











Weld Australia

MEDIA KIT 2026

Securing the future of Australia's welding industry

weldaustralia.com.au office@weldaustralia.com.au 1800 189 900

WHO WE ARE

Weld Australia is the peak body representing the welding industry in Australia.

Weld Australia represents the welding profession in Australia. Our members are made up of individual welding professionals and companies of all sizes. Weld Australia members are involved in almost every facet of Australian industry and make a significant contribution to the nation's economy.

Our primary goal is to ensure that the Australian welding industry remains both locally and globally competitive, both now and into the future. A not-for-profit, membership-based organisation, Weld Australia is dedicated to providing our members with a competitive advantage through access to industry, research, education, certification, government, and the wider industrial community. Weld Australia is the Australian representative member of the International Institute of Welding (IIW).

WELD AUSTRALIA'S VALUE PROPOSITION

Weld Australia is the peak industry body, representing the welding profession in Australia.

Our members include individuals and companies across every facet of Australian industry, making a significant contribution to the economy.

Weld Australia is the Australian representative member of the International Institute of Welding (IIW).

Our Mission is to be the leader in facilitating growth of world class welding in Australia.

Our Vision is to enable industry to access leading edge technologies through technology transfer, education and certification opportunities.

DELIVERING VALUE TO MEMBERS

Network
We provide a network for the exchange of ideas, sharing of resources and creation of meaningful connections.

Technology Transfer
We facilitate technology transfer from research institutions and overseas markets.

Learning & Development
We deliver pathways for learning, to expand your career and boost your earning potential.

Engineering Solutions
Our experts deliver specialist technical solutions for welding and materials related issues.

Collective Voice
We are the voice of industry, promoting and advocating for welding and welders to decision makers.

Certification
We are the IIW Authorised Nominated Body, making us the premier welding certification body in Australia.

WELD AUSTRALIA CONTACTS

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A MESSAGE FROM OUR CEO



Welding is an art; skill; trade; engineering discipline; and science.

It is an enabling technology used across a wide range of industries and applications, from micro-joining of medical devices, electronics and photonics to larger scale applications such as mining equipment, pressure vessels, ships, rail transport, water pipelines and components.

The technology of bonding steel is essential to the economic growth of Australia.

Australia has long prided itself on its world-class manufacturing prowess, and at the heart of this excellence lies welding. Yet, as we face a new era, challenges from international competitors, labour shortages, and shifting industrial landscapes loom large.

Our ethos at Weld Australia goes beyond the arc and the flame. We believe in the potential of every welder, every project, and every innovation. We advocate passionately for practices that not only uplift our industry but also ensure safety, quality, and resilience. Our commitment extends to championing women in welding, ensuring adherence to the highest fabrication standards, and securing a future brimming with skilled workers who are ready to tackle the challenges of tomorrow.

Our vision of a thriving welding industry is intricately tied to the onshoring movement, local content policies, and an unwavering dedication to quality standards. It's about more than just creating joints; it's about forging connections, building futures, and upholding the rich legacy of Australian craftsmanship.

Join us in this journey. Together, we can ensure that Australia's welding industry remains robust, innovative, and globally competitive.

Geoff Crittenden
CEO, Weld Australia

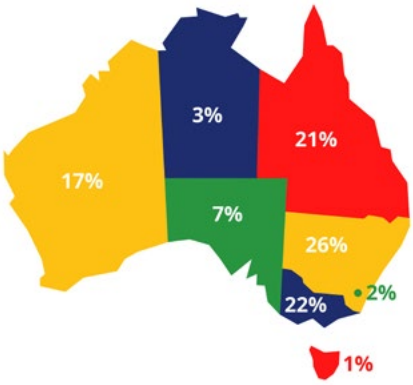
OUR AUDIENCE

Our publications reach the players who make the decisions in the welding, fabrication and industrial industries—those people with the authority to choose, purchase and recommend your products and services. Our audience is continually growing year-on-year. Every year, Weld Australia sees an average 30% growth in its audience across all distribution streams. Our audience includes:

