

# WATER INDUSTRY JOURNAL

Media Pack 2022

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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 17 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  
**31,000**  
editorials

Over  
**24,000**  
Advertisers

**25,000**  
profiled  
social followers  
and growing

Over  
**2 million**  
page impressions

Over  
**1,200**  
Publications  
Produced

Approx  
**100,000**  
recipients of  
Distinctive  
publications  
annually

Over  
**166,000**  
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 waste water 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 - **1,500**
- Social Media followers - **9,000**

**Website stats**

- Average visits per month: **4,800**
- Average page views per month: **14,400**



# 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

APEM

AQUAM

ASSET INTERNATIONAL

ATI UK

ATKINS

CD ENVIRO

CLEAR WATER CONTROLS

COSTAIN

CROSS8

DRAEGER

ELIQUO HYDROK

ESRI

EXETER UNIVERSITY

FLEXIM INSTRUMENTS

G FISCHER SALES

GRUNDFOS PUMPS

HALMA

HWM

HYDRO INTERNATIONAL

METROHM

MITSUBISHI ELECTRIC

MORRISON UTILITY SERVICES

MOTT MACDONALD

MWH

PANTON MCLEOD

PAX WATER

PULSAR

QUANTUM CONTROLS

SELWOOD GROUP

STONBURY

SUEZ

TARMAC

UNIVERSITY OF BATH

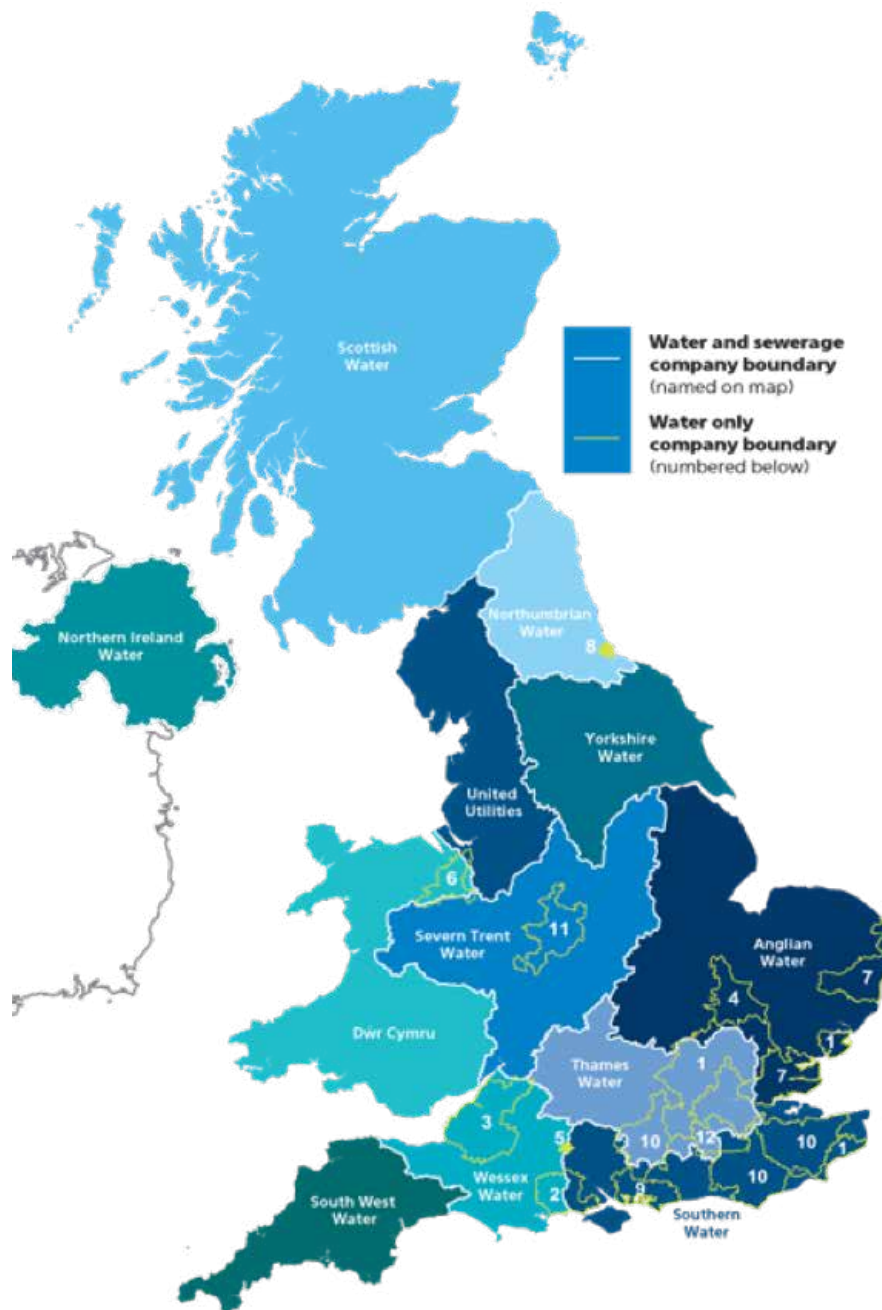
UNIVERSITY OF NEWCASTLE

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 2022

## QUARTER 1 - PUBLISHED MARCH

- Leak Detection & Repair
