

# CONCRETE PUMPER'S MAGAZINE PROSPECTUS



**EDUCATION • SAFETY • CERTIFICATION**



# CONCRETE PUMPER'S MAGAZINE ADVERTISING PROSPECTUS

2015 marked the successful transformation of the *Concrete Pumper's Magazine* to a more widely read and respected publication covering safety, education, certification, industry news and pumping projects that matter to members and readers.

Since then, the Magazine's readership has increased and now covers approximately **95% of industry related businesses** with **13,000+ Pumpers employed**. Rest assured, advertising with the 2025 Concrete Pumper's magazine will be the best decision you make this year - exposing your company to the largest key decision makers in the industry.

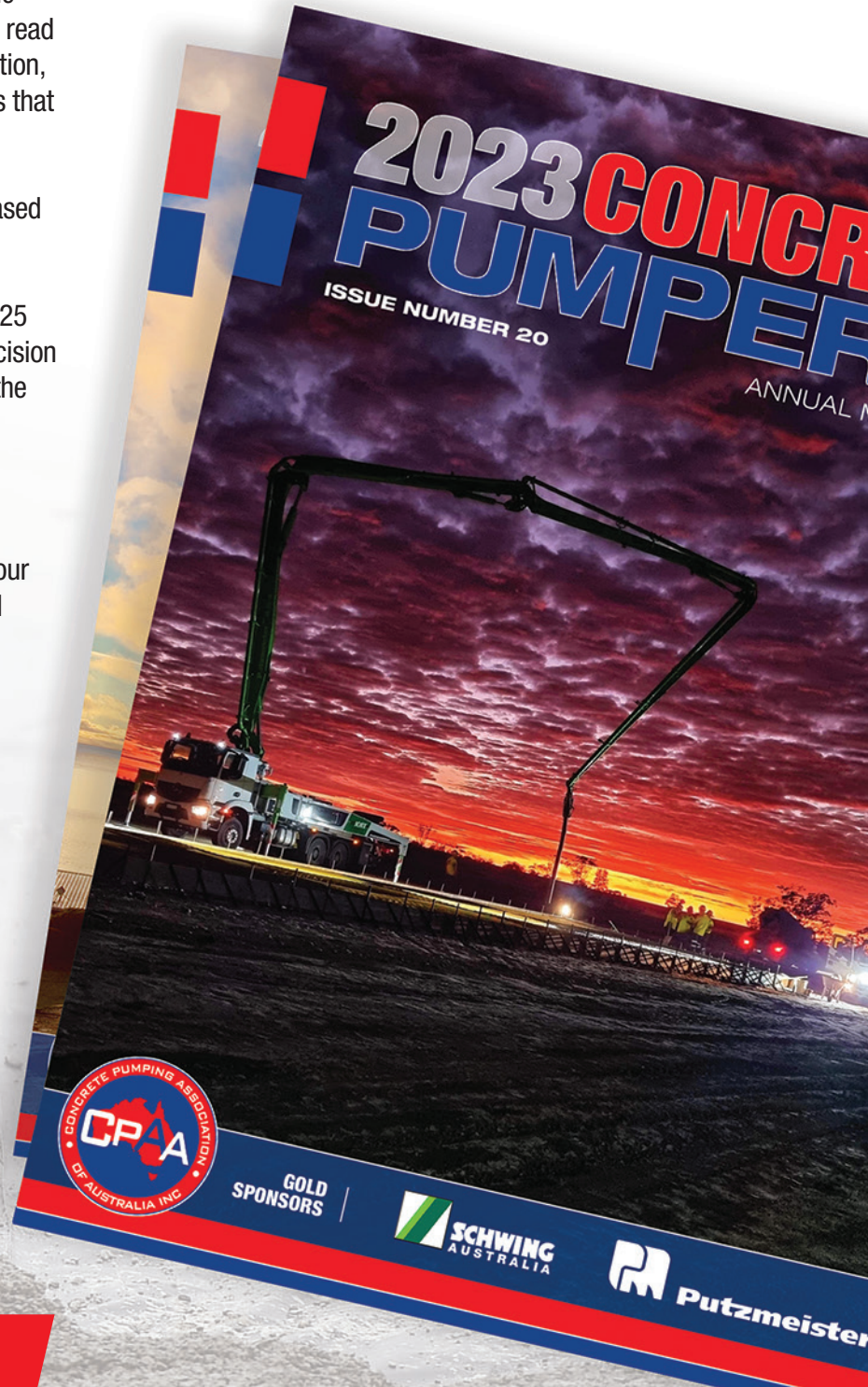
Advertising with the 2025 Concrete Pumper's Magazine will give your company the chance to form a bond with the Magazine readers, giving your company the opportunity to have the reader's full attention.

The various advertising 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 2023 Magazine advertising prospectus. **It may be the most profitable thing you do this year.**

**Ready to lock in your advertising space?**

Contact Sam at the CPAA office on 1300 136 636, or email [publications@cpassoc.com.au](mailto:publications@cpassoc.com.au)



