

CONCRETE PUMPER'S MAGAZINE PROSPECTUS



EDUCATION • SAFETY • CERTIFICATION



CONCRETE PUMPER'S MAGAZINE ADVERTISING PROSPECTUS

The **Concrete Pumper's Magazine** has grown over the last decade, becoming a staple in the calendar of pumpies around the country. The annual publication of the CPAA has been transformed into a key communication tool that covers safety, education, certification, industry news and pumping projects that matter to members and readers.

The Magazine's readership now covers approximately **95% of industry related businesses** with **13,000+ Pumpers employed**. The CPAA has invested time and effort into developing strategies to ensure that this readership is retained! We have evolved our understanding of Advertising & Sponsorship techniques to ensure that our readers are engaged and our sponsors are getting value for money!

The readership profile for the 2021 Magazine includes Concrete Pump Manufacturers, Distributors, Contractors, Service Providers, Suppliers, Repairers, Certifiers and Assessors. As well as Engineers, Researchers, Academics, Practitioners and Industry Professionals from Australia and Overseas.

Our sponsorship options offer your business a great pathway to become an industry leader, utilising the Association's reach with the only concrete pumping magazine in Australia.

Here is your opportunity... take a few minutes and read the 2021 Magazine Advertising Prospectus. **It may be the most profitable thing you do this year.**

Ready to lock in your advertising space? Contact the CPAA office on 1300 136 636, or email publications@cpassoc.com.au



INDUSTRY STATISTICS

 **1,300**
Concrete Pumping Related
Businesses in Australia

8,000 
Pieces of Concrete Placing

 **13,000**
People Concrete

 **\$2BN**
Concrete Pumping Revenue

\$11.7BN 
Contributed to GDP by



ADVERTISING IS A LAW OF AVERAGES

The beauty about advertising is that it is purely a law of averages. This means the more people that view your advertisement, the more leads you will receive.



READERSHIP PROFILE

The readers of the **Concrete Pumper's Magazine** represent a large variety of groups in the concrete pumping industry, including:

- Builders and contractors
- Pump Manufacturers & Distributors
- Industry service providers
- Other Pump Contractors & employees
- Concrete Suppliers and repairers
- Pump Certifiers and Assessors
- Registered Training Organisations (RTO's).

Other readers outside the pumping industry include builders, construction contractors, Federal and State Government departments, relevant regulators, key influencers and decision-makers, e.g. national bodies such as the Master Builders Association.



GETTING INVOLVED

You can get involved in the **Concrete Pumper's Magazine** in a number of ways, based on your business and budget. Below are some suggested packages and advertising costs.... there is something for everyone!

Premium Advertising Packages

These are for industry leaders! You have the benefit of promoting your business, long before the final publication is



GOLD PACKAGE **\$3,300 Excl GST (Member only)**

- Double page advertisement in the **Concrete Pumper's Magazine**
- One page article about your company, recent projects and achievements on the website newsfeed 'The Pump Line'
- Quarter page company profile in the Magazine
- Company logo on the front cover of the Magazine
- Link to your Company website in the e-blast
- Your Company links on the CPAA website
- Boosted social media post linked to your company



SILVER PACKAGE **\$2,200 Excl GST (Member only)**

- Single page advertisement in the Magazine
- Company logo on the Magazine inside cover
- One page article about your company, recent projects and achievements on the website newsfeed 'The Pump Line'
- Quarter page company profile in the Magazine
- Your Company links on the CPAA website
- Boosted social media post linked to your company



BRONZE **\$1,600 Excl GST (Member only)**

- Single page advertisement in the Magazine
- Company logo on the magazine inside cover
- Quarter page company profile in the Magazine
- Your Company links on the CPAA website

Standard Advertising

Standard advertising offers you the chance to place your advertisement in the **Concrete Pumper's Magazine**. Please note additional extras are for premium advertising only. (Please refer to the booking form showing all advertising options).

HOW TO BOOK

Please complete and sign the booking form, and return to publications@cpassoc.com.au

PURCHASE FORM

This Booking Form, together with the Advertising Terms and Conditions, covers the whole agreement between your Company and Concrete Pumping Association of Australia. Please fill in all fields below.

Please tick your selection	ITEM	MEMBER	NON-MEMBER
Premium Advertising			
<input type="checkbox"/>	Gold	\$3,300	\$4,000
<input type="checkbox"/>	Silver	\$2,200	\$3,000
<input type="checkbox"/>	Bronze	\$1,600	\$2,500
Standard Advertising			
<input type="checkbox"/>	3 Pages	\$3,600	\$4,600
<input type="checkbox"/>	2 Pages	\$2,800	\$3,500
<input type="checkbox"/>	1 Page	\$1,500	\$2,500
<input type="checkbox"/>	½ Page	\$800	\$1,000

COMPANY DETAILS

Name: _____

Company: _____

Address: _____

Phone: _____

Mobile: _____

Email: _____

CPAA Member: Yes No

I have read and agree with all the advertising terms and conditions.

