

WATER

INDUSTRY JOURNAL

Readership / Audience 2024

Water Industry Journal is the new voice of the water industry, giving expert industry analysis and comment on legislation, regulations and innovations as well as insights on leadership and management issues throughout the water and waste water industry.

Covering aspects such as revealing profiles and interviews of some of the industry's leading lights, WIJ aims to inspire and educate its readership with insightful case studies and features, matched with a refreshing mix of industry specific news that impact the current industry landscape.

Aimed specifically at the Water and Wastewater industry, WIJ industry professionals across the UK's Water and Wastewater utility companies, Tier 1 and Tier 2 contractors, wider supply chain and regulators.

Audience

Print Magazine: **3,600** | Online Magazine Subscribers: **1,600** | Magazine Readership: **11,000**

Social Media followers: **13,000** (LinkedIn Newsletter: **4,300**)

Job function	%	Industry	%	Seniority	%
Operations	19.20	Utilities	25.98	Senior	32.20
Business Development	18.85	Environmental Services	16.35	Entry	25.96
Customer Success and Support	16.07	Mechanical or Industrial Engineering	12.02	Director	18.10
Engineering	15.37	Civil Engineering	10.33	Manager	11.37
Information Technology	8.38	Construction	9.68	VP	5.21
Program and Project Management	7.09	Machinery	6.55	CXO	3.32
Research	5.01	Oil & Energy	5.36	Owner	2.37
Marketing	4.16	Renewables & Environment	4.27	Training	0.90
Community and Social Services	3.57	Chemicals	5.53	Partner	0.56
Finance	2.30	Information Technology and Services	3.93		

Website stats:

waterindustryjournal.co.uk

Average visits per month: **4,950**

Average page views per month: **15,150**

Online Audience

UK **56%** | Europe **19%**

USA **20%** | Rest of the world **5%**

