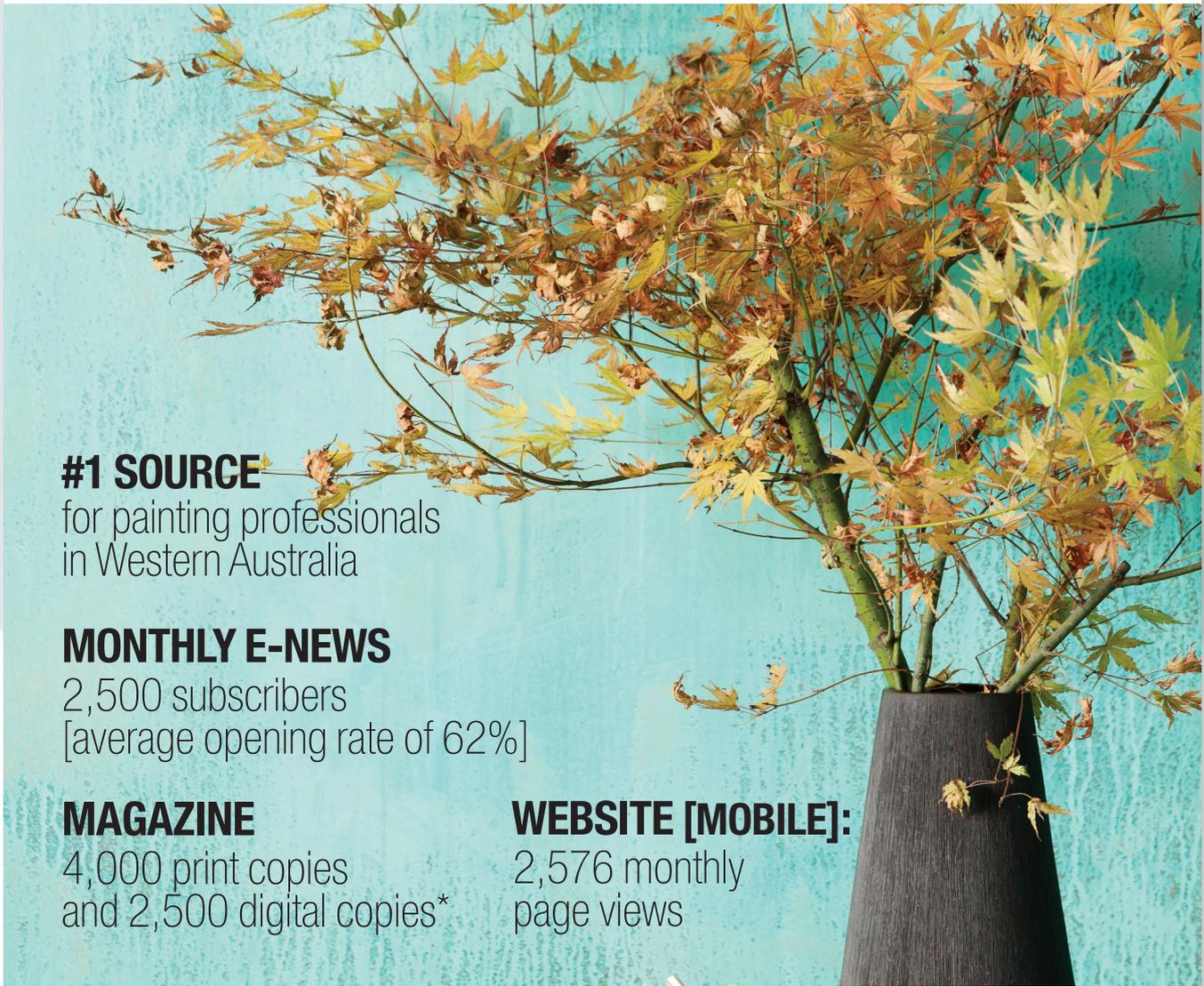


# BRUSHSTROKES

THE MAGAZINE OF MASTER PAINTERS + DECORATORS AUSTRALIA



## #1 SOURCE

for painting professionals  
in Western Australia

## MONTHLY E-NEWS

2,500 subscribers  
[average opening rate of 62%]

## MAGAZINE

4,000 print copies  
and 2,500 digital copies\*

## WEBSITE [MOBILE]:

2,576 monthly  
page views

## WA's official painting and decorating news for industry professionals

Brushstrokes is the official magazine of Master Painters & Decorators Australia [MP&DA]. It's an integral resource tool for those in the industry keeping them informed of projects, research and key issues, as well as the latest trends and products.

