Plumbing online is at the forefront of providing regular business intelligence to the plumbing community. We report from the kitchens and construction sites, and like to get our boots muddy so that we can give you, the reader, the best and most relevant information to help you keep up to date with what is happening in your industry, and assist you in growing your business through innovative products and business opportunities.

SOCIAL MEDIA HANDLES

- @plumbingonline
  - 856 likes
- @plumbingonline
  - 804 followers
- @Plumbing Africa Online
  - 1 400 connections

AUDIENCE OVERVIEW

<table>
<thead>
<tr>
<th>Country</th>
<th>Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>70.83%</td>
</tr>
<tr>
<td>United States</td>
<td>6.16%</td>
</tr>
<tr>
<td>Poland</td>
<td>3.31%</td>
</tr>
<tr>
<td>India</td>
<td>2.60%</td>
</tr>
<tr>
<td>China</td>
<td>1.88%</td>
</tr>
<tr>
<td>Northern Africa</td>
<td>0.21%</td>
</tr>
<tr>
<td>Western Africa</td>
<td>0.57%</td>
</tr>
<tr>
<td>Eastern Africa</td>
<td>1.93%</td>
</tr>
<tr>
<td>Central Africa</td>
<td>0.05%</td>
</tr>
<tr>
<td>Eastern Africa</td>
<td>1.93%</td>
</tr>
<tr>
<td>United States</td>
<td>6.16%</td>
</tr>
<tr>
<td>South Africa</td>
<td>70.83%</td>
</tr>
</tbody>
</table>

WEBSITE BANNERS

ALL RATES VALID: 1 OCTOBER 2019 - 30 SEPTEMBER 2020

- WEB BANNER: Size: 200 x 127 pixels, R12 300.00 per year
- FEATURE, PROJECT, PRODUCT PRINT LOGO OR WEB LINK: R4 800.00 per issue (month)

SPECIFICATIONS

- Payment required in full before advert goes live
- Material to be provided in JPEG, PNG or GIF format
- The sections that adverts can be placed:
  - News
  - Events
  - Projects
  - Personality Profile
  - Local Manufacturing
  - Technical
  - Plumbing Engineering
  - Sanitation for Health
  - Water Reticulation in Buildings
  - African Energy
  - Environment
  - Business
  - Contributor
  - Official Bodies
  - CPD
  - Training
  - Plumbing Online Directory

*Google analytics, July 2018 – June 2019
MONTHLY NEWSLETTER

All rates exclude agency commission and VAT. Bookings do not guarantee editorial placements.

<table>
<thead>
<tr>
<th>Newsletter banner</th>
<th>Size: 220 x 660 pixels (once a month)</th>
<th>R5 100.00 per insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter banner</td>
<td>Size: 660 x 220 pixels (once a month)</td>
<td>R5 100.00 per insertion</td>
</tr>
<tr>
<td>Newsletter banner</td>
<td>Size: 300 x 250 pixels (once a month)</td>
<td>R3 800.00 per insertion</td>
</tr>
</tbody>
</table>

AUDIENCE OVERVIEW

Avg send: 2 935
Open rate: 8.6%
CTR (Click Through Rate): 2.0%
Countries: 15
Cities: 35

SPECIFICATIONS

- Payment required in full before advert is inserted into bulletin
- Material to be provided in JPEG, PNG or GIF format