

# WATER INDUSTRY JOURNAL

## Media Pack 2024

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# Publisher

*Established in 2003, Distinctive Publishing, (now Distinctive Media Group Ltd), is a well established publisher of industry journals and industry specific publications.*

Based in Newcastle upon Tyne for over 20 years, our organisation is well established within the publishing industry; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Our approach to quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction.

We have an enviable history of fostering relationships that add long term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients growth aspirations.

Our Company representatives are some of the best trained within the water industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long term winning strategies for clients and partners alike.

Over  
**36,000**  
editorials

Over  
**25,000**  
Advertisers

**65,000**  
profiled  
social followers  
and growing

Over  
**2.3 million**  
page impressions

Over  
**1,400**  
Publications  
Produced

Approx  
**110,000**  
recipients of  
Distinctive  
publications  
annually

Over  
**195,000**  
downloads

# Water Industry Journal

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 is mailed out on an individual named basis to over 3500 water industry professionals across the UK's Water and Wastewater utility companies, Tier 1 and Tier 2 contractors, wider supply chain and regulators.

Wherever it is found, WIJ aims to enlighten and empower its readership by enhancing, contributing and encouraging the readership throughout the water industry supply chain.

WIJ IS THE ONLY INDEPENDENT PUBLICATION TO BE DELIVERED TO ALL SENIOR EXECUTIVES THROUGHOUT THE WATER AND WASTE WATER INDUSTRIES ACROSS THE UK

## Audience

Print Magazine - **3,600**

Print Magazine Readership - **11,000**

Online Magazine Subscribers - **1,600**

Social Media followers - **13,000**

(LinkedIn Newsletter - **4,300**)

## Website stats

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

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



# Advertisers

*Distinctive Media Group Ltd have worked with some of the largest brands throughout the water industry for the past 10 years*

ADLER AND ALLAN

ATI UK

ATKINS

CD ENVIRO

COSTAIN

CROSS8

DRAEGER

ELIQUO HYDROK

ESRI

EVOQUA

EXETER UNIVERSITY

FLEXIM INSTRUMENTS

G FISCHER SALES

GROUNDBREAKER

GRUNDFOS PUMPS

HACH

HWM

ICHEME

KSB

METROHM

MITSUBISHI ELECTRIC

MORRISON UTILITY SERVICES

MOTT MACDONALD

MUELLER

OCU GROUP

OMEX ENVIRONMENTAL

PAX WATER

POWER & WATER

PULSAR

SEEPEX

SEKO

SELWOOD GROUP

SUEZ

SULZER

TARMAC

TE-TECH PROCESS SOLUTIONS

UNIVERSITY OF BATH

UNIVERSITY OF NEWCASTLE

VEGA CONTROLS

VEOLIA



# Demographics & Key Recipients

## ■ WATER ONLY COMPANIES

- Affinity Water
- Bournemouth Water
- Bristol Water
- Cambridge Water (South Staffs)
- Cholderton and District Water
- Dee Valley Water
- Essex & Suffolk Water (Northumbrian)
- Hartlepool Water (Anglian)
- Portsmouth Water
- South East Water
- South Staffs Water
- Sutton and East Surrey Water

## ■ WATER AND WASTEWATER COMPANIES

- Anglian Water (Hartlepool Water)
- Dwr Cymru - Welsh Water
- Northern Ireland Water
- Northumbrian Water
- Scottish Water
- Severn Trent Water
- South West Water
- Southern Water
- Thames Water
- United Utilities
- Wessex Water
- Yorkshire Water