- Digital Transformation
- Managing Asset Health & Building Resilience
- Drinking Water Treatment
- Improving Customer Experience
- Wastewater Treatment & Technology

## QUARTER 2 - PUBLISHED JUNE

- Chemical Dosing
- Digital Transformation
- Flow & Level Measurement
- Clean Water Networks
- Planning & Adapting to Climate Change
- Wastewater Treatment & Technology

## QUARTER 3 - PUBLISHED SEPTEMBER

- Improving Drinking Water Quality
- Digital Transformation
- Leak Detection & Repair
- Pump Technology & Innovation
- Phosphorus Removal
- Wastewater Treatment & Technology

## QUARTER 4 - PUBLISHED DECEMBER

- Pressure Sensors for Water Pipelines
- Digital Transformation
- Managing Sewer Networks
- Water & Wastewater Monitoring & Analysis
- Trenchless Technology
- Wastewater Treatment & Technology

# Standard Advertising Rates

Inside Front Cover:	£2,200
Inside Back Cover:	£2,000
Outside Back Cover:	£2,200
Double Page Spread:	£1,900
Full Page:	£1,000
Half Page:	£550
Quarter Page:	£300

## 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 ISSUU publication to encourage further audience traffic.*



# Digital packages



## Professional PR Package

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

- Unlimited uploads to [www.waterindustryjournal.co.uk](http://www.waterindustryjournal.co.uk) for 12 months

- Each article shared 3 times over a month on our LinkedIn & Twitter channels
- Analytics reporting included for each article

