

Media data 2020

WaterForum is an independent platform for news from the heart of the water sector. A platform about water technology, water management, hydraulic engineering and water treatment.



Een uitgave van:

ACQUIMEDIA
uitgeverij van vakinformatie

WATERFORUM

www.waterforum.net | info@waterforum.net

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.

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. Consisting of:

- A magazine (articles with depth).
- A news website & newsletter (for current news).
- An extensive vacancy database.
- Social media.

WaterForum reaches the entire water sector via this platform.

WaterForum engages in targeted distribution. All magazine recipients are subscribers or have been selected as a target group member. WaterForum works together and is in contact with a large number of (branch) organizations, such as Unie van Waterschappen, NWP, Water Alliance, STOWA, Wetsus, easyFairs, RAI and Envaqua.

General information trade magazine

WaterForum is the water sector trade magazine.

Publisher:

AcquiMedia, Amstelwijckweg 15, 3316 BB Dordrecht
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 a year, both in print and digitally and weekly newsletter on Wednesday morning.

Circulation:

2,500 (print). Additionally, WaterForum Magazine reaches 10.000 water professionals online.

Annual subscription:

€ 49,95 ex VAT per year.

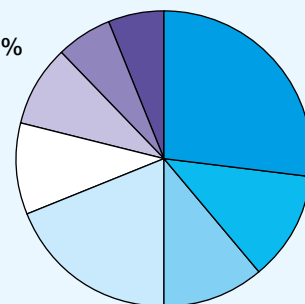
Website:

www.waterforum.net

Based on the data from our subscribers, we can determine that Process Control has the following reach:

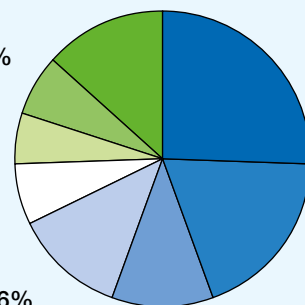
Target Group

- Regional water authorities **27%**
- Rijkswaterstaat **12%**
- Government **11%**
- Industries **19%**
- Watertechnology **10%**
- Engineering **9%**
- Sewery **6%**
- Other **6%**



Functions

- Management **23%**
- Policy / Strategic advisor **17%**
- Director **10%**
- Project & process leader **11%**
- Inspector **6%**
- Environmental technologist **5%**
- (Geo) hydrologist / Ecologist **6%**
- Other **12%**





Publication dates

Nr	Publication	Deadline	Topic
1	Mar. 6	Feb. 19	Aqua Nederland Trade Fair
2	Apr. 17	Apr. 1	Digitization of water 4.0
3	May 29	May 13	Job market
4	Jul. 10	Jun. 24	Urban water management and sewerage
5	Sept. 18	Sept. 2	Hydraulic engineering
6	Oct. 30	Oct. 14	Watertechnology
7	Dec. 11	Nov. 25	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.

Trade shows and events

In 2020, WaterForum will, among other things, pay attention to Aqua Nederland trade fair, Water Info Day, IFAT, Waterbouwdag, European Water Tech Week, Wetsus Congress and Delta Congress.

Advertising rates

	1x	4x	7x
1/1	€ 1.745,-	€ 1.525,-	€ 1.350,-
1/2	€ 1.045,-	€ 895,-	€ 795,-
1/4	€ 645,-	€ 575,-	€ 525,-
1/8	x	x	€ 425,-

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

Editorial/Advertorial Delivered € 2.000,-
 Written by editor WaterForum € 2.500,-
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, outsized ads must have a 5 mm margin all-around.

Corporate index

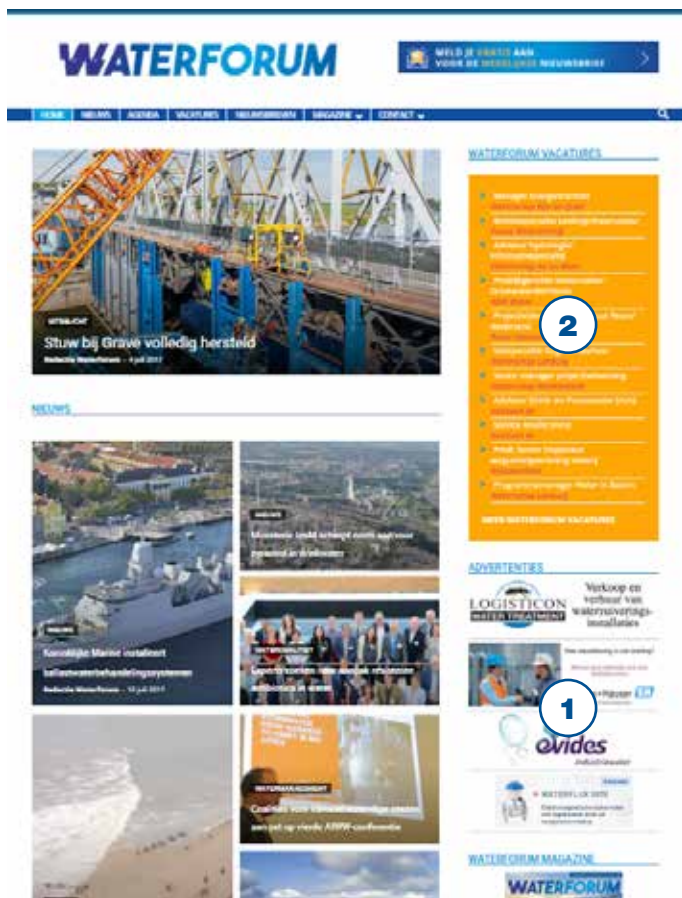
- 7x blocks with contact details in trade magazine, print and online.
- Online website mention, with logo, contact details.
- Publishing of news releases on site and on company page.
- Costs: € 895,- per year.

Example:

Online possibilities WaterForum

The website has more than 16,000 unique visitors * per month. The weekly newsletter (every Wednesday) goes to more than 9,000 subscribers, who have signed up, and have one opening rate of 45-55% **.

Website



1 Banner op de website, formaat 360 x 90 px

1 month	6 months	12 months
€ 295,-	€ 1.350,-	€ 2.395,-

2 WaterForum vacancies

A vacancy placement on the WaterForum website and in the newsletter is € 495,- per placement. The vacancy is posted on the website for a maximum of 60 days and is included in the weekly newsletter 3-5 times.

* Source: Google Analytics ** Source: Mailchimp Reports

Newsletter

Newsletter banner, size 750 x 250 px

The weekly newsletter reaches *more than 9.000* 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.

Advice?

Contact Henno Ploeg, Project Manager WaterForum
henno@waterforum.net or +31(0)184 - 48 10 45