot online listing on SPLASH! Website, 2 newsletter Whats Hot blasts to over 5,500 recipients. 12 month Premium online Company listing.	\$2,270.00

**Other Guaranteed Positions: +12.5%. Cancellation deadline 2 weeks prior to booking deadline. Penalties can apply, refer to Terms and Conditions.**



**Disk:** CD, and DVDs accepted.

**Email:** PDFs accepted 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.

## Trim Size (mm)

	Depth	Width
Full page .....	297 .....	x..... 210
Double page spread .....	297 .....	x ..... 420

## Type Areas (mm)

	Depth	Width
Full page .....	270 .....	x..... 185
Half page – vertical.....	270 .....	x..... 90
Half page – horizontal.....	135 .....	x..... 185
Third page horizontal.....	90 .....	x..... 185
Quarter page.....	135 .....	x..... 90

**All magazine advertising material to be emailed to [Magazine.Material@intermedia.com.au](mailto:Magazine.Material@intermedia.com.au)**

# ONLINE

**SPLASH!** magazine's website is the integral partner that makes your media investment work harder with up to 10,000 industry visitors each month researching suppliers, distributors, products and retail outlets. A valuable industry audience relies on our website as their source for quality news and information, coupled with a free fortnightly e-newsletter.

**Splashmagazine.com.au** is supported by an email base of 5,587 unique industry email addresses thus being an ideal medium to reach an influential industry audience. From news coverage to valuable classified trade listings, **SPLASH!** brings information to a growing audience of active and engaged users.

- High-impact advertising programs designed specifically to fit your needs
- Innovative and effective advertising products and services
- Testing and optimisation of campaign performance
- Immediate and measurable results
- Click through and other metric reports available to advertisers
- Get more of the industry to visit your website.

As an advertiser, you can benefit from our innovative marketing approaches and our influential and valuable audience base!

## SPLASH! POOL & SPA TRADE SHOW 1-2 August 2018. Gold Coast Convention & Exhibition Centre

Since 1998 **SPLASH!** has become the must attend event for manufacturers, retailers, pool builders, contractors, architects, landscapers, engineers and service technicians to stay ahead of market directions as the wet industry continues to expand and take on new dimensions and international trends.

Australasia's foremost pool & spa trade show provides the opportunity to showcase your company, launch new products, network, build existing relationships, meet the press and build brand awareness while meeting the key decision makers in the wet industry.

# SPLASH!

## Pool & Spa Trade Show

MORE THAN 2000 visitors had the chance to see 122 exhibitors from over 27 countries at the last event in 2016!

### EDUCATION

Various educational seminars will be held during of the show. These seminars have been designed to attract all

participants in the wet industry. For those people residing in States that have the CPD system in place, these seminars will provide vital points towards accreditation requirements.

*"We had a very successful show at what was by far the best Splash we have attended in the past 5 events, 3 as an exhibitor.*

*So well done to the team, we look forward to an even bigger and better SPLASH! 2018 at GCCC."*

**Tony Mills, Evo Group of Companies**



# ONLINE ADVERTISING RATES & SPECIFICATIONS

BANNER TYPE	DIM	EMAIL	WEB ONLY	EMAIL & WEB	MAX
eDM		\$1,375			40kb
Leaderboard	728 x 90 pixels	\$900	\$1,145	\$1,635	40kb
Leaderboard (Mid)	729 x 90 pixels	\$900			40kb
Half Page	300 x 600	\$1,270	\$1,375	\$2,115	40kb
Medium Rectangle	300 x 250	\$570	\$1,145	\$1,370	40kb
Half Medium Rectangle	300 x 125		\$765		40kb
Hot Products				\$690	

Cancellation deadline 2 weeks prior to booking deadline. Penalties can apply, refer to Terms and Conditions.

## 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 or swf. Email files: jpg or gif.
- 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 splashmagazine.com.au 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.

## ELECTRONIC DIRECT MAIL

### What is an eDM?

Electronic Direct Mail provides your company or brand with the opportunity to distribute a personalised email marketing message to our newsletter subscriber database.

### Why should I use an eDM?

An eDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

### An eDM is ideal for

- product launches
- brand campaigns
- company profiles
- major announcements
- events
- invitations
- conference reviews

### When can I send an eDM?

There is only one eDM opportunity per month providing your message with exclusivity and higher reader retention.

### Ad Delivery, Deadlines & Queries

Send all ads by email to [material@intermedia.com.au](mailto:material@intermedia.com.au)

**At least five working days prior to start of the month in which the ad is to run.** Destination/landing page url must be stated on email. For questions about ad production contact us 02 8586 6185 or call Karen Jaques on 02 8586 6135.