12 Month Package **£625**

## Digital Package for Customer Announcements/Product launches

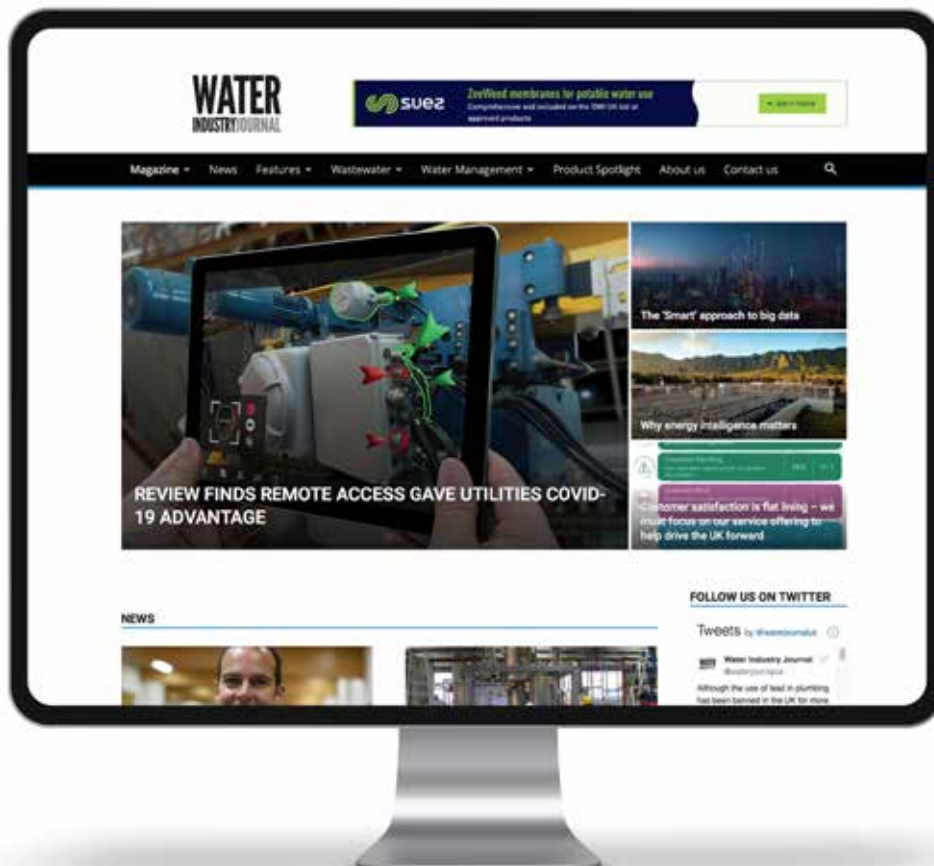
- Editorial feature on your products and/or services on the [www.waterindustryjournal.co.uk](http://www.waterindustryjournal.co.uk)
- Featured on the home page of [www.waterindustryjournal.co.uk](http://www.waterindustryjournal.co.uk) – one of the top three articles

- Featured as our Product Spotlight of the Week in our eNews letter including links to your profile (One week)
- Shared 6 times on our social media channels – one month campaign

- One month of analytics reporting included for the article

Package is **£415**

*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.

From **£295** per month

## Website Pop-Ups

With amplified visibility and direct links back to your website, pop-up adverts are an effective digital advertising method to increase traffic conversion and get your products and services seen.

From **£299** per month

## Feature Sponsorship

This exclusive offering presents companies with the opportunity to become the sole sponsor of one of our key categories within the features section on the website, which carries news and articles from established and leading organisations across the industry.

By becoming one of our feature sponsors, companies will receive the following:

- Exclusive sole sponsor of the category
- Upload unlimited articles to the sponsored category

- Selected social media promotion of key articles max 4 per month
- All articles submitted would be reviewed as potential content to go into the magazine
- Analytics report for your banner activity supplied for every quarter of your campaign
- Prominent visibility to readers, providing increased website traffic and brand awareness among a relevant audience

3 months **£630**  
6 months **£945**  
12 months **£1260**

## eNews Sponsorship

We offer the opportunity to sponsor our bi-weekly eNews bulletin

The sponsorship includes:

- Solus Sponsorship
- Two banners - top and bottom
- Banners can be different

- Linked to your website / landing page

- 45 word sponsor message

Price is:

**£265** for one week

**£835** for four weeks – does not have to be consecutive weeks

## Eshot

- Dedicated eshot about your product/services
- Content written by yourselves

- Analytics report supplied following eshot mailing

From **£520**

## Webinar/Virtual Event promotion package

- Web banner on Water Industry Journal website **www.waterindustryjournal.co.uk** for 2 weeks
- Dedicated e-shot about your event
- News article about event on website

- Promotion of webinar or event to magazine's social media following (Linkedin & Twitter) – 1 post per day on both platforms during week leading up to event

From **£835**

*All prices quoted are exclusive of VAT*



# Specifications

## MECHANICAL DATA:

Full Page Trim Size:  
297mm x 210mm

Type Area:  
275mm x 182mm

Bleed:  
303mm x 216mm

Half Page Horizontal:  
115mm x 180mm

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)

### DOUBLE PAGE SPREAD

297mm x 420mm  
(trim area)

303mm x 426mm  
(with bleed)

### FULL PAGE

297mm x 210mm  
(trim area)

303mm x 216mm  
(with bleed)

### HALF PAGE

115mm x 180mm



PLEASE CONTACT:

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[www.waterindustryjournal.co.uk](http://www.waterindustryjournal.co.uk)

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**WATER**  
INDUSTRY JOURNAL