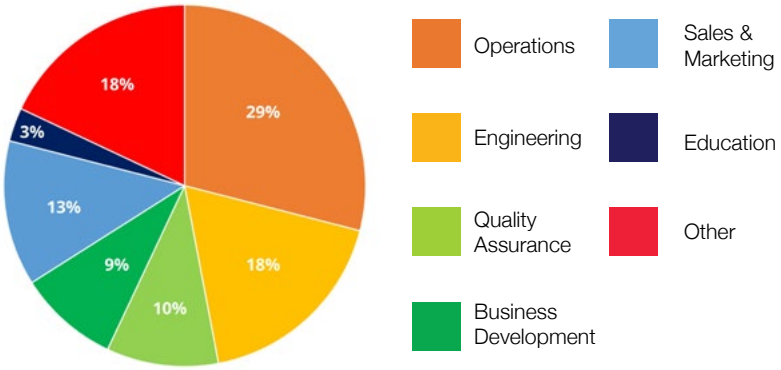
- Welding, fabrication and manufacturing industry professionals and top decision-makers at the C-suite level
- Welding, fabrication and manufacturing small-to-medium business owners and managers
- Apprentices employed throughout the welding, fabrication and industrial sectors
- Educational institutions, including a range of researchers and academics
- Innovators throughout all of Australia's industrial and manufacturing sectors
- All Weld Australia members



AUDIENCE LOCATION



AUDIENCE JOB ROLE



eNEWS SUBSCRIBERS

Whether it's Our Weekly Wrap, or a custom EDM, you can get your message out direct to our subscribers to drive a direct response.

Average Open Rate: 32.6%

Click-Through Rate: 5.5%

Subscribers: 10,220



SOCIAL AUDIENCE



WELD CONNECT

Weld Connect is the official monthly e-newsletter of Weld Australia. Distributed via email in the middle of each month (from February to December), Weld Connect is a leading source of industry news, insights and events for Australian welding, fabrication and manufacturing professionals.



Our news and industry perspective is essential for working smarter, more creatively and more effectively within the welding, fabrication, and manufacturing industries. Offering authoritative insight and proven ideas on global and domestic issues through a distinctly Australian perspective, Weld Connect links all facets of industry, inspires, educates, and celebrates member achievements.

Circulation & Open Rates

Weld Connect enjoys a circulation of over 10,220 readers direct, plus distribution through our social media and website. The average open rate of the email that delivers Weld Connect is 46.7%, much higher than the industry average of 21%. The click-through rate is 7.7%

Weld Connect Content & Artwork Deadlines 2026

Edition	Booking Deadline	Artwork & Content Deadline
February	23 January 2026	30 January 2026
March	20 February 2026	27 February 2026
April	20 March 2026	27 March 2026
May	24 April 2026	1 May 2026
June	22 May 2026	29 May 2026
July	19 June 2026	26 June 2026
August	24 July 2026	31 July 2026
September	21 August 2026	28 August 2026
October	18 September 2026	25 September 2026
November	23 October 2026	30 October 2026
December	13 November 2026	20 November 2026

Editorial Content

Weld Connect welcomes all editorial contributions. Stories must be concise and newsworthy, and have no more than 250 words (submitted in a word document). All submissions must be accompanied by a minimum of 1 x high resolution JPEG image. All editorial material should be submitted to sally@wordly.com.au. Weld Australia reserves the right to edit, change or refuse all editorial submissions without seeking approvals or permission.

AUSTRALIAN WELDING

Australian Welding is the official magazine of Weld Australia, serving Australia's welding, fabrication and manufacturing industry. Our news and industry perspective is essential for working smarter, more creatively and more effectively within welding, fabrication and manufacturing.



Offering authoritative insight and proven ideas on global and domestic issues through a distinctly Australian perspective, Australian Welding links and celebrates all facets of industry, inspires and educates. The magazine provides a medium for the publication of technical information and views on the latest processes, products and services. The issues of productivity, welding management and quality, industry standards, qualification and certification, and health safety are regularly addressed, as well as international and industry news.

Circulation & Open Rates

Australian Welding enjoys a circulation of over 10,220 readers direct, plus distribution through our social media networks, website and via email. The email open rate for Australian Welding is 37% (compared to the 21% industry standard).

