

Media Data 2012

water active

full coverage of industry issues - from rainfall to outfall

www.wateractive.co.uk

Six years ago three guys set about launching a water and wastewater industry publication that would hold to the publishing ideals they developed over their long careers in publishing and event organising.

Those ideals were written down in the first ever Water Active meeting, held in a small café in the early hours of a winter morning in 2005.

Here's what was written:

To be honest, decent and truthful in all that we do.

To offer a magazine that delivers consumer quality print using decent, environmentally sound paper and ink, but is still available free of charge.

To offer a magazine not only in print but also online to accommodate the growing number of internet savvy readers within the industry.

To make the process of dealing with the press a more friendly experience with a small team of dedicated people who love doing what they do.

To offer advertising ideas for every size of budget, at the lowest possible rate.

To create a website to support the magazine that is both comprehensive, and yet simple to navigate.

To introduce a year book that would be sent, free of charge, to every single reader.

For those of you who knew us at the start, some of you thought this would be great, some of you thought we were mad, and some people sat back to watch, wait, and see how things would work out.

Now, as Water Active enters year seven we genuinely believe we accomplished the goals we set ourselves in that café. We sincerely hope you do too, and judging by the number of happy customers we have we'd like to think we're doing things the way you want us to.

This media data should have everything you need to help make your marketing plans for 2012. If you need anything else, just give us a call. If we're in a café when you ring, you'll know we're making some more crazy plans!

Dan, Jez and Phil



Water Active print & interactive

Frequency:	Monthly.
Style:	Newspaper style magazine.
Format:	A3 4 colour in print & 'page-turning' web book online.
Print version circulation:	7,109
Interactive version circulation:	11,686
Total combined print & interactive monthly circulation:	18,795

Water Active website

Frequency:	Daily.
Style:	Information website with news, products, case studies, suppliers directory and diary sections.
Visitors:	21,324 unique visitors per month.

Water Active Year Book

Frequency:	Annually.
Style:	Free distribution - multiple reference chapters, industry sectors, company listings.
Format:	A5 4 colour in print & 'page-turning' web book online.
Total combined print & interactive circulation:	20,295
	<small>(inc 1500 extra exhibition copies)</small>

Other Water Active projects

The BIG QUIZ, organised in support of WaterAid.
British Water Focus.
The Water Active Year Planner.



Deadline for submissions is three weeks prior to the publication date for editorial and two weeks prior for advertising copy

January 2012

Publication date: 4th January
 Features:
 Filtration & screening
 Industrial water & effluent treatment
 Gas lifecycle management
 Borehole & groundwater management

February 2012

Publication date: 1st February
 Features:
 Tanks, chambers & access
 Trenchless technology & civil engineering
 Measurement, monitoring & analysis
 CCTV & security infrastructure

March 2012

Publication date: 29th February
 Features:
 CSOs, SUDS & rainwater harvesting
 Sewers, including maintenance & inspection
 Pump & mixing technology
Ecobuild 2012 Exhibition issue

April 2012

Publication date: 4th April
 Features:
 Sludge treatment & disposal
 IT, software & telemetry
 Pipes, fittings & couplings
IFAT 2012 Exhibition issue

May 2012

Publication date: 2nd May
 Features:
 Dosing & disinfection
 Energy efficiency
 Asset refurbishment & maintenance
 Financial, legal & professional services
IWEX 2012 Exhibition issue

June 2012

Publication date: 6th June
 Features:
 Filtration & screening
 Valves & actuators
 Measurement, monitoring & analysis
UK AD & Biogas 2012 Exhibition issue

July 2012

Publication date: 4th July
 Features:
 Water treatment & chemicals
 CSOs, SUDS & rainwater harvesting
 Pump & mixing technology

The Water Active Year Book 2012/2013 Edition

August 2012

Publication date: 1st August
 Features:
 Tanks, chambers & access
 Odour, pollution & spillage control
 MBR technology
 Laboratory equipment & services

September 2012

Publication date: 29th August
 Features:
 Flooding & drainage systems
 Anaerobic digestion & biogas
 Measurement, monitoring & analysis
NO DIG 2012 Exhibition issue

October 2012

Publication date: 3rd October
 Features:
 Sewage treatment
 Drives & controls
 Pipes, fittings & couplings
WWEM 2012 Exhibition Preview issue

