

# Institute of Water



## ABOUT THE INSTITUTE OF WATER

The Institute of Water is the only professional body that exclusively supports the careers of people 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: Institute of Water**

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**[www.instituteofwater.org.uk](http://www.instituteofwater.org.uk)**

# Institute of Water

## ADVERTISING

The Institute of Water Magazine is mailed directly to over 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.

It is also distributed by email to all members and promoted heavily by a structured digital campaign via the Institute of Water's social media networks (circa 16,000 linkedin network and over 7,500 twitter followers) with a quickly growing digital readership of over 16,000 per quarterly edition.

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.

## FEATURES LIST 2021

### SPRING 2021 – Distribution Early March 2021

• Engineering Projects • C-MEX/ODI's • Leakage Investigation Techniques • Water Quality

### SUMMER 2021 – Distribution Early June 2021

• Digital Transformation • Environmental Management • Groundwater • Wastewater Treatment Solutions

### AUTUMN 2021 – Distribution Early September 2021

• Innovation • Social Purpose • Flood Risk Management • Instrumentation + Process Control

### WINTER 2021 – Distribution Early December 2021

• Asset Management • Water Resources/Biodiversity • Carbon Zero Solutions, Risk • Lessons from COVID19

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

**Non-Features List Editorial** - considered on submission.

### Word Count Guide

1 page article with 2 pictures - 500 words

2 page article with 2/3 pics - 1000 words

To advertise, contact Martin Jameson,  
JimJam Media Ltd.  
Tel: 07342 850289  
Email: martin@jimjammedia.com

## 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 November 20th 2017 and November 19th 2018 our website received 236,928 page views with 29,672 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:

12 months:	£2400
6 months:	£1400
3 months:	£850

Size : 728px x 90px

You can change your banner as often as you like, and can include a click through to a website of your choice.

## Magazine 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 martin@jimjammedia.com 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.