

water magazine



MEDIADATA2024

publisher's **viewpoint**

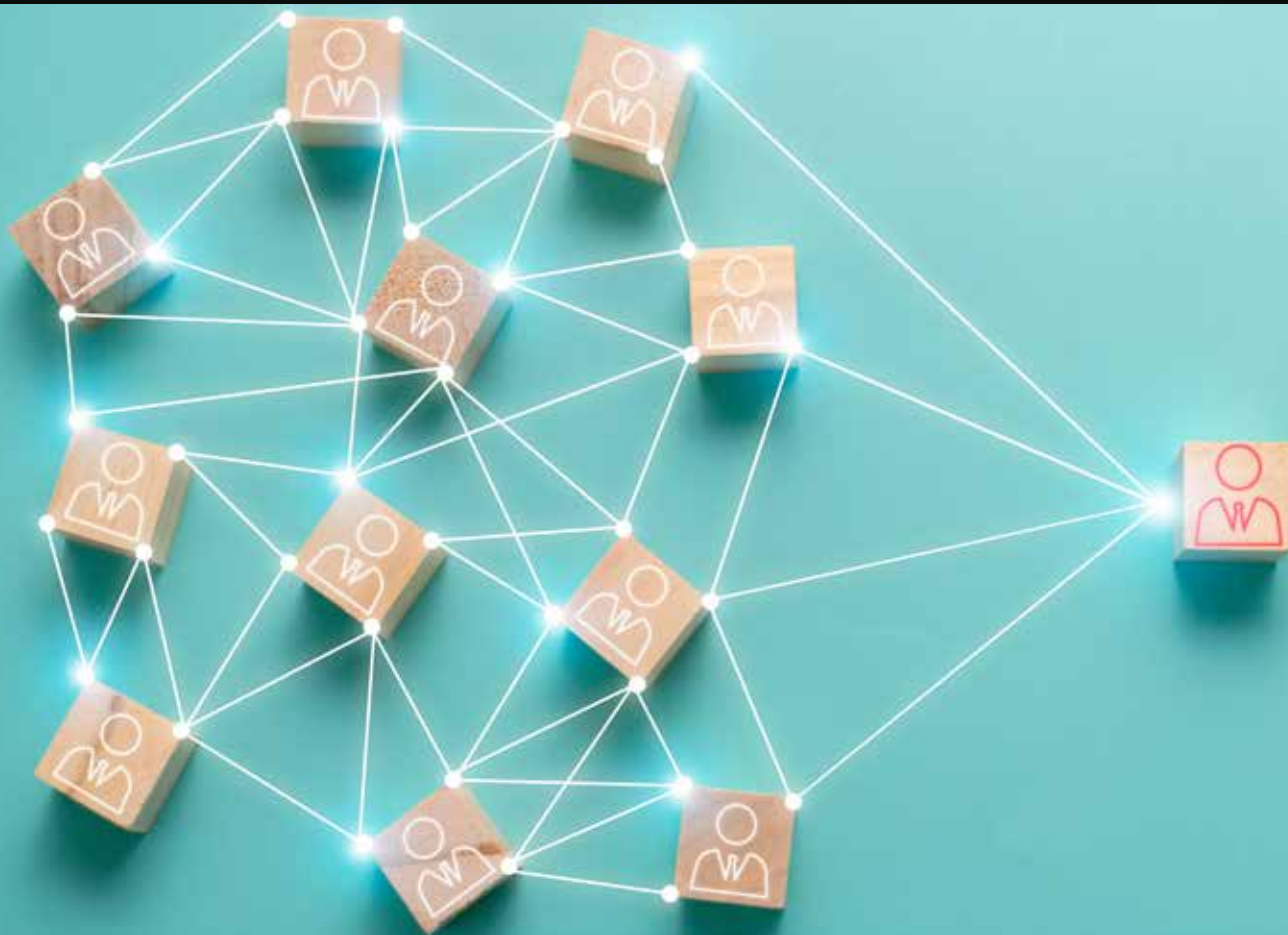
WATER MAGAZINE is a freely distributed monthly print and digital publication and website, reporting on the UK's municipal and industrial water, wastewater and stormwater sector.

The monthly magazine has a well-earned reputation for delivering timely news, insightful interviews, in-depth market analysis, thought leadership content and essential coverage of technological advances within the sector. The format of a monthly magazine allows for an in-depth approach, offering readers the opportunity to take their time in dissecting the developments within the industry. It's a deep dive into the larger issues, the bigger topics, the thought provoking ideas that drive improvement in the long term. It offers the opportunity to ponder the changes in the industry in terms of months, years and even decades.