November 2012

Publication date: 7th November
 Features:
 Safety & training
 IT, software & telemetry
 Pump & mixing technology
WWEM 2012 Exhibition ON SITE issue

December 2012

Publication date: 28th November
 Features:
 Measurement, monitoring & analysis
 Water conservation & leakage management
 Field communications & transport
 2013 Year Planner

water active



The Water Active Year Book



British Water Focus



The Water Active BIG QUIZ



Water Active



www.wateractive.co.uk



Water Active Year Book interactive



Water Active interactive



The water active Family

Water Active

The Water Active Year Book

Water Active interactive

Water Active Year Book interactive

www.wateractive.co.uk

British Water Focus

The Water Active Year Planner

The Water Active BIG QUIZ

Print

Water Active is an A3 monthly print magazine full of news, case studies, products, opinion pieces, features and technical articles, with display, classified, Blue Page and other advertising opportunities available.

Whatever your marketing needs the Water Active print magazine offers unrivalled help in getting your company and message in front of the water, wastewater and water-using industries.

There's not much more to say - just pick up a copy and you can judge for yourself as to the quality and quantity of the overall magazine content.



What's on offer

Display advertising - advertising placed within the main body of the magazine alongside the editorial content. All A4 and A3 advertisement sizes are accommodated.

Classified advertising - smaller, long term advertising for products, services, recruitment and more specialist one off requirements.

The Blue Page - a telephone directory style spread ensuring your contact details appear every month in the magazine, with a low cost 12 month entry.

The What's New pages - designed to promote individual products, services or short news releases with around 200 words and a photograph.

Loose inserts - include your company literature within the shrink wrap of an issue of the magazine, posted to 7,109 potential customers.

Year Planner - an A2 year planner printed in December and given away free to every reader. Advertisers sponsor a month, as one of just 12 participants, to ensure each message is seen all year in a manageable size.



Print circulation profile

Monthly circulation of 7,109

Independently verified using Royal Mail Presstream

Company activity

Aviation & Aerospace	1%
Chemicals	3%
Civil Engineering Contractors	11%
Consultants	4%
Food & Drink Processing	7%
Government	3%
Ink/Paint/Dyes	2%
Local Authorities/Health	5%
Metal Fabrication & Finishing	2%
Military	1%
Other Manufacturing	6%
Other	2%
Paper & Pulp	1%
Pharmaceuticals	3%
Power Generation	1%
Research/Academic	2%
Supplier	4%
Water Utilities	42%

Job function

Analyst	2%
Civil Engineer	14%
Energy Management	3%
Environmental Management	4%
Managing Director	6%
Operations Management	4%
Plant Engineer	12%
Plant Management	4%
Process Engineer	17%
Procurement & Purchasing	8%
Project Engineer	12%
Project Management	5%
Research & Development	4%
Senior Management	4%
Technician	1%

Interactive

For the 'Facebook generation', Water Active is available online, 24 hours a day, in an interactive format.

The reader can print or save the entire issue or individual pages, as a PDF document. Editorial and advertisements are fully searchable and contain links directing the reader to a supplier's website for more information.

Each month every reader receives an email informing them that the latest issue has been released.

Readers can also access the latest issue from the Water Active website, where all previous issues are archived.



What's on offer

The same opportunities as with the print version, but in addition:

Email sponsorship - a text only message contained within our monthly email informing readers that the latest issue is live.

Additional content - the inclusion of extra information such as a company leaflet, incorporated at the end of the interactive version.

Company literature - turn your company literature into a stand-alone interactive magazine with its own link for your customers to visit.



water **active**

Interactive circulation
profile

Monthly
circulation
of 11,686

Company activity

Aviation & Aerospace	1%
Chemicals	8%
Civil Engineering Contractors	6%
Consultants	2%
Food & Drink Processing	6%
Government	2%
Ink/Paint/Dyes	2%
Local Authorities/Health	5%
Metal Fabrication & Finishing	1%
Military	1%
Other Manufacturing	4%
Other	2%
Paper & Pulp	1%
Pharmaceuticals	5%
Power Generation	1%
Research/Academic	4%
Supplier	3%
Water Utilities	46%

Job function

Analyst	1%
Civil Engineer	12%
Energy Management	3%
Environmental Management	7%
Managing Director	4%
Operations Management	4%
Plant Engineer	7%
Plant Management	6%
Process Engineer	12%
Procurement & Purchasing	7%
Project Engineer	9%
Project Management	9%
Research & Development	7%
Senior Management	8%
Technician	4%

The Website

Easy to navigate, with an unparalleled search engine, the Water Active website provides daily news, case studies and new product updates, in both static and video formats, for those who can't wait for their monthly magazine 'fix'!

