

Institute of Water



ABOUT THE INSTITUTE OF WATER

The Institute of Water is the only professional body that exclusively supports the careers of anyone working in the UK water sector.

Formed in 1945, the purpose of the Institute of Water is to promote the advancement of industry knowledge and practice to its Members and the wider water industry.

OUR MEMBERS

Membership demonstrates professionalism and is open to anyone working within the water sector, at any level and from any discipline, regardless of qualifications or experience.

We offer Membership on an individual or a company basis and boast many of the water industry's key players as long time Members.

BENEFITS OF MEMBERSHIP

The benefits of Membership of the Institute of Water include:

- Route to Professional Status (CEng, IEng, EngTech, REnvTech, CEnv, CSci, RSci, RSciTech)
- Mentoring
- National and regional events
- Networking
- Online CPD
- Quarterly Magazine
- Awards and accolades
- E-newsletters
- Discounts and special promotions

Contact: Lee Hansom, Institute of Water
 4 Carlton Court, Team Valley, Gateshead, NE11 0AZ
 Tel: 0191 422 0088 Fax: 0191 422 0087
 Email: lee@instituteofwater.org.uk
www.instituteofwater.org.uk

Institute of Water

ADVERTISING

The Institute of Water Magazine is mailed directly to 2,500 Institute of Water Members and subscribers. Recipients include senior figures and decision makers at leading Water Utility organisations and their suppliers, contractors and regulators.

Advertising in the Institute of Water Magazine offers you the opportunity to reach this unique audience in a number of different ways, each one designed to suit your business needs – from display advertisements to company profiles, right the way through to business card listings. Among the many benefits:

Prestige: A great way to project your company or product.

Profit: Brings your sales message to the most influential and significant buyers in the marketplace.

Information: Offers businesses and manufacturers the chance to give the market a clear explanation of the state of your business, which is of great importance to shareholders, customers and suppliers.

Introduction: Whether you are a new company or an existing and established business, there are always new opportunities and potential clients. The Institute of Water Magazine can help you reach them!

Brand Awareness: Builds on your strengths within the marketplace by either building on recognised branding or affirming your industry standing.

Confidence: Creates confidence among existing and potential customers.

Image: Projects your company to the wider sector/business community and enhances your reputation.

INSTITUTE OF WATER MAGAZINE PROPOSED FEATURES LIST 2018

- **First Quarter - Distribution early March**
AMP7 Preview/PR19 Review • Customer Engagement/Behaviour Change • Water Quality • Leakage Management
- **Second Quarter - Distribution early June**
Resilience • Circular Economy • Incident Management /Emergency Response • Water Treatment Solutions
- **Third Quarter - Distribution early September**
Innovation • Catchment Management/Environment Mains Cleaning Techniques • Capital Investment Projects
- **Fourth Quarter - Distribution early December**
Pollution • Project Management • Efficiency/Energy/Metering Traffic Management

***Regular quarterly features: Asset Management, Wastewater Solutions, Regulation and Training

Word Count Guide

1 page article with 2 pictures - 600 words

2 page article with 2/3 pics - 800-1000 words

Non-Features List Editorial - considered on submission. Contact Lee Hansom, PR and Communications Manager Distribution – three thousand copies are mailed to members, subscribers, Managing Directors and Chief Executives of the Water Service and Supply Companies, Water Authorities, key personnel and decision makers throughout the Water Industry.

To advertise, call Martin Jameson on 07342 850289

Email: martin@jimjammedia.com

JimJam Media Ltd.

4, Cottage Gardens, Cleadon, Sunderland, Tyne & Wear, SR6 7PE

DISPLAY ADVERTISING AND PROMOTIONAL EDITORIAL

Inside Front Cover: £1,900

Outside Back Cover: £1,900

Double Page Spread: £1,900

Full Page: £1,200

Half Page: £650

Quarter Page: £350

BUSINESS CARD DIRECTORY

Business card size advert-style listings by industry sector category, incorporating colour logo / up to 20 word company description / contact details including 1 named contact if desired.

Allows regular exposure to our water utility and civil engineering members (and non-members) at minimal cost - £85 per quarter (4 quarter campaign)

WEB BANNERS

Why not advertise on the Institute of Water website. Membership with the Institute of Water revolves around the website which acts as a central hub for our news, events and admin procedures. If you're looking to get your brand /company out there then this is a great place to start!

Between September 2016 and September 2017 our website received 233,697 page views and 37,481 unique visitors.

We're offering a maximum of 6 website banners which alternate every (circa) 6 seconds at the head of every page of www.instituteofwater.org.uk

Booking options:

Booking options : 1 month, 3 months, 6 months or 12 months

Prices on request

You can change your banner as often as you like, you simply need to send us your artwork. Banners are sized 728px x 90px and can include a click through to a website of your choice.

JOURNAL MECHANICAL DATA

Double Page Spread: 297x420mm (Type Area 275x394mm / Bleed 303x426mm)

Full Page: 297x210mm (Type Area 265x182mm / Bleed 303x216mm)

Half Page Horizontal: 115x180mm

Half Page Vertical: 264x86mm

Quarter Page Horizontal: 62x180mm

Quarter Page Vertical: 115x86mm

SUPPLIED ARTWORK

Artwork can be emailed or transferred via www.wetransfer.com to jen.weaver@hippomarketing.eu in the following formats:

- InDesign or Illustrator. Please ensure that all fonts and images are supplied. All images should be supplied to 300 dpi minimum.
- A high resolution PDF.
- A colour proof should be supplied.
- Images in Word, Excel or Powerpoint cannot be used for publication.

INSTITUTE OF WATER HEAD OFFICE

4 Carlton Court, Team Valley, Gateshead NE11 0AZ

Tel: 0191 422 0088

Fax: 0191 422 0087

Email: lee@instituteofwater.org.uk