Apart from MP&DA members, copies of the Brushstrokes magazine also reach non-member registered painters, apprentices and industry stakeholders. It's mailed out to members and industry affiliates, and available through trade and decorating stores throughout Western Australia.

\* Digital copies of Brushstrokes is also available on [masterpainters.asn.au](http://masterpainters.asn.au)

## Extending your advertising reach

In addition to advertising in the print magazine, clients will also gain additional reach and exposure with the monthly MP&DA e-News, plus a listing on the MP&DA website. This makes the Brushstrokes cross-platform media packages an extremely cost-effective medium due to its highly targeted audience and return on investment.

The MP&DA e-News alone has an average opening rate of 62 per cent, which is well above its industry category [not to mention an average opening rate of an e-newsletter is 25 per cent].

## Target audience

Brushstrokes readers are painting and decorating industry professionals and high-end consumers who want to know the latest trends and products available.

Editorial topics covered in every issue include:

- Paint and decorating trends
- Updates on rules and regulations from Government bodies
- New products and services available
- Small business matters
- Workplace issues such as occupational health and safety and latest research
- Membership benefits
- Educational opportunities from apprenticeship courses to refresher training



## About masterpainters.asn.au

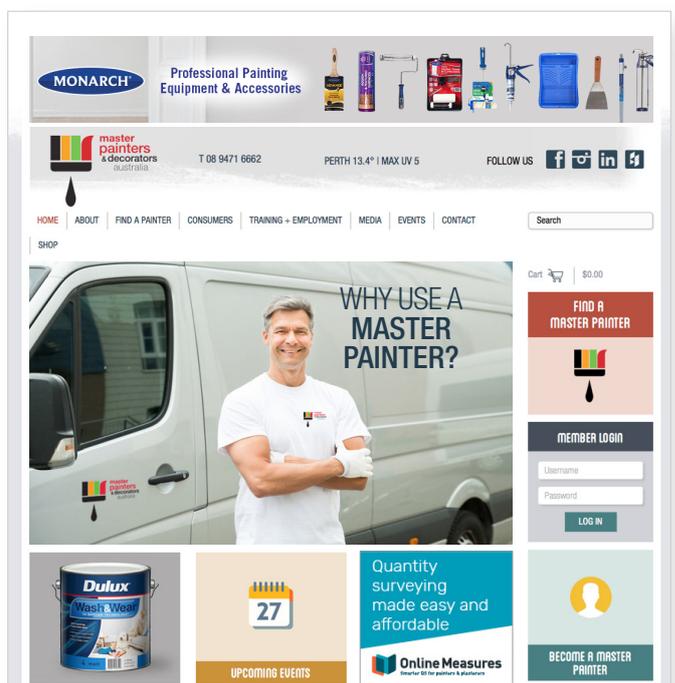
The MP&DA website has strong appeal to the general household consumer and trade with its 'Find a painter' section, and also has additional features and functionalities to its members only section.

This includes:

- Find a painter - it's most popular section
- Inspection request for consumers
- Information for painters and decorators
- Information on apprenticeship and training courses

The members-only section includes:

- Exclusive access to training
- Latest industry research and news
- Special member discounts and offers
- Plus much more



## Rates

Rates [ex GST]	Casual	2-3 Editions	Assoc Member [Casual]	Assoc Member [2-3 Editions]
Full Page	\$1330	\$1210	\$1100	\$990
Inside Front Cover +	\$1575	\$1430	\$1300	\$1170
Inside Back Cover +	\$1575	\$1430	\$1300	\$1170
Outside Back Cover +	\$1575	\$1430	\$1300	\$1170
1/2 Page [V or H]	\$970	\$880	\$800	\$720
1/4 Page [V or H]	\$605	\$550	\$500	\$450

[V or H] Vertical or horizontal sizes available. Refer to material specifications for dimensions and artwork formats.