## ■ LOCAL WATER AND WASTEWATER COMPANIES

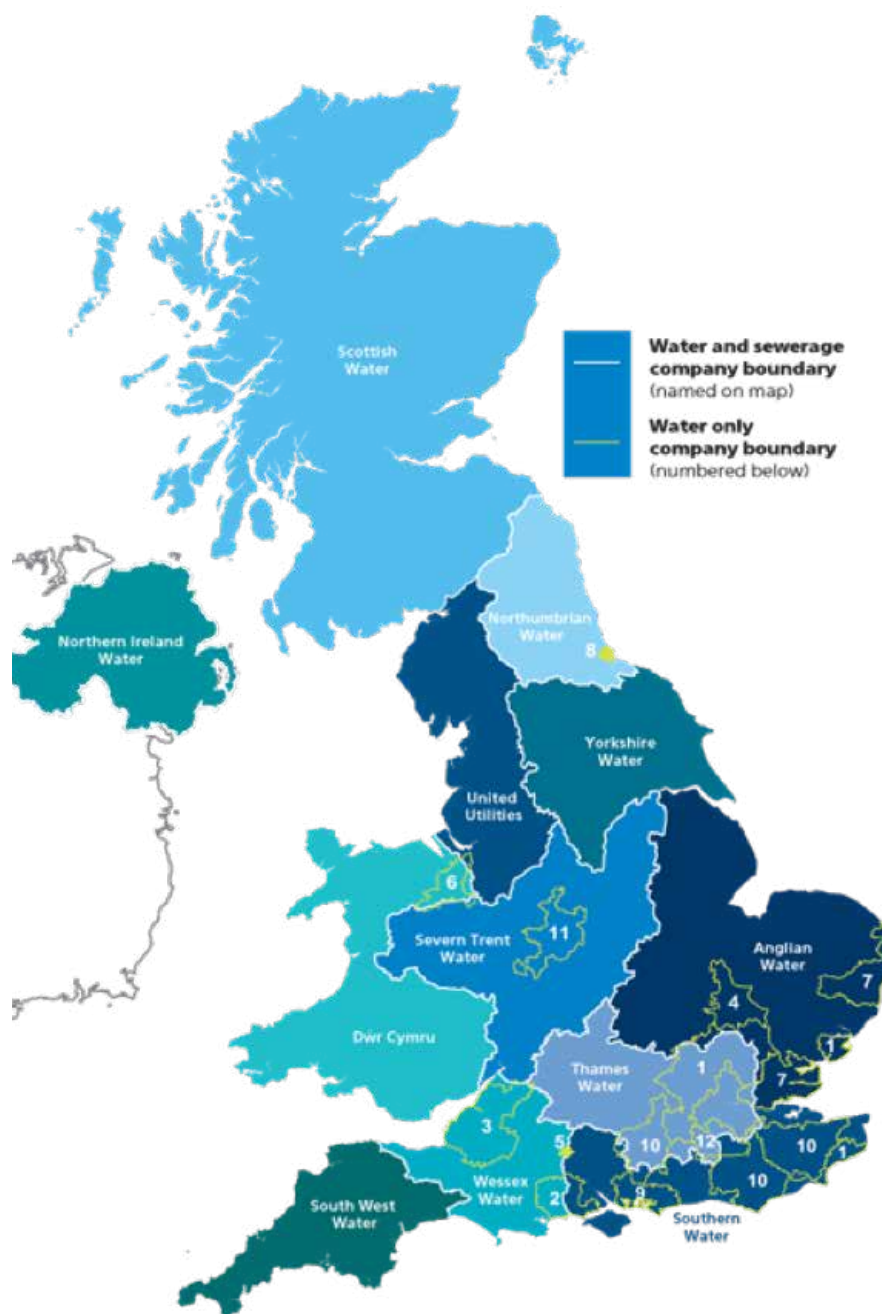
- Albion Water
- Independent Water Networks
- Peel Water Networks
- SSE Water
- Thames Water Commercial Services
- Veolia Water Projects

## ■ TIER 1 CONTRACTORS

## ■ TIER 2 CONTRACTORS

## ■ WATER SECTOR SUPPLY CHAIN

## ■ WATER REGULATORS (E.G. ENVIRONMENT AGENCY, OFWAT ETC)



# Print Schedule & Feature List 2024

## QUARTER 1 - PUBLISHED MARCH

- Leak Detection & Repair
- Stormwater Overflows
- Managing Asset Health
- Digital Transformation
- Ensuring Water Quality
- Wastewater Treatment & Technology

## QUARTER 2 - PUBLISHED JUNE

- Adapting to Climate Change
- Improving Customer Experience
- Phosphorus Removal
- Digital Transformation
- Pump Technology & Innovation
- Wastewater Treatment & Technology

## QUARTER 3 - PUBLISHED SEPTEMBER

- Leak Detection & Repair
- Managing Asset Health
- Water & Wastewater Monitoring & Analysis
- Digital Transformation
- Clean Water Networks
- Wastewater Treatment & Technology

