



 **MIDDY'S**

**2023 FY MEDIA KIT**

# Middy's offers an engaged audience of 35,000+ electrical industry professionals

Middy's is Australia's largest independently owned electrical wholesaler. Our nationwide branch network of **100+** branches gives you exceptional market coverage. Our diverse range of marketing and advertising opportunities offers you both broad and ranging targeted customer engagement opportunities that will offer a complete marketing mix to drive both campaigns and sustained branding focus.



## Our Audience, your Customers

Our engaged database of **35,000+** allows you to put your product directly in front of a national audience and also provides you the option to target customers by state/territories and regions within Australia. Our channels are wide and varied including print, electronic mail, web, social media, in-branch POS and industry events, all connecting you with unique visitors in each sector. This provides you exposure to a captive customer audience and increased product profile and brand reach.



Electrical contractors



Sole traders & next generation apprentices



Global suppliers of electrotechnology systems and solutions



Management & leaders of SME organisations



Electrical influencers such as architects & specifiers



Growing audience of end users & homeowners

## INTEGRATED MARKETING CAMPAIGNS

We understand opportunity, train our team to communicate your offer, engage and entertain customers both existing and new. We drive online sales growth as well as real word, in-branch sales with **Integrated Marketing Campaigns that offer you more...**

### IN-BRANCH & ONLINE

Best foot forward online & offline combined for a unified omni-channel approach



### CAMPAIGN + MEDIA

Connect & Engage - Middy's owned or paid media that suits the target events, experiences & socialising



Win-Win Promotions

### SURVEY OUR NETWORK

Understand the Opportunity & Forecast Product Marketing Information  
Create & Manage Facebook Polls to Boost User Engagement

### MIDDY'S ACADEMY

Inspire, Development & Catch Skills Gap  
Drive Customer Service Excellence  
'Ask our TechEnergy Experts'



# CONTENT MARKETING

## Middy's MAG

The Middy's MAG is our core publication. It includes a combination of Middy's community editorial content, priced supplier offers and awareness adverts. The MAG is distributed in print throughout our Nationwide branch network, and promoted in an online format, along with featured content, across our digital eco-system.

### Circulation:

Digital: **35,000+**

Print: **6,000+**

**Format:** 28-36pp A4, staple bound, full colour

**Duration/frequency:** 3 months/quarterly

### Issue #38 July - September 2022

#### Industrial Focus

Submissions close 18 April 2022

### Issue #39 October - December 2022

#### Sustainable SMART

Submissions close 18 July 2022

### Issue #40 January - March 2023

#### Industrial Strength

Submissions close 17 October 2022

### Issue #41 May - June 2023

#### SMART

Submissions close 13 February 2023



## In-Branch TV Digital Advertising

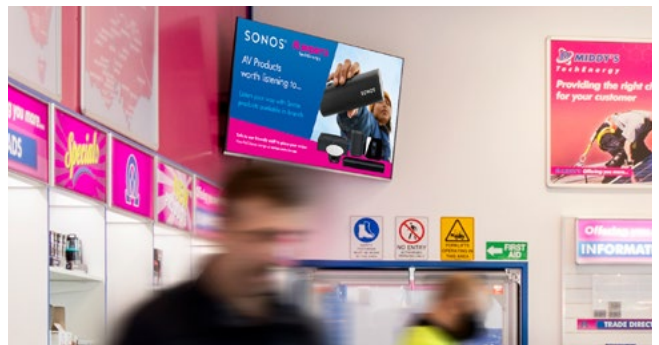
Digital TVs at each branch, capable of video, live streaming and displaying your digital assets. Expose your brand to the extremely high volumes of foot traffic that flow daily through our expansive branch network.

### Circulation:

Variable

**Format:** 1920px horizontal

**Duration/Frequency:** Variable/on demand



## Direct &/or Local Area Marketing

Targeted promotions by market or region for specific product specials, incentives and events.