Loose insert price on application.

All rates for advertising include:

- One issue of Brushstrokes magazine
- Leaderboard ++ or Med Rec on masterpainters.asn.au
- Leaderboard ++ or Med Rec in MP&DA e-News
- One MP&DA e-News item in a chosen month during the publication period [copy at the discretion of the editor]
- Company listing and website link on MP&DA website

+ All premium positions are required to alternate so that each edition has a different appearance. Premium positions advertisers will also receive a Leaderboard on the masterpainters.asn.au homepage [ie 33 per cent SOV]; Med Rec run-of-site [rotated across the website] over the publication period; Leaderboard in one MP&DA e-News over the publication period; and featured in one monthly e-newsletter.

++ For premium bookings only.



## Deadlines and feature list

Issue	Editorial	Ad Bookings	Ad Material	Published	Features
May   June	Friday 12 April	Friday 12 April	Friday 26 April	Wednesday 22 May	<ul style="list-style-type: none"> <li>- Regional Painters and Decorators</li> <li>- Running a Business</li> <li>- Water-Based Paints</li> <li>- Environment</li> <li>- Apprenticeship and Training</li> </ul>
November   December	Friday 6 September	Friday 6 September	Friday 20 September	Wednesday 20 November	<ul style="list-style-type: none"> <li>- Exterior Painting Products</li> <li>- Spraying [Paint and Equipment]</li> <li>- Work Safety</li> <li>- Awards for Excellence</li> </ul>

## Additional digital advertising opportunities

- Solus MP&DA e-News**

In addition to the Brushstrokes cross-platform packages, MP&DA can also publish another monthly e-Newsletter distributed to its strong 300+ member database. With an average opening rate of 62 per cent, it's higher than industry standards and is an excellent high-impact medium for exclusive advertising opportunities such as new product releases and campaign launches. Includes Leaderboard, square and rectangular MRECs and advertorial content. There are only 12 available during the course of the year.

Solus MP&DA e-News \$500 + GST [only 12 per year]



**MPA SKILLS' APPRENTICES  
TRAINED FOR THE INDUSTRY  
BY THE INDUSTRY.**

Master Painters and Decorators Australia (MP&DA) partner, MPA Skills is the largest provider of specialised apprentice training in Western Australia and is renowned for producing the state's best tradesmen and women in painting and decorating.

MPA Skills is a Registered Training Organisation (RTO) as well as a Group Training Organisation (GTO), which means it is a mentor and employer of apprentices to Host Employers too.

All MPA Skills' Trainers and Field Officers are highly experienced painters who monitor and support the students in all aspects of the painting and decorating profession.

If you want an Apprentice that is trained by the industry for the industry, contact MPA Skills on 08 9471 8914 or email [mpa@masterpainters.asn.au](mailto:mpa@masterpainters.asn.au)

- MP&DA e-News**

Distributed to 2,500 subscribers and specifically designed for advertisers who have special monthly offers. Choose from either a Leaderboard [subject to availability], Med Rec or Tower.

Leaderboard	\$350 + GST
Med Rec	\$125 + GST
Tower	\$175 + GST



**2018 AWARDS FOR EXCELLENCE  
GALA DINNER**  
Saturday 27 October 2018 - 6:00 PM - 10:00 PM - The Westin Perth

**E NEWS**

**Register your interest: 2019  
Election of Officers**

**CTF**

Nominations for the 2019 MP&DA Executive Committee will be closing soon so we encourage any painter and decorator who is passionate about the future of the painting and decorating industry to register their interest for Committee Member Nomination. To be eligible for this role, you must be a member of the association.

The Executive Committee meets monthly from January through to November for approximately two hours where industry items are listed and discussed. The Executive Committee is also responsible for setting the strategic direction of MP&DA. Committee Members are encouraged to actively participate during the meetings.

To register your interest, please call 08 9471 8914 or email [painters@masterpainters.asn.au](mailto:painters@masterpainters.asn.au) and a Nomination Form will be sent out when the election date has been confirmed.