## QUARTER 4 - PUBLISHED DECEMBER

- Managing Sewer Networks
- Improving Customer Experience
- Digital Transformation
- Innovation in Water Quality
- Pipeline Technology
- Wastewater Treatment & Technology

# Standard Advertising Rates

Inside Front Cover:	£2,420
Inside Back Cover:	£2,200
Outside Back Cover:	£2,420
Double Page Spread:	£2,100
Full Page:	£1,200
Half Page:	£610
Quarter Page:	£365

## Multiple Edition Discounts:

2 Issues:	5%
3 Issues:	7%
4 Issues:	10%

## Pre-Payment Discounts (invoiced in full on receipt of order)

2 Issues:	10%
3 Issues:	15%
4 Issues:	20%

*All prices quoted are exclusive of VAT*

*All bookings include a digital link to your website from our **reveela** publication to encourage further audience traffic.*



# Digital packages



## Newsroom Package

Our on-line and social media option is our “Newsroom Package” for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **waterindustryjournal.co.uk** for 12 months

- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article upon request

12 Month Package **£725**

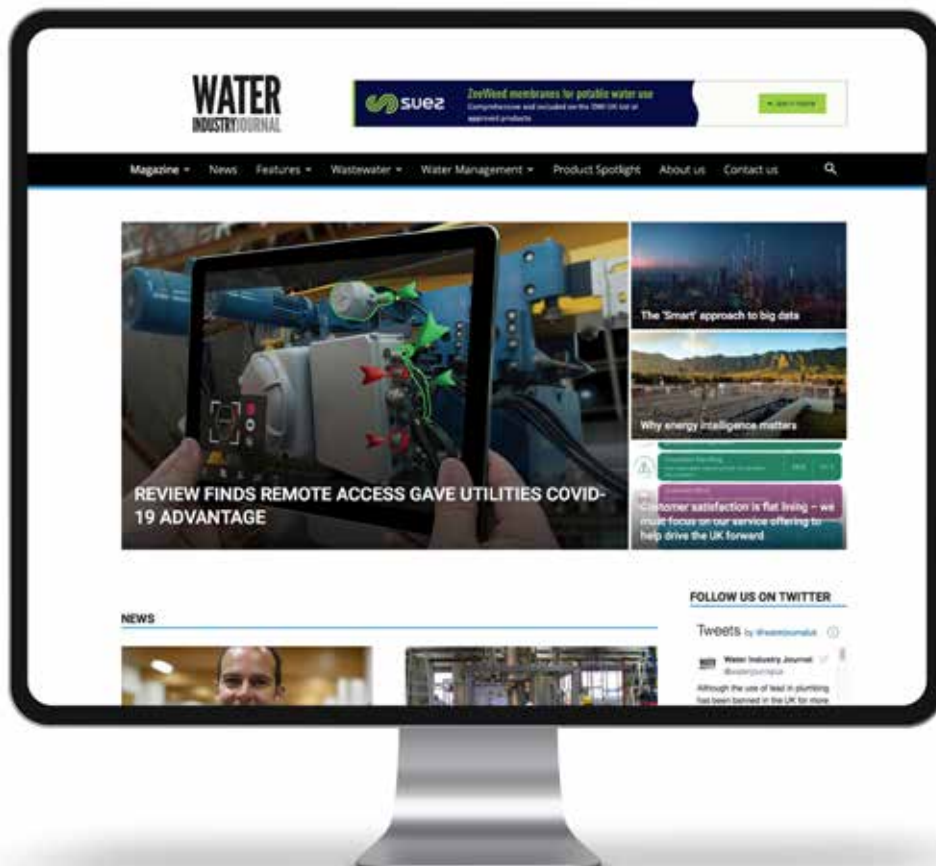
## Digital Package for Customer Announcements/Product launches

- Editorial feature on your products and/or services on the **waterindustryjournal.co.uk**
- Featured on the home page of **waterindustryjournal.co.uk** – one of the top three articles

- One month of analytics reporting included for the article
- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£475**