The website takes the opposite approach. The driving force is news as it breaks, news on the go. The site is built for devices just as much as desktops. It utilises the latest social media apps to spread the word. Content is pushed through to the major online news outlets via bing, google and apple. Visitors get daily news coverage, breaking government announcements, policy updates, and regulatory decisions. They hear about mergers, acquisitions and high level appointments, as they happen, supported by video exclusives.

By combining the power of these two different approaches, WATER MAGAZINE can offer each person within the industry the ability to cherry pick. They can read the news when they want, how they want and where they want.

And that's where you come in, because advertisers can harness these approaches to gain access and exposure to the market in 2024...



productoverview

MONTHLY PRINT MAGAZINE

The 60 page A4 magazine is printed with vegetable inks on a press that runs alcohol free, on fully recyclable carbon balanced paper sourced from sustainable forests, and mailed in a biodegradable bag.

MONTHLY DIGITAL MAGAZINE

The digital edition of the monthly print magazine is viewed within a web browser. It is identical in appearance to the print edition. Pages turn like a real magazine and can be copied, emailed, printed, saved and shared.

WEBSITE: www.watermagazine.co.uk

Optimised for desktops or devices, the website offers daily news, articles, opinion pieces and video exclusives. Visitors also benefit from an events section, a supplier directory and a comprehensive news archive.

SOCIAL MEDIA ACCOUNTS

With a high profile presence on most of the main social media platforms, advertisers and contributors can work in tandem with the publisher to extend article reach and audience interaction.



magazine **circulation** analysis

The print edition of the monthly magazine is available to qualifying subscribers based in the United Kingdom. The digital edition is available to both UK and global subscribers.

Average monthly subscriber figures calculated over a 12 month period ending August 2023.

PRINT EDITION MONTHLY SUBSCRIBERS - UK	5,958
DIGITAL EDITION MONTHLY SUBSCRIBERS - UK	7,265
DIGITAL EDITION MONTHLY SUBSCRIBERS - GLOBAL	6,371
TOTAL MONTHLY SUBSCRIBERS	19,594

uk subscriber **breakdown**

BREAKDOWN BY COMPANY ACTIVITY

WATER COMPANIES 54%

Personnel employed by any of the water & sewerage companies and water supply only companies in England & Wales, Scottish Water, Northern Ireland Water, Jersey Water, Guernsey Water, Manx Utilities Authority plus other local and regional water & sewerage companies in the UK.

INDUSTRY 23%

Personnel within industries that use water during the production process, or create wastewater as a by-product of their activities. Example industries would include general manufacturing, metal fabrication & finishing, pharmaceutical, food & drink, paper & pulp, textiles, chemicals, aviation, aerospace, power generation, paint production and more.

CIVIL ENGINEERS 14%

Personnel employed by Tier 1 and Tier 2 civil engineering contractors working on behalf of UK water companies or industrial water users.

GOVERNMENT & REGULATORS 5%

Personnel employed within central and local government, local authorities, Ofwat, Defra, DWI, Environment Agency, NIEA, WICS, SEPA, Natural Resources Wales and other regional regulatory bodies.

OTHERS 4%

Personnel working in the field of research and academia, consultants, military personnel, water retailers, consumer groups, NGOs, environmental organisations and charities.