If you have recently changed address, please contact us now to update your details.

Should you require further information about the positions available, please contact MP&DA on 9471 8914 or email [admin@masterpainters.asn.au](mailto:admin@masterpainters.asn.au)

**2018 Business of the Year Awards**

**ASSOCIATE MEMBERS**  
Australis Australia  
Culinary Plaster Plasterboard Brands  
Dulux  
ESSE  
Gripco  
Harpies Paints  
MPA Skills  
Master's Color & Seal  
Pain-Style & Signs  
ProcolorFlow  
Reckon  
Small Business Development  
Coversation (SBOC)  
Worli  
Worli

**GOVERNMENT INDUSTRY PARTNERS**  
Australian Tax Office  
Building and Energy

- masterpainters.asn.au**

These are also ideal for special offers and will appear for one month run-of-site and includes a company profile and website link. The MP&DA website has an impressive 2,576 monthly page views and 560 unique visitors per month.

Leaderboard	\$350 + GST
Med Rec	\$125 + GST



**MONARCH Professional Painting Equipment & Accessories**

**master  
painters  
& decorators  
australia**

T 08 9471 8914 PERTH 12.4 | MELB 10.5 FOLLOW US

HOME ABOUT FIND A PAINTER CONSUMERS TRAINING - EMPLOYMENT MEDIA EVENTS CONTACT

SHOP

**WHY USE A MASTER PAINTER?**

**Quantifying surveying made easy and affordable**

**Online Measures**

**BECOME A MASTER PAINTER**

For material specifications visit [masterpainters.asn.au/media-kit](http://masterpainters.asn.au/media-kit)

### Advertising Enquiries

Licia Solomone  
OKeefe Media  
M +61 412 080 600  
E [licia@ok.com.au](mailto:licia@ok.com.au)



## Booking Form

For booking and advertising queries, please call Licia Salomone from OKeeffe Media on +61 412 080 600

### Booking Details

Issue	Date	Size	Cost
1	May   June 2019		
2	November   December 2019		

Note: Loose insert price on application.

### Business Details

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Street Address: \_\_\_\_\_

Total Cost [ex GST]: \_\_\_\_\_

Purchase Order: \_\_\_\_\_

I am authorised to make this booking on behalf of the company.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Please fill in and email to [licia@okm.com.au](mailto:licia@okm.com.au)  
Payment to be made within 30 days.

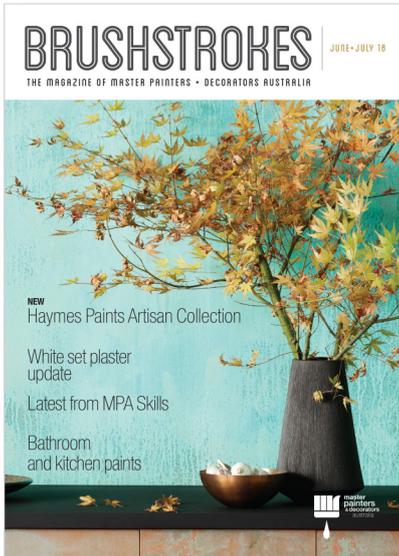
**Cancellations**  
No cancellations will be accepted after the booking deadline.

**Material Specifications**  
Visit [masterpainters.asn.au/media-kit](http://masterpainters.asn.au/media-kit)  
Artwork will not be accepted after the material deadline.

#### Advertising and Enquiries

Licia Solomone  
OKeeffe Media  
M +61 412 080 600  
E [licia@ok.com.au](mailto:licia@ok.com.au)

## MAGAZINE



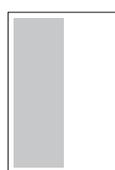
- Please supply all material as a high resolution print PDF in CMYK colour [no spot colours] according to the approved sizing options. Also ensure all fonts are embedded or outlined.
- Please ensure all advertisements include an additional 4mm bleed and crop marks on all sides.

**Please Note:** Responsibility will not be taken for incorrect colour reproduction for any advertising material provided.