*All prices quoted are exclusive of VAT*



# Digital packages

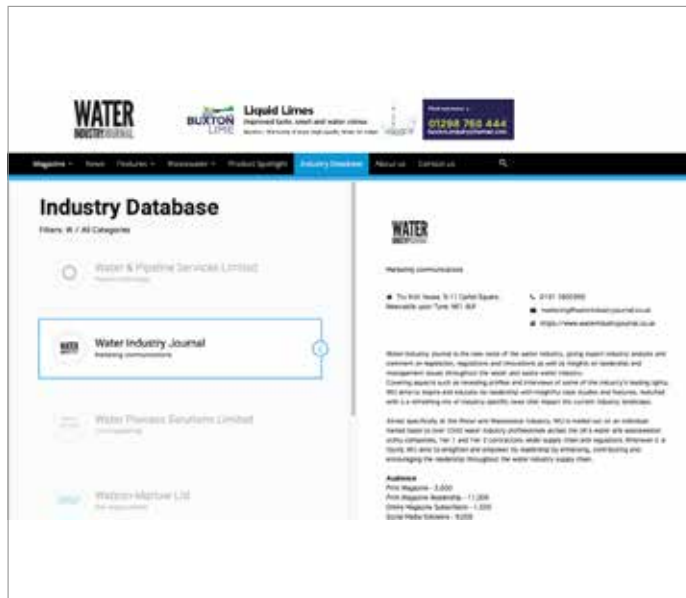
## Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

3 months **£725**  
 6 months **£1090**  
 12 months **£1450**

## Industry Database



Your company will be listed for 12 months on our searchable industry database providing unrivalled opportunities for new buyers & suppliers

Price is: **£260** for 12 month listing

## Water Industry Journal LinkedIn Newsletter

- Editorial uploaded to **waterindustryjournal.co.uk**
- Editorial promoted on weekly LinkedIn newsletter (4,200 opt-in news subscribers)
- Editorial shared 3 times over a month on our LinkedIn & Twitter channels.
- Average of 40% Article Views.

From - **£600**

## Eshot

- Dedicated eshot about your product/services written by yourselves, sent out to our subscribers
- Analytics report supplied following eshot mailing

From **£630**

## Event promotion package (Webinar/show/launch)

- Web banner on Water Industry Journal website **waterindustryjournal.co.uk** for 2 weeks
- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms)

- Dedicated e-shot about your event

From **£960**

- News article about event on website

*All prices quoted are exclusive of VAT*



# Digital packages



## Website Banners

The Water Industry Journal website offers a range of banner advertising options at cost-effective prices.

With an average of 1000+ website views weekly, our web banners help businesses build brand recognition, promote their products & services and effectively target those in the water industry.

### LeaderBoard Banner

**£680 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds

### Skyscraper MPU Banner

**£575 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

### Square MPU Banner

**£415 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

### Homepage Banner

**£415 per month\***

- Visible on Homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds



### Feature Category Sponsorship

**£415 per month\***

- Exclusive sole sponsor of the category
- Three Months Minimum
- Full Reporting
- Size - 970px wide X 200px deep
- Can Be Animated

**\*Discounts available for multiple months**

# Specifications

## MECHANICAL DATA:

Full Page Trim Size:  
297mm x 210mm

Type Area:  
275mm x 182mm

Bleed:  
303mm x 216mm

Half Page Horizontal:  
120mm x 180mm

Quarter Page  
120mm x 88mm

Double Page Spread:  
297mm x 420mm (trim area)

275mm x 394mm (type area)

303mm x 426mm (bleed)

## SUPPLIED ARTWORK:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high resolution PDF. All fonts should be embedded or sent as outlines.

We also accept photoshop files at 300dpi and CMYK.

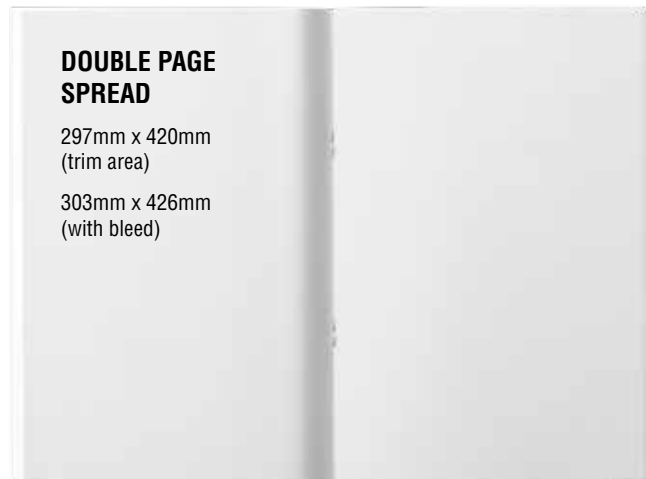
Images in Word, Excel or Powerpoint cannot be used for this publication.