### Circulation:

Variable

**Format:** A4 Flyer, EDM Broadcast, Social Media

**Duration/Frequency:** Variable/published on demand



# EVENTS & CUSTOMER ENTERTAINMENT

We invite you to think about how you can best use our events and customer entertainment opportunities, from product launches to show your new technology and services to truly engaging customer events supported with great visual branding presence. **Middy's offers you more ways to reach your market...**

## Middy's Info Nights

Middy's Info Nights are a great night of information and entertainment, with keynote speakers from within the electrical industry speaking about what matters most to contractors.

As a key supplier you'll have a display stand showcasing your latest products and technologies with prizes awarded for 'Product of the Night'. Meet your industry peers and mix in the relaxed and informal environment of a fun night.

**Audience:** Between **200 - 1,000+** guests per night

**Duration/frequency:**

15 events Nationwide throughout the 2022 year

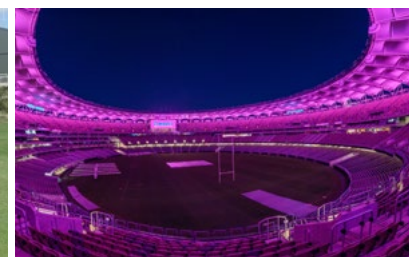
Visit [middys.com.au/info-nights](https://middys.com.au/info-nights) for details and 2022 event schedule



Info Night audiences are engaged & responsive

## External Entertainment, Social & Sporting Events

Golf, fishing and other great events and outdoor activities that enable you to mingle and interact directly with our customer base. AFL and NRL match entertainment, corporate event packages, Ladies' Luncheons and more.



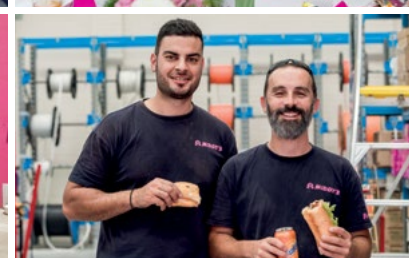
## In-Branch Events & Activations

Brand brekkies, BBQ lunches and trade events held at Middy's branches across the nation.

**Circulation:** Variable

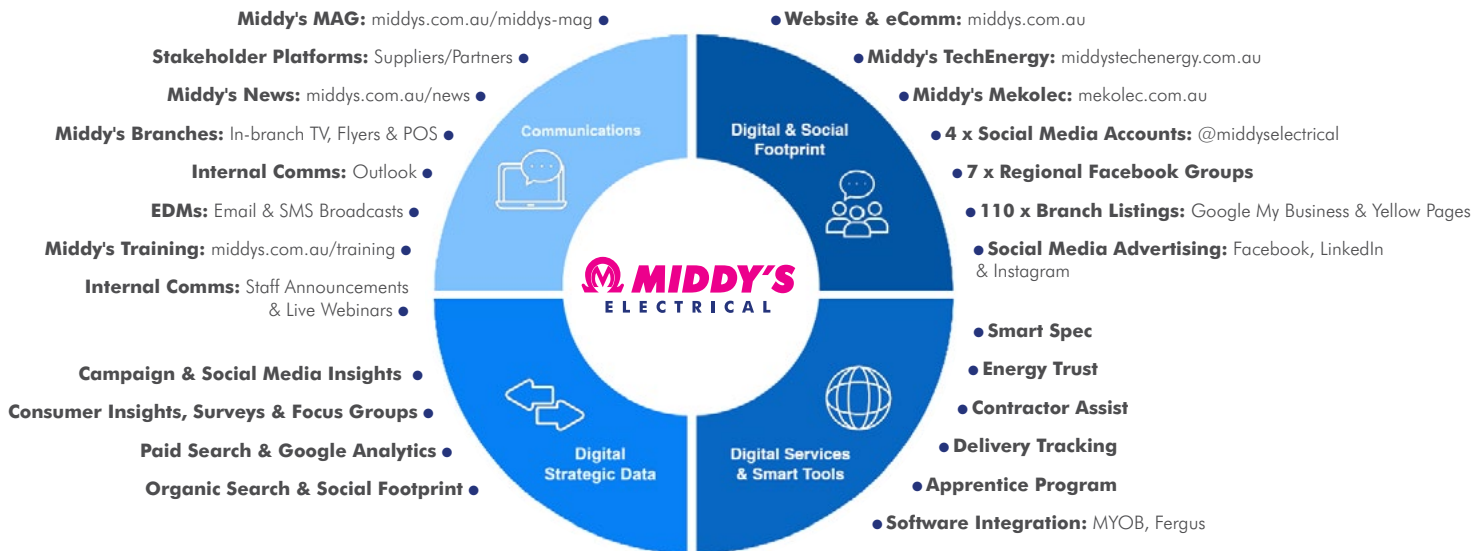
**Format:** Training, product launches & focus groups