Australian Welding Content & Artwork Deadlines 2026

Edition	Booking Deadline	Artwork & Content Deadline
June / July	22 May 2026	29 May 2026
December / January	20 November 2026	27 November 2026

Editorial Content

Australian Welding welcomes all editorial contributions. There are three basic editorial categories:

- Technical or Feature Articles: Up to 2,400 words (submitted in a word document), with a minimum of 4x high-resolution JPEG or PNG images attached as separate files.
- Case Studies: Up to 1,200 words (submitted in a word document), with a minimum of 3 x high-resolution JPEG or PNG images attached as separate files.
- Breaking News: Up to 500 words (submitted in a word document), with at least 1 x high-resolution JPEG or PNG image attached as separate files.

All editorial material should be submitted to sally@wordly.com.au.

Weld Australia reserves the right to edit, change or refuse all editorial submissions without seeking approvals or permission.

WEEKLY WRAP UP

Weld Australia's Weekly Wrap-Up is distributed every Friday morning to over 10,200 highly engaged subscribers. A flexible, powerful, and proactive advertising option, it can help your company reach the welding, fabrication, and manufacturing sector's decision makers—from within their own inboxes.



The Weekly Wrap Up delivers information to readers in an easily digestible, concise format. All articles are presented in 'bite-sized chunks' that have proved exceptionally popular with our audience of busy company owners. Our news and industry perspective is essential for working smarter, more creatively and more effectively within the welding, fabrication and manufacturing industries.

Circulation & Open Rates

The Weekly Wrap Up enjoys a circulation of over 10,200 readers direct. The average open rate of the Weekly Wrap Up is 29%, much higher than the industry average of just 21%. The click-through rate is 5.2%

Artwork Deadline

Artwork for Weekly Wrap Up advertisements must be received by COB the Monday prior to the distribution of the email.



ADVERTISING RATES: WELD AUSTRALIA MEMBERS

Weld Connect			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Front cover (up to one-third of cover)	$2,750	$4,950	$8,360
Back cover	$2,200	$3,586	$6,204
Full page	$2,090	$3,630	$6,270
Half page	$1,540	$2,640	$4,620
Third page	$1,100	$1,650	$2,640
Quarter page	$880	$1,430	$2,420

Australian Welding Magazine			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Back cover	$3,850	$6,600	$12,900
Inside front cover	$3,300	$5,940	$10,780
Inside back cover	$3,080	$5,500	$9,900
Double-page spread	$3,850	$6,600	$12,980
Full page	$2,530	$4,400	$7,700
Half page	$1,760	$2,640	$4,180
Third page	$1,540	$2,420	$3,740
Quarter page	$1,320	$1,980	$2,860

Weekly Wrap-Up			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Leaderboard	$880	$1,430	$2,420
Right-Hand Sidebar	$550	$880	$1,870

Please note: all prices listed above are exclusive of GST.

ADVERTISING RATES: NON-MEMBERS

Weld Connect			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Front cover (up to one-third of cover)	$3,025	$5,445	$9,196
Back cover	$2,420	$3,944	$6,824
Full page	$2,299	$3,993	$6,897
Half page	$1,694	$2,904	$5,082
Third page	$1,210	$1,815	$2,904
Quarter page	$968	$1,573	$2,662

Australian Welding Magazine			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Back cover	$4,235	$7,260	$14,278
Inside front cover	$3,630	$6,534	$11,858
Inside back cover	$3,388	$6,050	$10,890
Double-page spread	$4,235	$7,260	$14,278
Full page	$2,783	$4,840	$8,470
Half page	$1,936	$2,904	$4,598
Third page	$1,694	$2,662	$4,114
Quarter page	$1,452	$2,178	$3,146

Weekly Wrap-Up			
Size and Position	**Casual**	**Two Editions**	**Four Editions**
Leaderboard	$968	$1,573	$2,662
Right-Hand Sidebar	$605	$968	$2,057

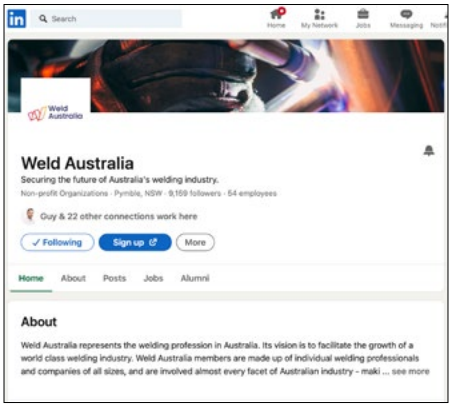
Please note: all prices listed above are exclusive of GST.