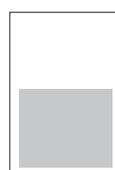
The following are the size options available for advertising in the Brushstrokes magazine:



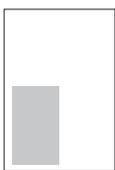
**Full Page**  
[210mm W x 297mm H]



**½ Page Vertical**  
[90mm W x 265mm H]



**½ Page Horizontal**  
[180mm W x 125mm H]



**¼ Page Vertical**  
[90mm W x 125mm H]



**¼ Page Horizontal**  
[180mm W x 60mm H]

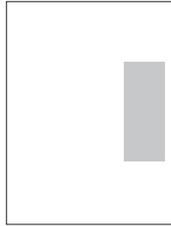
**Please Note:** Please include an additional 4mm bleed and crop marks on all artwork supplied.

## MP&DA E-NEWS



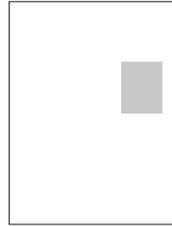
**Leaderboard**

[600 W x 80 H Pixels]



**Tower**

[175 W x 370 H Pixels]

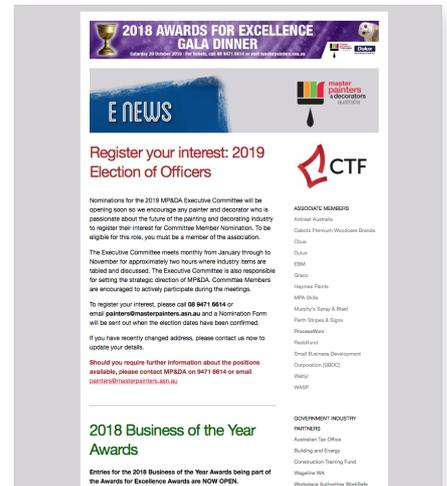


**Med Rec**

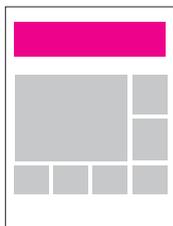
[175 W x 185 H Pixels]

- Please supply all digital material in JPEG format in RGB colour.
- Please supply a link to website or promotional flyer and supply 60 words on your company, product or service.

**Please Note:** Advertorial items will be edited to conform with Brushstrokes' writing style and copy will be cut to length if it exceeds the word limit.

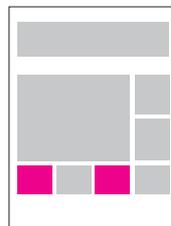


## MASTERPAINTERS.ASN.AU



**Leaderboard**

[1200 W x 150 H Pixels]

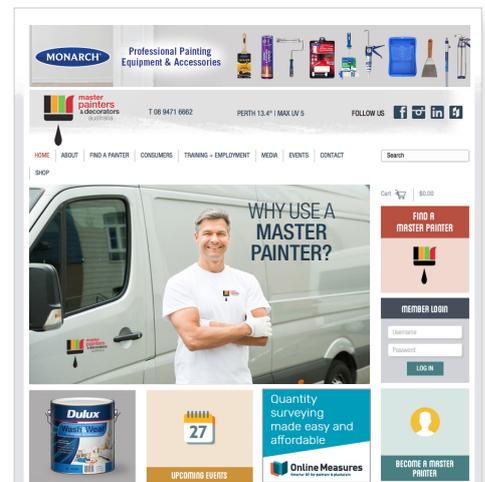


**Med Rec**

[290 W x 240 H Pixels]

- Please supply all digital material in JPEG format in RGB colour.
- Please supply a link to website or promotional flyer and supply 60 words on your company, product or service.

**Please Note:** Advertorial items will be edited to conform with MP&DA's writing style and copy will be cut to length if it exceeds the word limit.



For media kit, visit [masterpainters.asn.au/media-kit](http://masterpainters.asn.au/media-kit)

### General Enquiries

Master Painters & Decorators Australia  
108 Caledonian Avenue  
Maylands WA 6051  
T +61 8 9471 6614  
E [painters@masterpainters.asn.au](mailto:painters@masterpainters.asn.au)  
W [masterpainters.asn.au](http://masterpainters.asn.au)

### Advertising Enquiries

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