There's a comprehensive directory, enabling the efficient sourcing of products and services from companies within the industry. Whilst there's no substitute for googling, visitors to the website want to know that those companies featured in the news, case studies and products can be found without leaving the site. With video capability, companies can include a short message or promotional video on their directory listing page.

There's also a diary page, ensuring every major event in the water industry both at home or abroad, can be found.

Not too much information, not too little, but just the right amount.

Nice and clean, nice and easy... www.wateractive.co.uk



What's on offer

Banner advertising - a 468 x 60 pixel banner displayed at the top or bottom of the website, chosen on a rotational basis to ensure everyone gets some time on the home page.

Button advertising - a 150 x 58 pixel button displayed down the right hand side of the website in one of 10 rotational positions.

Suppliers Directory - three options for displaying your company contact details within the database, with a low cost 12 month entry.



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Website stats

21,324
unique
visitors per
month

Page views

71,491 page views per month
Average page views per visitor = 3.35

Time on site per visit

0-10 seconds = 6.07%
11-30 seconds = 7.39%
31-60 seconds = 5.04%
61-180 seconds = 8.88%
181 - 600 seconds = 71.27%
601-1800 seconds = 1.12%
1801 + seconds = 0.23%

Most popular page after the home page is /directory/

Second most popular page after the home page is /diary/

Geographical split

UK - 66%
Mainland Europe - 15%
North America - 8%
New Zealand & Australia - 1%
Rest of the World - 10%

Average monthly statistics for the 12 month period from October 2010 through to September 2011.

Year Book

The Water Active Year Book is another ground-breaking concept from The Water Active Team. Traditional year books and directories have a cover price, and subsequently limited circulations with short print runs.

The Water Active Year Book bucks this trend. It is a full colour, A5 perfect bound book distributed free of charge to all 7,109 subscribers of the print version of Water Active alongside the July issue. It is also available at exhibitions and can be viewed online, free of charge, as an interactive magazine via www.wateractiveyearbook.co.uk.

Chapters include:
 Water Supply & Sewerage Companies, Environment Agencies, Central Government, Local Government, Health & Environmental Organisations, Academic & Research, Trade Associations, Civil Engineering, Suppliers Guide A to Z, Suppliers Guide Products & Services, Suppliers Guide 24 Hour Emergency Call Out.

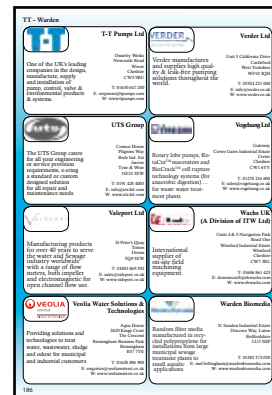
For advertisers, prices are kept to a minimum, ensuring it's available to all suppliers in the market no matter what their budget size. This makes for a highly comprehensive book.

What's on offer

Display advertising - A5 sized advertising, including double page spreads, placed within the main body of the Year Book.

Entry in the A-Z Suppliers Guide section with company name, full colour logo, 15-20 word descriptive profile, postal address, telephone number, email and web address. Plus company name listed under industry sectors in the Products & Services section.

Additional sectors can be purchased, so you can make sure that every product or service you promote gets seen.



Print circulation

Circulation of 8,609

The same circulation as the print version of Water Active but with extra copies distributed on request and at exhibitions and conferences.

See print circulation page for full details.

Interactive circulation

Circulation of 11,686

The same circulation as the interactive version of Water Active.

See interactive circulation page for full details.

