



# LAUNDRY LINK NEWS

*Connecting, Innovating, and Inspiring Excellence in the  
Commercial Laundry Industry*

**DISCOVER HOW WE DRIVE INDUSTRY GROWTH**



# ABOUT US

## WHAT WE DO

A strong industry is built on strong connections. *Laundry Link News* serves as the bridge between commercial laundry operators and allied traders, including machinery suppliers, chemical providers, textile manufacturers, and technology innovators. We do this by creating opportunities for connection, knowledge sharing, and business growth.

## OUR VISION:

Building a thriving and interconnected commercial laundry industry across Australia and New Zealand, where operators, suppliers, and industry professionals collaborate, innovate, and succeed.

## OUR MISSION:

Our mission is to be the hub for knowledge, connection, and growth within the industry by delivering high-quality, relevant, and timely information that empowers businesses and individuals alike.

## WHY US?

**We inform and educate:** In an ever-evolving industry, staying informed is key to success. We are committed to providing insightful, well-researched, and engaging content that covers all aspects of the commercial laundry sector.

**We celebrate industry professionals:** People are the heart of the laundry industry, and we take pride in highlighting the stories and achievements of those who drive it forward.

**We support growth and innovation:** Innovation is the key to long-term success, and we are dedicated to keeping our readers ahead of the curve. Whether it's emerging technologies like RFID tracking, automation, or advancements in water and energy conservation, we ensure that our audience has access to the latest industry developments.

**We are committed to excellence:** We hold ourselves to the highest editorial and ethical standards. Our commitment to accuracy, integrity, and unbiased reporting ensures that our readers can trust the information we provide.



## LOOKING TO THE FUTURE

As the industry continues to evolve, so will Laundry Link News. We are dedicated to adapting and growing alongside our readers, embracing new platforms and technologies to ensure that our content remains accessible, engaging, and impactful. Our vision is to be the go-to resource for anyone connected to the commercial laundry industry, fostering a dynamic and collaborative community that thrives on shared knowledge and innovation.

**Together, we can shape the future of the commercial laundry industry in Australia and New Zealand—one article, one connection, and one success story at a time.**



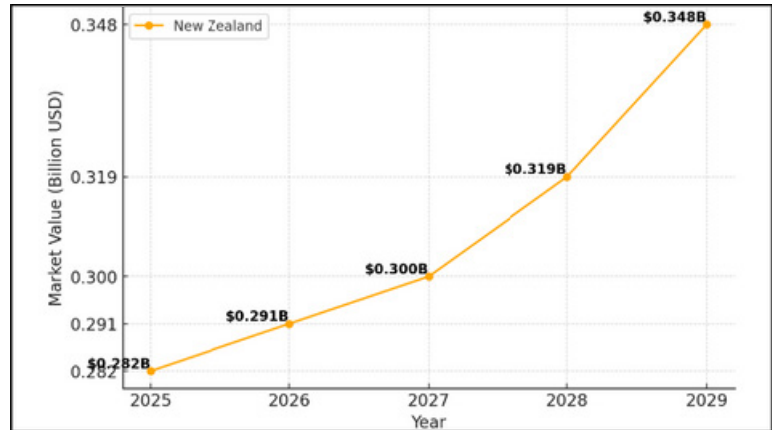
# NUMBERS THAT SPEAK: THE DIGITAL EDGE IN A GROWING MARKET

Leverage the digital revolution to attract your next customer—capitalise on industry growth by making your online presence your most powerful marketing tool.

The commercial laundry sector in Australia and New Zealand is experiencing robust growth. In Australia, the laundry and dry-cleaning services market was valued at over **\$2.3 billion in 2023**.

Meanwhile, New Zealand's Home & Laundry Care market is projected to grow by 3.21% (2025–2029), reaching a market volume of **US\$348.20 million by 2029**.

These figures underline a vibrant industry with ample opportunities for innovation and expansion.



Projected Growth of New Zealand's Home & Laundry Care Market (2025-2029)

**70% OF THE B2B BUYER TO BUYER JOURNEY STARTS ONLY ON DIGITAL PLATFORMS**



## DIGITAL OPPORTUNITY:

Today's decision-makers are turning to digital channels to research and select service providers. Studies show that over **70% of B2B buyers begin their search online**—making it essential for your brand to have a strong digital presence. Through smart SEO, targeted ads, and engaging social media, you can connect with potential customers at the very moment they're ready to make a decision.

# DIRECT MARKETING OPPORTUNITIES

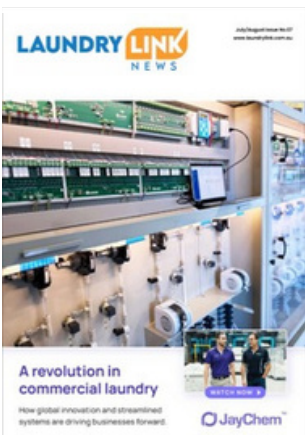
## AMPLIFY YOUR BRAND WITH TARGETED DIRECT MARKETING

### DIGITAL MAGAZINE:

Laundry Link News offers unmatched direct marketing opportunities for businesses seeking to connect with influential decision-makers in the commercial laundry industry. Our bi-monthly **Digital Magazine** is a powerful platform designed to reach a highly engaged audience of industry professionals, providing advertisers with targeted and effective exposure.

