

Media data

2018

WaterForum is an independent platform for news from the heart of the water sector. A team of experienced water journalists closely tracks the sector's latest developments. Their experience enables them to focus on what is new and provide readers with context. We also call on leading commentators from the sector itself and make room for relevant discussions. WaterForum is a must-read for those who want to stay informed about news in the water sector.



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Target group

The WaterForum platform focuses on news relevant to sector decision makers. Our readers work at drinking and waste water utilities, water management authorities, knowledge centers, universities, national and local governments as well as industrial, sewage treatment, water technology and engineering companies.

Added impact through cross-media advertising

In sectors where engineering, innovation, regulations, health and the environment are subject to significant change, your target group (our readers) plays multiple roles. After all, the expert reader will also chase need-to-know information. Your target group's identity fluctuates constantly, from 'seeker' to 'reader' and back. The power of our cross-media platform lies in offering content that meets the need of both the seeker and the reader.

WaterForum engages in targeted distribution. All magazine recipients are subscribers or have been selected as a target group member.

General information trade magazine

WaterForum is the water sector trade magazine.

Publisher:

AcquiMedia, Brouwerstraat 2-4, 3364 BE Sliedrecht
Henk van der Brugge, henk@acquimedia.nl

Publication management and advertising sales:

AcquiMedia, Henno Ploeg, +31(0)184 - 48 10 45
henno@waterforum.net

Editor-in-Chief:

Jac van Tuijn, redactie@waterforum.net

Publication frequency:

7x per year, in both print and online.

Circulation:

2,000 (print). Additionally, WaterForum Magazine reaches 8.500 water professionals online.

Annual subscription:

€ 52,95 annually.

Website:

www.waterforum.net

Advertising rates

	1x	4x	7x
1/1	€ 1,695	€ 1,525	€ 1,350
1/2	€ 995	€ 895	€ 795
1/4	€ 595	€ 535	€ 475
1/8	X	X	€ 395

- All advertisements are full color.
- Rates exclusive of VAT and based on delivery of camera-ready content.

Advertorial	upon request
Premium front, 2, 3, 4	page rate + 25%
Inserts, stapled-in content	upon request

Linking digital version to your site: € 95 per link. This raises interaction with our digital readers. One click takes them to a web page of your choice.

Sizes

Page size	210 mm wide	297 mm high
Text size	180 mm wide	261 mm high
1/1 page*	210 mm wide	297 mm high
1/2 page/horiz.	180 mm wide	130 mm high
1/2 page/vert.	90 mm wide	261 mm high
1/4 page/horiz.	180 mm wide	65 mm high
1/4 page/vert.	90 mm wide	130 mm high
1/8 page	90 mm wide	65 mm high

Preferred delivery via Certified PDF.

* Full-page, oversized ads must have a 5mm margin all-around.

Publication dates

	Publication	Deadline	Topic
1	Febr. 23	Febr. 7	Aqua Netherlands Trade Fair
2	Apr. 6	Mar. 21	Urban Water Management (and IFAT heads-up)
3	May 18	May 2	ICT / Automation
4	Jun. 29	Jun. 13	New water management technology (drinking, industrial, waste)
5	Sep. 14	Aug. 29	Sewerage
6	Oct. 26	Oct. 10	Big Data
7	Dec. 14	Nov. 28	Water quality

WaterForum does not publish thematic issues, but will devote at least 1 main article to relevant topics. Additionally, we cover the latest sector developments.

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Corporate index

- 7x blocks with contact details in trade magazine, print and online.
- Online website mention, with logo, contact details.
- Publishing of news releases on site and on company page.
- Costs: € 895 per year.

Example:

Online possibilities WaterForum Website

Website, *more than 10.000* unique visitors monthly.

1 Website banner, size: 360 x 90 px

1 maand	6 maanden	12 maanden
€ 295	€ 1,350	€ 2,395

2 'In the spotlight' ad, amid homepage news items, size 340 x 220 px

- Exclusive spot - only 1 available.
- Costs: € 995 per month.

3 WaterForum vacancies on website and in newsletter

Share your vacancies weekly with more than 8,500 professionals in the water sector. Request the WaterForum Vacancies brochure to check rates, specifications and other information.

Newsletter

Newsletter banner, size 750 x 250 px

The weekly newsletter reaches *more than 8.500* subscribers.

1x	3x	9x
€ 295	€ 750	€ 1,995

Exclusive 'Top Banner' at the top of the newsletter

- Size: 750 x 250 px.
- Costs: € 595 per publication.

Newsletter advertorial

- Max 500 words, incl. 50-word intro.
- 1 image.
- Weblink.
- Costs: € 495,- per publication.