**Duration/Frequency:** 1-3 hours



# DIGITAL ECOSYSTEM

Middy's growing digital ecosystem offers many varied opportunities to extend your brand reach across multiple platforms and customer engagement channels.



## Middy's Website

The Middy's website, offering the industry's best CX, with an expansive eCommerce platform that makes ordering online fast and simple for our **5,000+** active users. A great opportunity to influence our growing audience of **30,000** visitors each month with a range of digital content marketing and promotional activity.

**Circulation:** **1,500+** unique visitors per day

### Opportunities on Page:

- **Home Page:** Home Banner (carousel)
- **Product Sections:** Product listings, featured product tiles
- **Product/Brand/Promo Landing Page:** HTML text, images, videos, links
- **Case Studies Section:** HTML content, pdf d/loads
- **Videos Section:** HTML content, up to 4 min vid
- **Brochure Downloads:** HTML content, pdf d/loads
- **New Releases/Blog:** HTML content, pdf d/loads

**Duration:** On demand



## Paid Search & Social Media Advertising

Reach targeted audiences online with paid campaigns across social media or search engines. Search Engine Marketing (SEM) is the act of using paid strategies to increase the visibility of your product content in a search result on Google. Display campaigns can run a series of visual banners across a network of websites and social media posts can be boosted to target selected audiences and regions.

- **Search Engine Marketing/PPC**
- **Retargeting Campaigns**
- **Social Media Advertising**

# DIGITAL ECOSYSTEM

## EDM Email & SMS Broadcasts

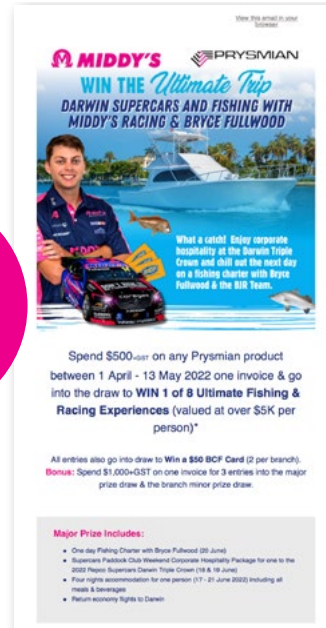
Email and SMS broadcasts reach targeted audiences either Nationwide or by specific region, drilled down to local area audiences and segments.

**Audience:** Up to **35,000**, variable by region and segment

**Format:** HTML EDM email broadcasts, plain text SMS

**Duration/frequency:** On demand

EDM Audience: Up to 35,000



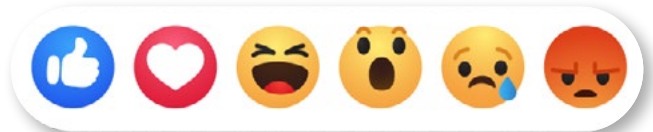
## Social Media

Middy's has an active social media audience of close to **30,000** followers, with a monthly reach of **160,000+** across Facebook, Instagram, LinkedIn and YouTube. Our visitors are organic and our social handles experience sustained continual growth and engagement.

**Circulation:** 160,000+

**Format:** Supplier placement advertisements

**Duration:** Scheduled posts weekly, fortnightly or monthly (as required)



Follow @middyselectrical on:    