SOCIAL MEDIA

If you're looking for a trackable, measurable marketing option, our social media platforms allow you to deliver your message directly to an engaged audience of over 23,800 people, and include full reporting on all engagement, clicks and leads.

You may wish to use your social media posts to share technical or feature articles, case studies, or even your company's latest and greatest breaking news.

Please note that Weld Australia reserves the right to limit sponsored social media posts to 2 to 4 posts per company per annum.



Cost

Instagram:	Post/Reel - $220 Story - $110
Facebook:	Post - $440 Story - $330
LinkedIn:	Post - $660 Blog post - $770

WEBINARS

Weld Australia's webinars are an exclusive opportunity to present your products and solutions to the audience you need to reach. With both pre and post-event promotional opportunities across our EDMs, newsletters, website and more, sponsorship of a Weld Australia webinar is a fantastic marketing and branding opportunity.

With an exclusive custom webinar, you will:

- Work with our Membership and Marketing team to develop a topic that achieves your objectives and resonates with our audience.
- Pre-event promotions including coverage in Weld Australia's EDMs, monthly electronic newsletter Weld Connect, social media and website.
- Present for up to 45 minutes, either solo or in partnership with one of Weld Australia's team members.
- Have your logo and branding appear throughout the webinar.
- Obtain access to the recording of the webinar, which you can share as you please.
- Post-event wrap-up in our monthly electronic newsletter, Weld Connect.

Please note that your presenters will need to be familar with Zoom.

Cost: $4,400 + GST



INDUSTRY DRINKS PARTNERSHIP

If you're looking for maximum impact and exposure, take advantage of our Industry Drinks Partnership Agreement. The cost is $11,000 + GST per annum.

National Partnership Announcement
Weld Australia will announce the Partnership via: EDM; Social media; the next scheduled edition of *Weld Connect* (monthly eNewsletter).

Partner Page on Weld Australia Website
Your company will be included on the Partners page of the Weld Australia website with a logo, company specific content and one website link.

Event Sponsor
You will be entitled to sponsor one of Weld Australia's Industry Drinks Night for the year, including:

- Opportunity to display a pull-up banner
- Opportunity to deliver 15-minute presentation at the event
- 1 x EDM to promote the event and your company as the sponsor
- Your logo included on all event advertising
- 5 x FOC tickets to the event

Complimentary Advertising and Editorial in Weld Australia's Publications

- *Australian Welding* magazine:
  - 1 x full page advert (on the inside front cover)
  - 1 x editorial (approximately 800 words)
- Monthly newsletter *Weld Connect*:
  - 1 x ½ page advert (on the inside front cover)
  - 1 x editorial (approximately 400 words)

Complimentary Advertising on Digital Platforms

- 2 x social media posts distributed via Facebook, LinkedIn, Twitter and Instagram
- 1 x leaderboard banner advert in Weld Australia's weekly EDM, the *Weekly Wrap-Up*

** Note: this sponsorship opportunity is separate to membership packages; and Industry Drinks Sponsors must be Weld Australia members.*





ADVERTISING PACKAGES

Diamond Package: $6,600 + GST
If you have a ground-breaking story to tell, or a brand-new product or service to launch, take advantage of our 'Diamond Package' for maximum impact and exposure:

1. Australian Welding: 1 x full page inside cover advert
2. Weld Connect: 1 x third of a page front cover advert
3. Weekly Wrap-Up: 1 x right-hand sidebar advert (420px x 250px) in 4 x editions
4. 3 x social media posts

Gold Package: $5,500 + GST
Our 'Gold Package' provides great value for money, as well as fantastic impact and exposure:

1. Australian Welding: 1 x full back cover advert
2. Weld Connect: 1 x back cover advert
3. Weekly Wrap-Up: 1 x right-hand sidebar advert (420px x 250px) in 3 x editions
4. 2 x social media posts