BREAKDOWN BY JOB FUNCTION

ADMINISTRATIVE 1%

ANALYTICAL 2%

CIVIL ENGINEER 12%

DIRECTOR 8%

ENGINEER 21%

INSPECTION 4%

MANAGEMENT 17%

OPERATIONS 4%

PROCUREMENT 9%

PROJECT MANAGEMENT 8%

RESEARCH & DEVELOPMENT 2%

SCIENTIFIC 3%

SENIOR MANAGEMENT 7%

SUPPORT STAFF 1%

TECHNICIAN 1%



website **visitor** analysis

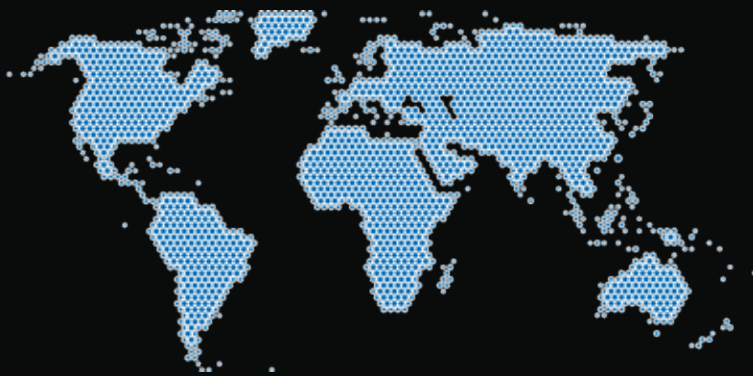
WATERMAGAZINE.CO.UK

THE WEBSITE is visited by an average of 9,232 unique users each month. 70.2% are on desktop, 28.9% mobile and 0.9% tablet. The four most popular pages are: home page, latest news, events and supplier directory. Most users view at least six pages per visit. The average event count per visit, such as clicking an external link, using the search tool or sharing content via social media, is three... and Chrome is still the most popular browser.

Average monthly unique users calculated over the three month period 01/05/2023 to 31/07/2023.

BREAKDOWN BY REGION

United Kingdom	53%
Mainland Europe	19%
North America	14%
Asia	9%
Australasia	3%
South America	1%
Africa	1%



social **media** followers

WATER MAGAZINE has over 14,000 followers across multiple social media platforms, which is utilised on a daily basis to highlight particularly strong articles.

Contributors sharing articles on their own platforms and accounts is greatly encouraged. The power of social media to drip-feed content to an audience and increase engagement should not be underestimated. It is particularly crucial with today's tech-savvy generation.



monthly magazine editorial calendar

EACH ISSUE carries latest news, regular columns from key industry figures, research analysis, technology breakthroughs as well as coverage of water company projects and developments.

THE MAGAZINE also has three editorial focuses each month to ensure full coverage of all relevant industry topics throughout the year.

WATER MAGAZINE benefits from increased exposure due to additional distribution at various industry exhibitions and events including CHEM UK, The Water Equipment show and WWEM.

JANUARY

Publication date 02/01/24
Advertisement artwork deadline 11/12/23
Editorial submission deadline 27/11/23

EDITORIAL FOCUS:

AD & biogas
Monitoring, sampling & testing
Tanks, vessels & storage systems

FEBRUARY

Publication date 29/01/24
Advertisement artwork deadline 15/01/24
Editorial submission deadline 02/01/24

EDITORIAL FOCUS:

Drains, manholes & sewer systems
Excavation, tunnelling & trenchless technology
Industrial water & wastewater treatment

MARCH

Publication date 26/02/24
Advertisement artwork deadline 12/02/24
Editorial submission deadline 29/01/24

EDITORIAL FOCUS:

Drives, controls, valves & actuators
Flow & level measurement
Pumps & pumping systems

APRIL - CHEM UK SHOW EDITION

Publication date 25/03/24
Advertisement artwork deadline 11/03/24
Editorial submission deadline 26/02/24

EDITORIAL FOCUS:

Blowers & compressors
Pipes, fittings & couplings
Sludge treatment, reuse & disposal

MAY – WES SHOW EDITION

Publication date 29/04/24
Advertisement artwork deadline 15/04/24
Editorial submission deadline 02/04/24

EDITORIAL FOCUS:

Diversity, skills & training
Filtration & screening
Vehicles, plant & machinery

JUNE

Publication date 03/06/24
Advertisement artwork deadline 20/05/24
Editorial submission deadline 07/05/24

EDITORIAL FOCUS:

Disinfection, UV & water treatment
Leak detection & repair
SuDS, drainage & flood prevention

monthly magazine editorial calendar

ADVERTISEMENTS can be pre-booked anytime in advance but no later than two weeks prior to the publication date to guarantee inclusion.

WATER MAGAZINE does not charge for editorial to appear within the monthly magazine (or on the website). Articles selected to appear are chosen entirely on merit.

TO PROVIDE adequate time for review, the editorial submission deadline to be considered for the monthly magazine is no later than four weeks prior to the publication date, but earlier is advisable.

JULY

Publication date 01/07/24
Advertisement artwork deadline 17/06/24
Editorial submission deadline 03/06/24

EDITORIAL FOCUS:

AD & biogas
Desalination & water resource optimisation
Monitoring, sampling & testing

AUGUST

Publication date 29/07/24
Advertisement artwork deadline 15/07/24
Editorial submission deadline 01/07/24

EDITORIAL FOCUS:

Aeration & mixing
Excavation, tunnelling & trenchless technology
Safety & security

SEPTEMBER

Publication date 27/08/24
Advertisement artwork deadline 12/08/24
Editorial submission deadline 29/07/24

EDITORIAL FOCUS:

Customer service, billing & metering
Flow & level measurement
Pumps & pumping systems