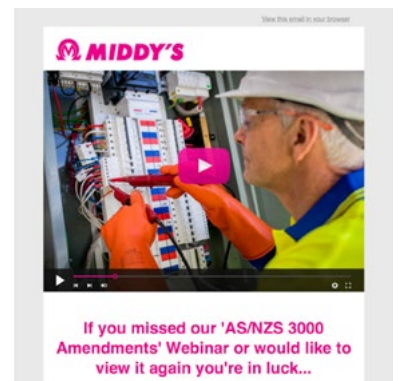
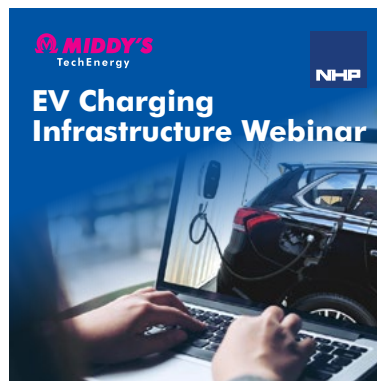
## Webinars, Product Demonstrations & Virtual Events

Online events tailored to various customer segments of the electrical industry. Present field Q&R and follow up interest. Great for network growth and lead generation. Events can be regional, state-based, or national. A recording is sent to registered customers and also added to YouTube with an average engagement of **7,500** views.

**Circulation:** Variable

**Format:** Various

**Duration:** 1-2 hours



# DIGITAL ECOSYSTEM

## Market Research Surveys

Utilise the **30,000** Middy's electrical industry contacts to survey the market and obtain valuable information to leverage and promote your products.

**Circulation: 30,000**

**Format:** Online

**Duration:** On demand



## Middy's Academy

Middy's online learning platform exists to increase in-house staff knowledge and awareness of suppliers and their products by providing tailored content. This keeps your brand front of mind with our expert staff.

**Circulation: 700+**

**Format:** Online

**Duration:** On demand



## In-Branch POS

Merchandising and signage in branches. Expose your brand to the extremely high volumes of foot traffic that flow daily through our expansive branch network.

**Circulation: 100+** Branches Nationwide

**Format:**

- Aisle End Cap Displays
- Window Displays
- POS Product Displays

**Duration:** Pay per month



# TRADITIONAL

## Merchandise

Middy's has huge range of promotional merchandise items available, from T-Shirts, Hoodies, Jackets, Caps, Stubby Holders, Re-usable Tote Bags and more. Share your brand with us and increase your exposure.

### Co-Branded Merchandise Opportunities:

- T-Shirts
- Hoodies
- Caps
- Beanies
- Bucket Hats
- Straw Hats
- Jackets
- Re-usable Tote Bags
- Stubby Holders
- Golf Umbrellas
- Pens
- Notepads



## Wall Calendars & Planners

Pin-up wall calendar, supplier sponsored months. Includes tear-out wall planner.

**Circulation: 10,000** Nationwide

**Format:** A3 fold out

**Duration:** 12 months

## Diaries

A4 & A5 desk diaries, full page supplier ads. Distributed to Middy's customer data base.

**Circulation: 15,000** Nationwide

**Format:** A4 & A5 bound

**Duration:** 12 months

**Calendars  
Circulation:  
10,000  
Nationwide**

**Diaries  
Circulation:  
15,000  
Nationwide**





# BRAND PARTNERSHIPS

Expand your brand reach by partnering with Middy's and utilising our captive audience of **35,000** people within the electrical industry. Invite Middy's customer base to partake in your own brand special exclusive offers.

## Affiliated Partnerships

Middy's Affiliated Partners include:

- Swisse
- SKINS
- The Good Guys
- Posisocks
- Nissan
- HelloFresh



# RADIO ADVERTISING

Partner with us in National Radio Media. Radio is an effective advertising medium because it's 100% audio-based. The advertiser's message can resonate in the consumer's ears with proper voice acting, sound design and copy. A radio ad is cost-efficient, targeted, easy to track and extremely effective if done properly. A Nov, 2019 infront.com campaign revealed that radio is **20% more effective** at building brands than other mediums. **Middy's partner with leading networks...**

## Triple M

MMM is part of the Austereo network and reaches:

- **217,000 tradies** across 5 metro cities
- **162,000 blue collar workers** in the 25 surveyed regional markets (many markets not surveyed)



## SEN

Melbourne's Home of Sport, 1116 SEN (Sports Entertainment Network) is a commercial AM radio station based in Melbourne, owned and operated by Pacific Star Network Limited, specialising in sports, news and talk.