Each issue is delivered directly to our dedicated subscriber base via email, ensuring that your brand, products, and services are seen by the right people at the right time. Whether you're looking to promote new innovations, share industry insights, or strengthen your market presence, our **Digital Magazine** provides the perfect opportunity to showcase your business to a niche audience that matters.

Additionally, our bi-monthly publication is carefully curated to include relevant industry news, expert perspectives, and the latest trends, making it a must-read for professionals who want to stay ahead in the competitive world of commercial laundry.



### NEWSLETTER:

The Laundry Link New newsletter is distributed in alternate months and provides **comprehensive updates** on industry news, emerging trends, regulatory changes, and expert insights.

- Businesses benefit from **multiple touchpoints** with potential clients through featured content, sponsored articles, and direct advertisements.
- The newsletter serves as a **valuable marketing tool** for companies looking to expand their reach and position themselves as thought leaders in the industry.
- Through strategic partnerships and carefully curated editorial content, advertisers can enhance their brand visibility and engage with a highly targeted audience.
- With a strong focus on **relevance and credibility**, the newsletter ensures that all content aligns with industry developments, offering readers timely and practical information.

**PARTNER WITH US AND LET YOUR BRAND BE SEEN BY THE KEY PLAYERS IN THE INDUSTRY.**

# CASUAL ADVERTISING RATES

## CHOOSE THE RIGHT ADVERTISING FOR YOUR BRAND

### BUY MORE AND SAVE:

All prices shown are exclusive of GST  
(4-instalment payment option available)

Ad Size	Rate	Buy 3 Upfront payment Save 5%	Buy 6 Upfront payment Save 10%
<b>Front Cover</b> (888px (h) x 793px (w) PDF, PNG or JPG file)			
Front Cover + 2 Pages	\$1,100	\$3,135	\$5,940
Front Cover Only	\$650	\$1,852.50	\$3,510
<b>Double Page</b> (1122px (h) x 793px (w) or 1122px (h) x 1586px (w) PDF, PNG or JPG file)			
Double Page (Inside Cover)	\$800	\$2,280	\$4,320
Double Page (Internal)	\$650	\$1,852.50	\$3,510
<b>Full Page</b> (1122px (h) x 793px (w) PDF, PNG or JPG file)			
Full Page (Inside Cover)	\$500	\$1,425	\$2,700
Full Page (Internal)	\$350	\$997.50	\$1,890
<b>½ Page</b> (Vertical: 1122px (h) x 397px (w) PNG or JPG file Horizontal: 562px (h) x 793px (w) PNG or JPG file )			
½ Page	\$170	\$484.50	\$ 918.00
<b>¼ Page</b> (Vertical: 562px (h) x 397px (w) PNG or JPG file Horizontal: 281px (h) x 793px (w) PNG or JPG file )			
¼ Page	\$100	\$285	\$540
<b>1/8 Page</b> (240px (h) x 240px (w) PNG or JPG file)			
1/8 Page	\$80	\$228	\$432
<b>Newsletter Banner or 100 Words + Logo</b> (Banner 229px (h) x 1200px (h) PG+NG or JPG)	\$150	\$427.50	\$810

### PLEASE NOTE

All advertising bundles must be used within 12 months of purchase. Upfront prices include the discount; the 4-instalment option is at standard (un-discounted) rates and split across four equal payments.

**Company logo featured on the Laundry Link website home page for 30 days, including a direct URL link – \$150**

# Laundry Link Partners

## 12 Month Advertising Contracts

### ADVERTISING PACKAGES:

All prices shown are exclusive of GST

### GOLD

\$ 300 /mo

#### Inclusions

- **Full-page advertisement** in every Laundry Link News magazine (Bi-monthly)
- **Company logo** featured on Laundry Link website as an official Laundry Link Partner, including a direct link to your website
- Company logo displayed in every bi-monthly Laundry Link News newsletter
- **Comprehensive advertising performance reports** included

Minimum 12 month contract.

### GOLD

+ Social Media Pack

\$ 450 /mo

#### Inclusions - Everything in Gold PLUS

- One social media post per month on our LinkedIn and Facebook (content supplied by you)
- Two complimentary advertorials included per contract

Minimum 12 month contract.