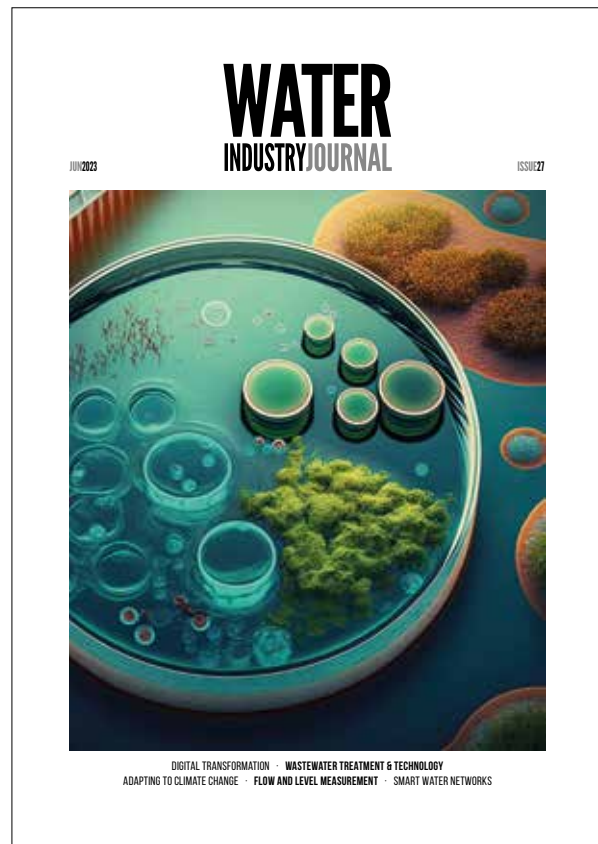
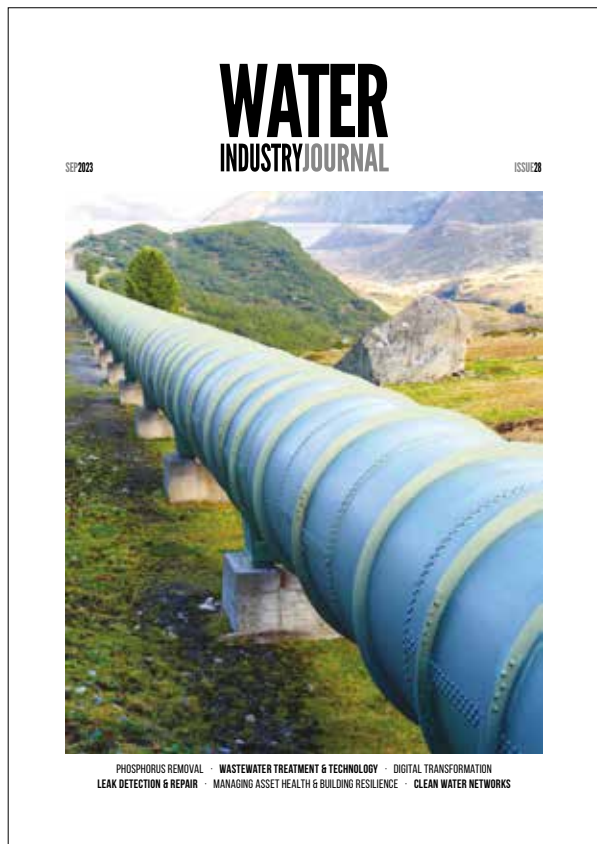
## SUPPLIED COPY:

Text should be supplied as a text document. Please provide high resolution (at least 300dpi) logos and images with captions.

Artwork can be sent via email to:

[production@distinctivegroup.co.uk](mailto:production@distinctivegroup.co.uk)





PLEASE CONTACT:

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Distinctive Media Group Ltd

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INDUSTRY JOURNAL