- **SEN national network 1.2m plus listeners per week across country**
- **Only sport platform in country, covering 99% of country radio wise and 100% digitally**
- **Owns hearts and minds of sports fans in key 25-54 male demo**
- **Fully integrated B2B opportunities included**

Ticketing to corporate boxes and entertainment events and amazing experiences with SEN talent.



## Australia Traffic Network

Placing positioned audio ads into each station's regular road traffic reports.

ATN reaches from metro to remote, rural locations:

- **13 million per week**
- **213 stations in 82 markets**

How ATN Helps:



**ENGAGE**  
Regional & Metro  
Radio Listeners



**ADVISE**  
Live Read  
speaks to Tradies



**ACT**  
Drive Customers  
in-Branch



# MIDDY'S RACING



Middy's is proud to be key partner of the Brad Jones Racing (BJR) family for 2022 as naming rights partner on Bryce Fullwood's No.14 Middy's Supercar Holden ZB Commodore car in the Supercars Series. Middy's invite you to take advantage of this partnership and put your own brand in the spotlight with corporate event hospitality, product placement, event participation and more. Engaging with the Supercars Series gives you the chance to get your product or brand in front of a quarter of Australia's population at selected rounds during the 2022 Supercars Championship Season.

As well as providing a great branding opportunity, this partnership provides you with the chance to be part of the Supercars action:

- Ticketing access to the event
- Access to the BJR in-garage viewing area for you & your guests
- A tour of the team's race cars and meet & greet with your Middy's Racing driver, Bryce Fullwood
- Hot Laps
- Brand Placement on the #14 Middy's Racing Supercar

Contact us to discuss mainstream media value and Supercars exposure for your business. Email: [marketing@middys.com.au](mailto:marketing@middys.com.au)



## Your Brand Positioning Options



- BONNET
- UPPER WINDOW BANNERS FRONT + REAR
- C-PILLAR - BOTH SIDES
- SIDE SKIRTS - BOTH SIDES

Please see Rate Card on page 12 for pricing

# 2023 FY RATE CARD

INTEGRATED MARKETING CAMPAIGN PACKAGE		
	GOLD OHM	SILVER VOLT
<b>DIGITAL ECOSYSTEM</b>		
Home Page Banner	2 Week Campaign	1 Week Campaign
Web Page Content	Promotional Landing Page	-
Featured Product Tiles	1 Tile for 2 Weeks	1 Tile for 1 Week
Social Media (organic)	4 x Posts	2 x Posts
Social Media (paid)	\$500 Ad Spend	\$250 Ad Spend
<b>CONTENT MARKETING</b>		
Middy's MAG	Full Page Ad	Half Page Ad
Solus Email Broadcast	2 x Solus EDMs	1 x Solus EDM
Email Footer Banner	2 x Email Banners	1 x Email Banner
<b>BRANCHES</b>		
In-Branch TV Network	2 Week Campaign	1 Week Campaign
In-Branch POS	2 Week Campaign	1 Week Campaign
	<b>\$7,500</b>	<b>\$5,000</b>

INTEGRATED PRODUCT MARKETING PACKAGE		
	GOLD OHM	SILVER VOLT
<b>DIGITAL ECOSYSTEM</b>		
Home Page Banner	1 Week Campaign	-
Web Page Content	News Article	-
Featured Product Tiles	1 Tile for 2 Weeks	1 Tile for 1 Week
Social Media (organic)	2 x Posts	1 x Post
Social Media (paid campaign)	\$500 Ad Spend	\$250 Ad Spend
<b>CONTENT MARKETING</b>		
Middy's MAG	Full Page Ad	Half Page Ad
Solus Email Broadcast	1 x Solus EDM	-
Email Footer Banner	2 x Email Banners	1 x Email Banner
<b>BRANCHES</b>		
In-Branch TV Network	2 Week Campaign	1 Week Campaign
In-Branch POS	2 Week Campaign	1 Week Campaign
	<b>\$6,000</b>	<b>\$4,000</b>