Signature: _____

Date: _____

Please return this completed form by email, facsimile or post and return to:

Daniel Webb | Magazine Editor | Unit 5, 41-47 Five Islands Road, Port Kembla NSW 2505
Fax: (02) 4258 0169 | Phone: 1300 136 636 | Email: publications@cpassoc.com.au | Web: www.cpassoc.com.au

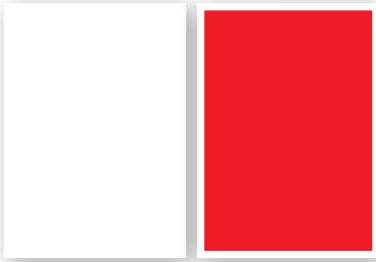
ADVERTISING TERMS & CONDITIONS

- The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the CPAA and all prices in this document are exclusive of the GST. GST is calculated at the date of publication of this document. The CPAA reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
- The deposit is payable 7 days from the date of the tax invoice. The balance is due and payable 45 days from the date of the tax invoice.
- Cancellations subsequent to the submission of a signed booking form, will incur a charge of 50% of the booking.
- All monies are payable in Australian dollars. Cheques should be made payable to Concrete Pumping Association of Australia and must be drawn on an Australian bank.
- All monies due and payable must be received (and cheques cleared) by the CPAA prior to the publication of the Magazine.
- Advertising monies will facilitate towards the successful planning and promotion of the publication.
- Advertising entitlements including organisation logo on the Magazine and other marketing material will be delivered upon receipt of the required deposit/full payment.
- Terms of Payment: Payment on Invoice Only. A Tax Invoice will be issued upon acceptance of your Booking Form.



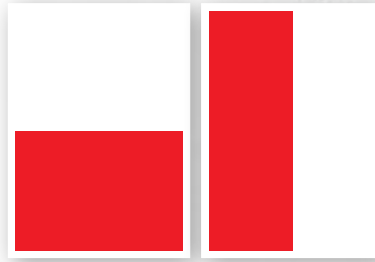
ADVERTISING SPECIFICATIONS

FULL PAGE



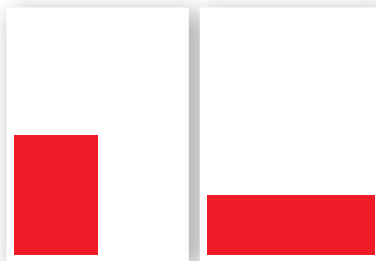
Full Page Bleed Full Page Bordered

HALF PAGE



Horizontal Vertical

QUARTER PAGE



Block Horizontal

DOUBLE PAGE SPREAD



Double Page Bleed

ADVERTISING SIZES

	WIDTH	DEPTH
Magazine Trim Size (mm)	210	x 297

ADVERT SIZES

	WIDTH	DEPTH
Full Page (inc 3mm Bleed)	216	x 303
Full Page (Bordered)	181	x 270
Half Page (Horizontal)	181	x 135
Half Page (Vertical)	88	x 270
1/4 Page (Block)	88	x 135
1/4 Page (Horizontal)	181	x 66
Double Page Spread (inc 3mm Bleed)	426	x 303

MATERIAL SPECIFICATIONS

File Format

Press Optimised Adobe PDF with:

- All graphic content set as CMYK with a minimum resolution of 300dpi @ 100%
- Line Art with a minimum resolution of 1200dpi @ 100%
- Fonts as curves / outlines (preferred) or all fonts embedded

Other File Formats

We can also accept materials in all other professional file formats, including: Quark Xpress, Adobe InDesign, Adobe Illustrator and Corel Draw. We accept files in both Windows and Mac formats.

* Microsoft Word is not an acceptable file format. Microsoft Word files will be edited by CPAA designers at the Advertiser's cost.

MATERIAL DELIVERY

Artwork (up to 1.5Gb total file size) can be sent via wetransfer.com
Files up to 10Mb can be emailed to: publications@cpassoc.com.au
Files on CD-Rom, DVD or Flash Drive (Mac & Windows formats accepted) can be sent to:

Daniel Webb | Magazine Editor
Unit 5, 41-47 Five Islands Road
Port Kembla NSW 2505

Fax: (02) 4258 0169
Phone: 1300 136 636
Web: www.cpassoc.com.au

TIMELINE & DEADLINES



ADVERTISING BOOKING
July - August 2021



COPY & ARTWORK DEADLINE
25th September 2021



FINAL DRAFT DISTRIBUTED (PDF)
October 2021



PUBLICATION
Late November 2021