## INDUSTRY STATISTICS

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

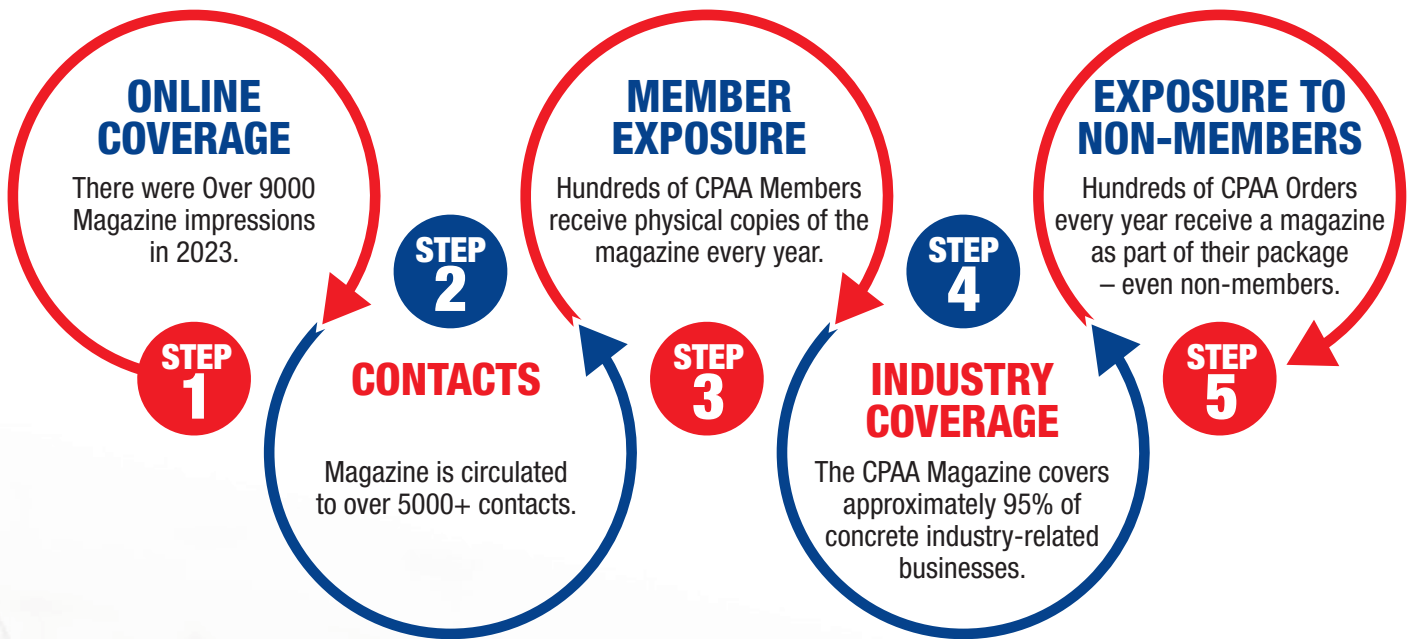
 **8,000**  
Pieces of Concrete Placing  
Equipment In Australia

 **13,000**  
People Concrete  
Industry Employed Nationally

 **\$2BN**  
Concrete Pumping Revenue  
Contributed to the Economy

 **\$11.7BN**  
Contributed to GDP by  
the Construction Industry

# REASONS TO ADVERTISE WITH THE CPAA PUMPERS MAGAZINE



*The CPAA's Concrete Pumpers' Annual Magazine is a key element of Schwing Australia's communication strategy to our target markets. In addition to being a highly focused way of building brand awareness around the Concrete Pumping and related industries, the fact it's read in detail by so many decision makers also enables us to communicate more complex ideas via the magazine, with measurable results. I believe the CPAA's sponsorship packages offer strong value with opportunities for integrated messages across online platforms. If you're serious about optimising reach and depth of communication across the Australian Concrete Pumping industry, then the CPAA's Concrete Pumpers' Annual Magazine needs to be part of your communication strategy.*

Damien McTernan  
Schwing Australia



*We choose the CPAA Annual Concrete Pumpers' Magazine to reach the widest possible scope of industry contributors and participants.*

*When you're not the cause or part of the trend, you need the industry body's eyes and ears to stay in touch with what's happening.*

*We can't always know everything and always be right, so having a real-time partner to connect with is essential.*

*For these reasons, we choose the CPAA Pumpers' Magazine*

Rob Windschuttle  
W Win Engineering



# 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 sent out, including other additional benefits as shown below.



### **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](mailto: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
<b>Premium Advertising</b>			
<input type="checkbox"/>	<b>Gold</b>	\$3,300	\$4,000
<input type="checkbox"/>	<b>Silver</b>	\$2,200	\$3,000
<input type="checkbox"/>	<b>Bronze</b>	\$1,600	\$2,500
<b>Standard Advertising</b>			
<input type="checkbox"/>	<b>3 Pages</b>	\$3,400	\$4,600
<input type="checkbox"/>	<b>2 Pages</b>	\$2,600	\$3,500
<input type="checkbox"/>	<b>1 Page</b>	\$1,500	\$2,500
<input type="checkbox"/>	<b>½ Page</b>	\$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:

**Sam Patane | 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**

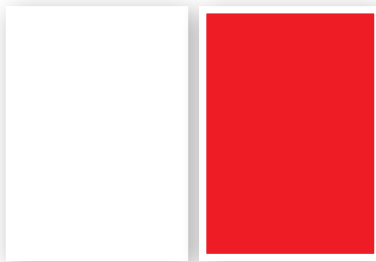
### ADVERTISING TERMS & CONDITIONS

- 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.
- 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.



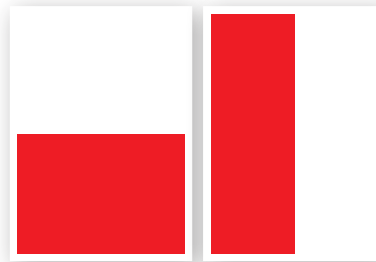
# ADVERTISING SPECIFICATIONS

## 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

### Preferred 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.

## MATERIAL DELIVERY

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

**Sam Patane** | 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](http://www.cpassoc.com.au)

## TIMELINE & DEADLINES



### ADVERTISING BOOKING

November - February  
2025



### COPY & ARTWORK DEADLINE

8th March 2025



### FINAL DRAFT DISTRIBUTED (PDF)

March 2025



### LAUNCH

Concrete Pumpers Expo  
30th March 2025