# 2023 FY RATE CARD

## CONTENT MARKETING

### MIDDY'S MAG

<b>1/4 Page</b>	Size: 97mm x 135mm	<b>\$1,635*</b>
<b>1/2 Page</b>	Size: 200mm x 135mm	<b>\$2,600*</b>
<b>Full Page</b>	Size: 200mm x 275mm	<b>\$4,175*</b>
<b>A4 Insert</b>	Size: 200mm x 275mm	<b>\$4,840*</b> (excludes printing cost)

\* Rates are based on print ready artwork. Cost of artwork if required at suppliers expense

## EVENTS & ENTERTAINMENT

<b>Middy's Info Nights (single event)</b>	Supplier Trade Stand	<b>\$2,200</b> (per night)
<b>Middy's Info Nights (sign up to 10+ events)</b>	Supplier Trade Stand	<b>\$1,850</b> (per night)
<b>Middy's Info Nights (sign up to all events)</b>	Supplier Trade Stand	<b>\$1,650</b> (per night)
<b>External Entertainment, Social &amp; Sporting Events</b>	Variable	<b>\$POA</b>
<b>In-Branch Events &amp; Activations</b>	Variable	<b>\$POA</b>

## DIGITAL ECOSYSTEM

### MIDDY'S WEBSITE

<b>Home Page Banner</b>	Clickable Banner on rotation	<b>\$200</b> (per week)
<b>Web Page Content</b>	Landing Page, News Article or Product Release	<b>\$125</b> (per week)
<b>Featured Product Tile</b>	Clickable product image on Home Page	<b>\$500</b> (per week)
<b>Brochure Download PDF</b>	Featured Product Brochure or Catalogue	<b>\$400</b>

### EDM EMAIL & SMS BROADCASTS

<b>Solus Email Broadcast</b>	HTML coded 600px x 1200px	<b>\$2,700</b>
<b>Email Footer Banner</b>	HTML coded 600px x 1200px	<b>\$1,000</b> (per email)
<b>SMS Broadcast</b>	Plain text SMS (160 characters per broadcast)	<b>\$POA</b>

### PAID SEARCH & SOCIAL MEDIA

<b>Social Media (organic)</b>	Scheduled posts weekly, fortnightly or monthly	<b>\$200</b> (per post)
<b>Social Media (paid)</b>	Targeted Social Media Campaigns by region/audience	<b>\$POA</b>
<b>Search Engine Marketing</b>	Variable PPC & Display Campaigns	<b>\$POA</b>

### DIGITAL

<b>Virtual Events</b>	Variable	<b>\$2,500</b>
<b>Customer Survey</b>	Online	<b>\$2,500</b>
<b>Middy's Academy</b>	Online	<b>\$2,500</b> (per module)
<b>In-Branch TV</b>	Variable	<b>\$1,000</b> (per broadcast)

# 2023 FY RATE CARD

## TRADITIONAL

<b>Co-Branded Merchandise</b>	Variable	<b>\$POA</b>
<b>Wall Calendar</b>	Supplier Sponsored Month/Page	<b>\$2,900</b> (per month/page)
<b>Desk Diaries</b>	Full Page Ad (Free Banner Ad)	<b>\$2,500</b> (per page)

## BRAND PARTNERSHIPS

<b>Affiliated Partnerships</b>	Variable	<b>\$POA</b>
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## RADIO ADVERTISING

<b>MMM</b>	Variable	<b>\$POA</b>
<b>SEN</b>	Variable	<b>\$POA</b>
<b>ATN</b>	Variable	<b>\$POA</b>

## MIDDY'S RACING

Brand Positioning Options	BATHURST 1000 HERO EVENT FOX SPORTS + FTA LIVE		TIER 1 EVENTS FOX SPORTS + FTA LIVE EVENTS ADL500, TSV, GC600, Sandown, Newcastle		TIER 2 EVENTS FOX SPORTS + FTA HIGHLIGHTS Tas, Perth, Winton, Darwin, The Bend	
	100% Media Value	Q1 Media Value	100% Media Value Per Event	Q1 Media Value Per Event	100% Media Value Per Event	Q1 Media Value Per Event
<b>BONNET</b>	<b>\$60,000</b>	<b>\$30,000</b>	<b>\$60,000</b>	<b>\$30,000</b>	<b>\$60,000</b>	<b>\$30,000</b>
<b>UPPER WINDOW BANNERS FRONT + REAR</b>	<b>\$973,803</b>	<b>\$232,394</b>	<b>\$330,983</b>	<b>\$78,127</b>	<b>\$102,603</b>	<b>\$23,928</b>
<b>C-PILLAR - BOTH SIDES</b>	<b>\$236,457</b>	<b>\$33,199</b>	<b>\$33,232</b>	<b>\$6,832</b>	<b>\$14,142</b>	<b>\$2,888</b>
<b>SIDE SKIRTS - BOTH SIDES</b>	<b>\$6,859</b>	<b>\$1,515</b>	<b>\$4,092</b>	<b>\$929</b>	<b>\$2,761</b>	<b>\$552</b>