OCTOBER – WWEM SHOW EDITION

Publication date 30/09/24
Advertisement artwork deadline 16/09/24
Editorial submission deadline 02/09/24

EDITORIAL FOCUS:

Chemicals & dosing systems
Pipes, fittings & couplings
Sewage treatment

NOVEMBER

Publication date 28/10/24
Advertisement artwork deadline 14/10/24
Editorial submission deadline 30/09/24

EDITORIAL FOCUS:

Asset management & maintenance
Filtration & screening
Odour, pollution & spillage control

DECEMBER

Publication date 25/11/24
Advertisement artwork deadline 11/11/24
Editorial submission deadline 28/10/24

EDITORIAL FOCUS:

Data analytics & digitalisation
Energy efficiency & power management
SuDS, drainage & flood prevention

magazine **advertising** rates

FRONT COVER PACKAGE **£2500**

Front cover island advert plus full page advert inside

A4 DOUBLE PAGE SPREAD **£2500**

A4 FULL PAGE **£1700**

A4 HALF PAGE **£900**

A4 THIRD PAGE BOOKEND **£700**

A4 QUARTER PAGE **£500**

CLASSIFIED YEARLY RATE **£200** PER CM HIGH

Advertisements are 86mm wide by any chosen height and appear under a heading of choice

A-Z SECTION YEARLY RATE - **£350**

Standard 5 line entry plus logo for 12 months, January to December

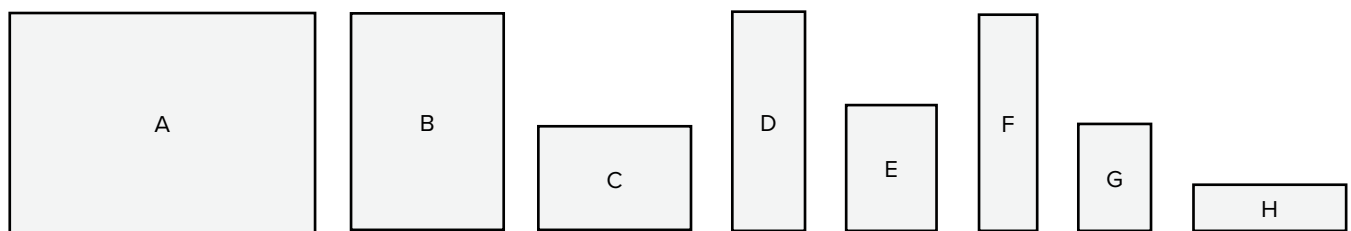
All prices subject to VAT at standard rate.





magazine mechanical specs

A4 Advertisement Sizes (w) Width x (h) Height	Trim Size (mm)	Bleed (mm)	Type Area (mm)
A - Double Page Spread	420 x 297	426 x 303	400 x 277
B - Full Page	210 x 297	216 x 303	190 x 277
C - Half Page Horizontal	210 x 148	216 x 154	188 x 140
D - Half Page Vertical	105 x 297	111 x 303	90 x 277
E - Front Cover Island	145 x 210	151 x 216	131 x 196
F - Third Page Bookend	-	-	50 x 277
G - Quarter Page Portrait	-	-	90 x 140
H - Quarter Page Horizontal Strip	-	-	188 x 70



FILE FORMAT

- High resolution PDF compliant to PDF/X-1a.
- File should be CMYK, images should be high resolution 300 dpi, with all fonts embedded.
- File should contain printers marks and show bleed if applicable.

Any file supplied non-CMYK may print with unexpected results due to possible colour shifts during CMYK conversion.

DELIVERY METHODS

Email: PDF / ZIP file to: dan@watermagazine.co.uk

Alternatively you may email a link to a cloud based storage system such as [Download.com](https://www.download.com)

If you require any assistance please contact:

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E: dan@watermagazine.co.uk

website **advertising** rates

TOP STRIP HEADER

SHARED CAROUSEL **£500** per month

A traditional strip advert at the top of every page, including the home page

NEWS SIDEBAR

SOLUS **£400** per month - SHARED CAROUSEL **£200** per month

A rectangular shaped advert in various locations on the website

FOOTER

SHARED CAROUSEL **£400** per month

A rectangular shaped advert in the footer of every page, including the home page

CLASSIC STRIP

SOLUS **£300** per month - SHARED CAROUSEL **£150** per month

A traditional strip advert in various locations on the website

ONLINE SUPPLIER DIRECTORY YEARLY RATE **£350**

All prices subject to VAT at standard rate.





contactus

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PUBLISHING HOUSE