# 12 Month Advertising Contract

CHOOSE THE RIGHT PACKAGE FOR YOUR BRAND

## ADVERTISING PACKAGES:



## PLATINUM

SUPPLIER ADVERTISING SOLUTION

### Inclusions

- Dealer showroom listing on the Laundry Link website, with up to 150 product listings
- Dedicated company landing page
- Website advertising placement
- Full-page advertisements in every issue of Laundry Link News (Bi-monthly)
- Company logo featured on the Laundry Link website as an official Laundry Link Partner, with a direct link to your website
- Company logo included in every bi-monthly Laundry Link News newsletter
- Comprehensive advertising performance reporting

Contact us [admin@laundrylink.com.au](mailto:admin@laundrylink.com.au)


Minimum 12 month contract.



## ACHIEVING MAXIMUM IMPACT WITH YOUR ADS


To drive conversions and build lasting relationships in the commercial laundry industry, your ads must stand out for all the right reasons. Here's how we ensure your advertising is optimised for success:

### ■ RELEVANCE:




Your ads should speak directly to the commercial laundry industry. This means they must be tailored around specific industry elements—such as equipment, chemicals, technology, and specialised services. By focusing on content that resonates with industry professionals, your message immediately connects with potential clients who are looking for solutions tailored to their unique needs.

### ■ QUALITY:




High-quality ad content is non-negotiable. Your message needs to be clear, accurate, and professionally presented to build trust and credibility. Whether it's through precise language, engaging visuals, or a well-structured layout, quality ensures that your value proposition is communicated effectively and reflects the professionalism of your brand.

### ■ APPROVAL:



To maintain our high industry standards, every ad undergoes a straightforward editorial review process. This review ensures that your ad aligns with our tone, adheres to ethical guidelines, and meets our quality benchmarks. The approval process not only safeguards the integrity of the content on our platform but also maximises your ad's potential impact by ensuring consistency and relevance.

### ■ SUPPORT:



We're committed to your success. Our team of experts is here to help refine every aspect of your ad—from creative concepts and design tweaks to strategic placement. We work with you to fine-tune your messaging, ensuring that it not only meets industry standards but also resonates deeply with your target audience.

Let's work together to create compelling ads that capture attention, drive engagement, and deliver real results in the commercial laundry market. Reach out today, and let's take your advertising to the next level!

# FAIR, CLEAR, AND TRANSPARENT – OUR TERMS & CONDITIONS

## Overview:

### ■ **Content Submission:**

Clients provide all text, images, and videos.

### ■ **Responsibility:**

You're in charge of content creation. We simply provide the platform for display and maintain quality control.

### ■ **Deadlines:**

Timely submission is essential; delays do not affect payment obligations.

### ■ **Support:**

Need help? Our team is available to answer questions and offer guidance.

#### Note:

For full details, please refer to our comprehensive guidelines available on our website.

## CONTENT SPECIFICATIONS & DEADLINES

### Maximise Your Ad's Impact – Specifications & Deadlines

#### Magazine Content Guidelines:

### ■ **Professionalism & Relevance:**

Keep your ad content industry-focused, accurate, and engaging.

### ■ **Approval:**

All content is subject to a quick editorial review to ensure consistency and quality.

#### Ad Specifications:

Format	Dimensions
Newsletter Banner Advertisement	1200 x 229 px
Social Media Post	1080 x 1080 px

#### Additional Notes:

### ■ **Advertorials:**

Aim for 500-700 words, including a headline and optional subheading, one high-resolution image, and a brief author bio.

### ■ **Submission Deadlines:**

14 days prior to publication.

### ■ **Flexibility:**

We're happy to work with you on any format specifics as needed.

Note: Submit your content on time to ensure your brand shines in every issue!

# UPCOMING EDITORIAL THEMES

Please note: While the following themes guide our upcoming issues, contributors are welcome to submit content on topics of their choosing. Aligning with the theme is encouraged but not required.

## DIGITAL MAGAZINE:

- **June Issue 2026** – Laundry Association Australia Conference coverage
- **August 2026 Issue** – Operations, Performance & Profitability
- **October 2026 Issue** – Asset Management and Lifecycle Planning
- **December 2026 Issue** – Succession Planning and Ownership Transitions
- **February 2027 Issue** – TBC
- **April 2027 Issue** – TBC
- **June 2027 Issue** – TBC
- **August 2027 Issue** – TBC
- **October 2027 Issue** – TBC
- **December 2027 Issue** – TBC

## PUBLICATION DATES:

Six issues per year (Bi-monthly magazine). Laundry Link News is published around the third week of the month preceding the month of publication (e.g. February issue published around the second week of February).

Issues: February, April, June, August, October and December



**LAUNDRY LINK -  
THE INDUSTRY HUB**



## SCAN & EXPLORE



<https://laundrylink.com.au/>

## CONTACT US:

**Email:**

[admin@laundrylink.com.au](mailto:admin@laundrylink.com.au)

**Phone:**

0402081594

**Facebook:**

<https://www.facebook.com/laundrylinkau>

**LinkedIn:**

<https://www.linkedin.com/company/laundry-link/>