# BRAND GUIDELINES

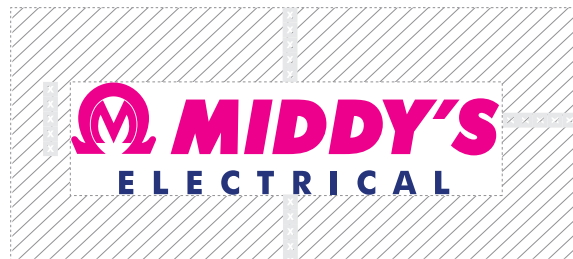
## Primary logo

This is the primary logo to be used in communications.



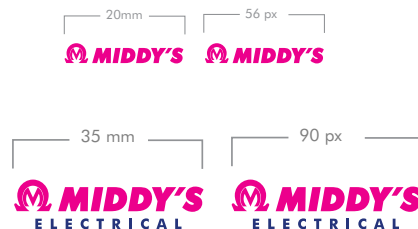
## Clearance space

Please ensure adequate clearance space around the logo. This equates to the height of the Middy's logo (x).



## Minimum size

The minimum size of the logo is 20 mm for print and 56 px for digital (without a descriptor) and 35 mm and 100 px with a descriptor.



## On Background colours



On Pink



On Blue



On White

## Logo colours

**A.** PANTONE Reflex Blue  
C 100 M 93 Y 14 K 12  
R 37 G 52 B 123  
WEB: HEX #25347B



**B.** PANTONE Process Magenta  
C 0 M 100 Y 0 K  
R 236 G 0 B 140  
WEB: HEX #EC008C



## What not to do

Do not change the colour of the logo, stretch or use on a non-approved background colour.



## Monochrome versions






Monochrome versions (white or black) must only be used where colour is not an option ie. Sponsorship logo form.



## Support Typography

The brand uses the Futura BT family.

# CONTENT REQUIREMENTS

DIMENSIONS FOR ASSETS SUPPLIED		
<b>EDM ASSETS</b>		
<b>Hero Banner</b>	600px wide	 <p>Hero Banner</p>
<b>Footer Banner</b>	600 x 140px (landscape)	
<b>SOCIAL MEDIA</b>		
<b>Facebook Tile</b>	1080 x 1350px	 <p>Instagram Tile</p>
<b>Instagram Tile</b>	1080 x 1080px	
<b>LinkedIn Tile</b>	1200 x 627px	
<b>IN BRANCH POS</b>		
<b>TV Screen</b>	1920 x 1080px (landscape)	 <p>TV Screen</p>
<b>Counter POS Tablet</b>	794 x 1123px (portrait)	
<b>MIDDY'S WEBSITE</b>		
<b>Home Page Banner</b>	2122 x 1024px (landscape)	 <p>Home Page Banner</p>
<b>Landing Page Hero Banner</b>	1200 x 468px (landscape)	
		 <p>Landing Page Hero Banner</p>



**Enquiries, Submissions  
& Bookings:**  
Middy's Marketing Dept  
**P** (03) 7067 5555  
**E** [marketing@middys.com.au](mailto:marketing@middys.com.au)

Download this Media kit at:  
**[middys.com.au/mediakit](https://middys.com.au/mediakit)**

**TERMS OF ADVERTISING:**  
For details of Middy's terms of advertising, supplier terms  
and incentive agreements contact Middy's marketing.

All information contained within is correct  
as of 30/06/2022 and subject to change.