Silver Package: $4,400 + GST
Our 'Silver Package' provides great value for money, as well as great impact and exposure:

1. Australian Welding: 1 x full page advert
2. Weld Connect: 1 x full page advert
3. Weekly Wrap-Up: 1 x right-hand sidebar advert (420px x 250px) in 2 x editions
4. 1 x social media post

AUSTRALIAN WELDING PACKAGES

Inside Cover Story: $6,600 + GST
If you have a ground-breaking story to tell, use our 'Inside Cover Story' advertising option for maximum impact. This option includes a full page advert on the inside front cover, an index page pointer, and an editorial piece over a double page spread.

Company Profile: $3,850 + GST
Your company, capability, projects and people can be profiled with this high impact, page stopping option. Work with us to produce a compelling snapshot across two facing pages. This option is perfect for announcements, new product launches, milestones or to refresh your company's brand.

FILE SIZES & SPECIFICATIONS

File Specifications

Supplied material must be Press Ready, PDF files. All PDFs must be high-resolution, 300dpi, CMYK files.

All PDFs must be supplied to the correct dimensions, printers marks and with all fonts embedded.

All full page ads require at least 4mm bleed on all sides.

Publication Size

The publication size / final trim size is standard A4 size 297mm (high) x 210mm (wide).

All body copy, headings and other text must be at least 0.5mm inside the trim size on all sides.

All body copy must be at least 9pt font size.

How to Supply Files

Please email advertisement files for Weld Connect and Australian Welding to sally@wordly.com.au.

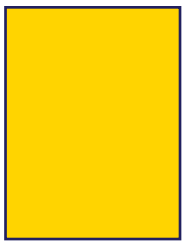
Please email website advert files to sally@wordly.com.au.

Weld Australia reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with Weld Australia's position or values.

Need Help with Artwork?

Weld Australia's network can assist with the production of artwork for advertising. Simply email sally@wordly.com.au for a quote.

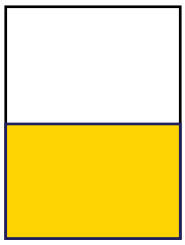
Australian Welding & Weld Connect Advertisement Sizes



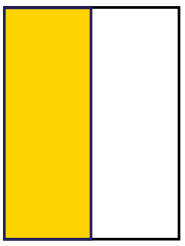
Inside Covers and Full Page
297mm (high) x 210mm (wide)



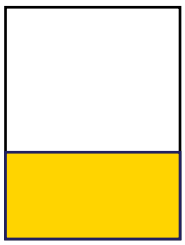
Double Page Spread
594mm (high) x 420mm (wide)



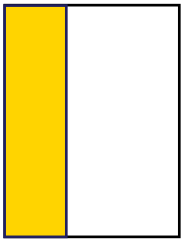
Half Page: Horizontal
148.5mm (high) x 210mm (wide)



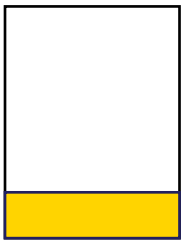
Half Page: Veritcal
297mm (high) x 105mm (wide)



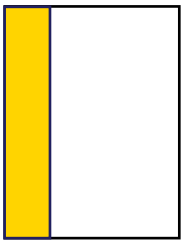
Third Page: Horizontal
99mm (high) x 210mm (wide)



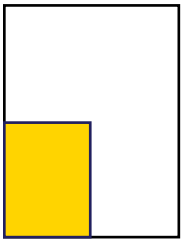
Third Page: Vertical
297mm (high) x 70mm (wide)



Quarter Page: Horizontal
75mm (high) x 210mm (wide)



Quarter Page: Vertical
297mm (high) x 52.5mm (wide)



Quarter Page: Block
75mm (high) x 105mm (wide)

Weekly Wrap-Up Advertisement Sizes (High-Res PNG Files)



Right-Hand Sidebar
420px (wide) x 250px (high)



Spotlight
1200px (wide) x 600px (high)



EXPAND YOUR AUDIENCE.
GROW YOUR BUSINESS.

ADVERTISE WITH US

Weld Australia

For further information, contact Michelle Tagliapietra on m.tagliapietra@weldaustralia.com.au