Total FREE circulation

Circulation of 20,295

Print

A3 sizes

A3 Double page spread - type	H: 386mm x W: 561mm
trim	H: 420mm x W: 594mm
bleed	H: 426mm x W: 600mm

A3 Full page - type	H: 386mm x W: 265mm
trim	H: 420mm x W: 297mm
bleed	H: 426mm x W: 303mm

A3 Half page vertical	H: 380mm x W: 130mm
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A3 Half page landscape	H: 186mm x W: 265mm
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A3 Quarter page portrait	H: 186mm x W: 130mm
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A3 Quarter page horizontal strip	H: 89mm x W: 265mm
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A4 sizes

A4 Full page	H: 254mm x W: 178mm
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A4 Half page landscape	H: 124mm x W: 178mm
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A4 Half page vertical	H: 254mm x W: 86mm
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A4 Quarter page portrait	H: 124mm x W: 86mm
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A4 Quarter page horizontal strip	H: 60mm x W: 178mm
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All finished artwork must be supplied as high resolution cmyk colour PDFs PDF version 1.4 maximum. If we are designing an advertisement for you then all pictures and logos must be supplied at 300 dpi or greater and saved as a jpeg format.



The Website

Rotating top banner	H: 60px x W: 468px
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Rotating side button	H: 58px x W: 150px
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Directory logo	H: Unlimited x W: 200px
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Product photo	H: Unlimited x W: 200px
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All images must be converted to RGB format and 96 dpi or greater. Directory logos and product photos should be supplied as a jpeg format.

Any rotating banner or button should be supplied as an animated gif file.

Year Book

A5 sizes

A5 Double page spread - type	H: 176mm x W: 264mm
trim	H: 210mm x W: 296mm
bleed	H: 216mm x W: 302mm

A5 Full page - type	H: 176mm x W: 115mm
trim	H: 210mm x W: 148mm
bleed	H: 216mm x W: 154mm

A5 Half page - type	H: 88mm x W: 115mm
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PLEASE REMEMBER FOR ALL PRINTED ADVERTISEMENTS:

- 1) The fonts will need to be embedded in a PDF file, or saved as curves. Images should be at least 300dpi for the best result.
- 2) Please save your artwork as a CMYK file or Pantone colours before converting it to a PDF (no RGB files). Any queries on how to do this please ask us for advice.
- 3) We cannot change PDFs once they have been received. Please ensure all information is complete when we receive it, otherwise it will be returned to you, to amend and re-supply.
- 4) Save your artwork in pages not spreads and at the correct page size i.e. A4 = A4, A3 = A3 etc. Size of artwork to be the actual size of finished print unless there is bleed.
- 5) If you are supplying the artwork as a third party (as a designer/agency for example) please let us know which job or customer the artwork is for, so that we can put it to the correct job as soon as we receive it.
- 6) We cannot guarantee the reproduction quality of any other file types supplied.

All advertisements booked into the print version are automatically included in the interactive version.



Display

A3 sizes

A3 Double page spread	£3300
A3 Full page	£2200
A3 Half page landscape or vertical	£1650
A3 Quarter page portrait or horizontal strip	£850

A4 sizes

A4 Full page	£1650
A4 Half page landscape or vertical	£850
A4 Quarter page portrait or horizontal strip	£425
Front cover earpiece (per side)	£200

Cover positions 25% extra

Classified

Yearly SCC (single column centimetre)	£100
Monthly SCC (single column centimetre)	£30
Blue page annual entry - one sector	From £125
Blue page annual entry with logo - one sector	From £170
Extra sectors can be purchased at £25 each	

What's New page £100 per entry

Loose inserts £110 per 1,000 up to 10 g

The Website

Rotating top banner £400 per month

Rotating side button £200 per month

Directory entry option 1 annual listing £45
Company name, telephone number and one category.
Extra categories can be purchased at £25 each.

Directory entry option 2 annual listing £100
Company name, postal address, telephone, fax, email and web addresses and up to three categories.
Extra categories can be purchased at £25 each.

Directory entry option 3 annual listing £150
Company name, postal address, telephone, fax, email and web addresses.
PLUS: Full colour company logo, 100 word company profile and up to six categories.
You will also receive a FREE video slot to accompany your directory entry.
Please supply a .flv file under 10 MB.
Extra categories can be purchased at £25 each.

Year Book

Option 1 Entry in A-Z Suppliers Guide section with company name, telephone number, email and web address. Plus company name listed under one industry sector in the products and services section. £75

Option 2 Entry in A-Z Suppliers Guide section with company name, telephone number, email and web address, plus a full colour logo, postal address, 15-20 word description and two industry sectors. £95

Extra sectors can be purchased at £25 each.

Option 3 As an option 2 plus an A5 half page £245

Option 4 As an option 2 plus an A5 full page £395

Option 5 As an option 2 plus an A5 double page spread £595

(All prices are subject to VAT)

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