



WATER INDUSTRY JOURNAL

Media Pack 2024

Contents

- 03** | Distinctive Media Group Ltd
- 04** | Water Industry Journal Magazine
- 05** | Advertisers
- 06** | Demographics & Key Recipients
- 07** | Schedule & Feature List
- 08** | Advertising Rates
- 09** | Digital Packages
- 10** | Digital Packages
- 11** | Digital Packages
- 12** | Specifications
- 13** | Contact



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

Advertisers



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

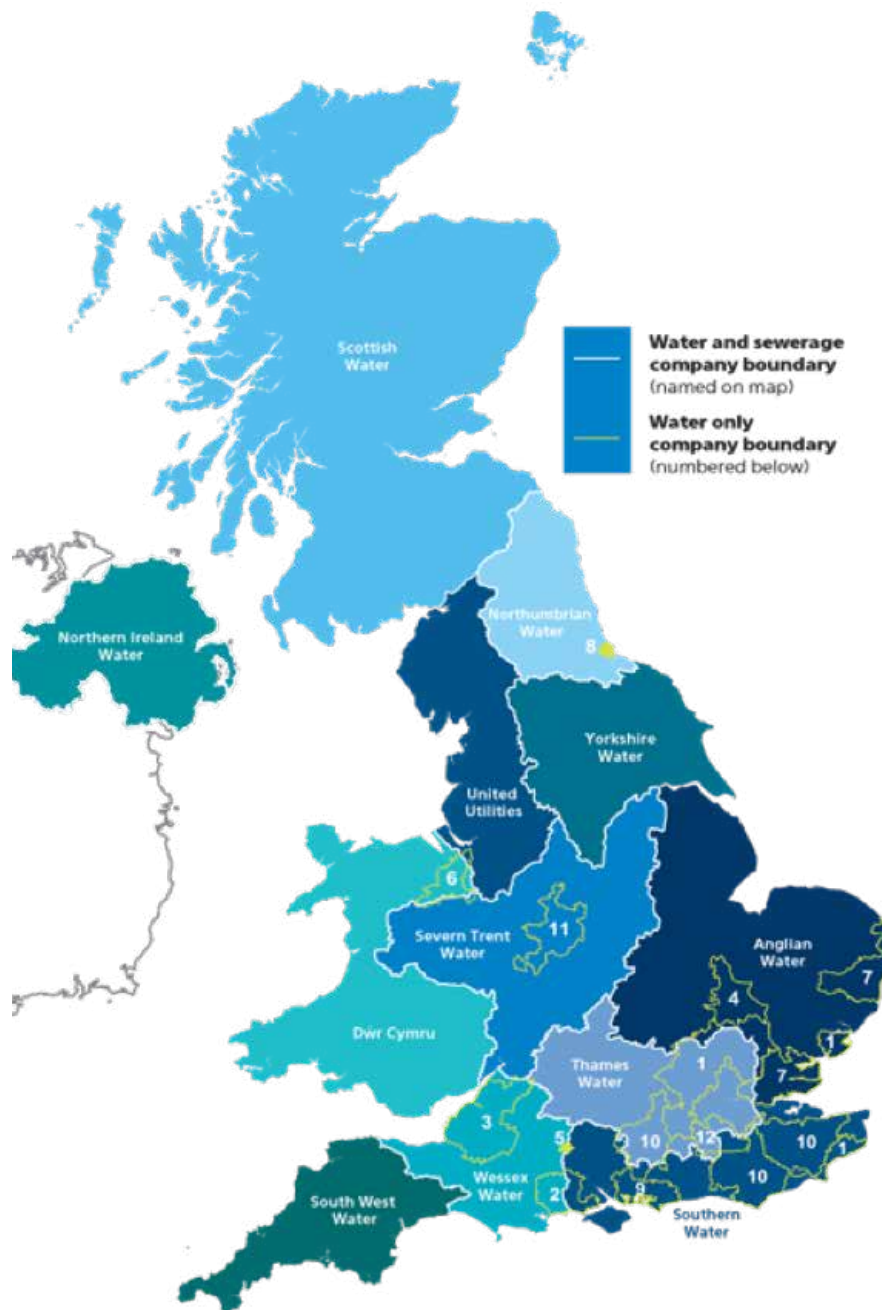
UNIVERSITY OF BATH

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**

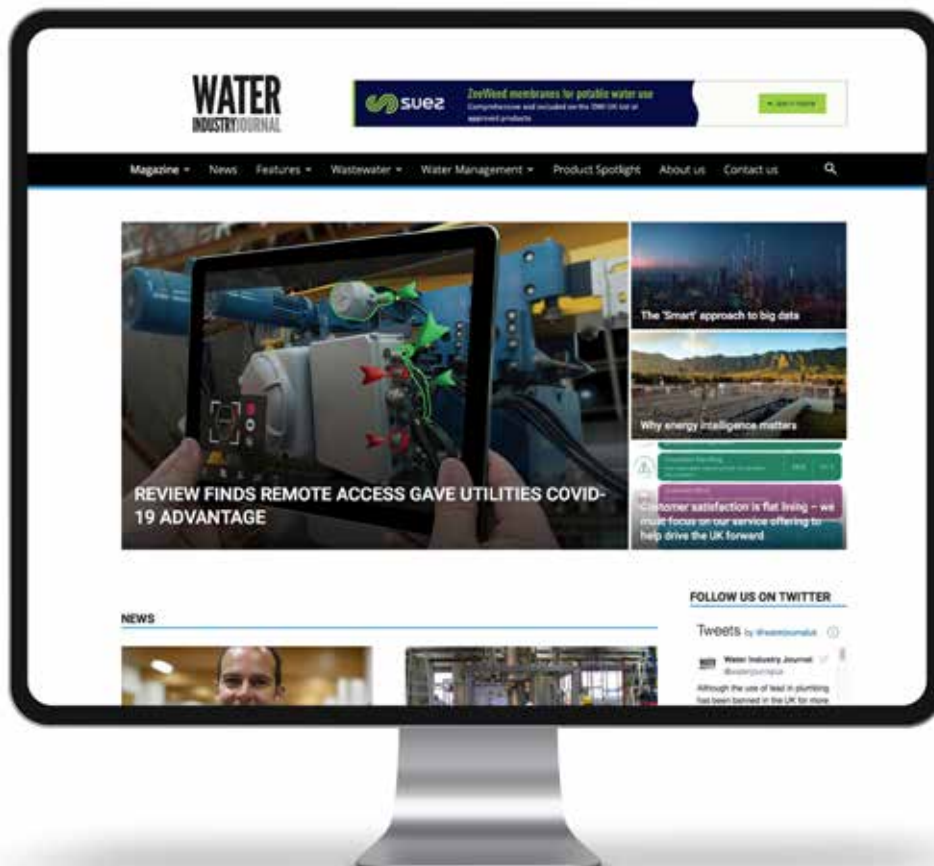
Digital Package for Customer Announcements/Product launches

- 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

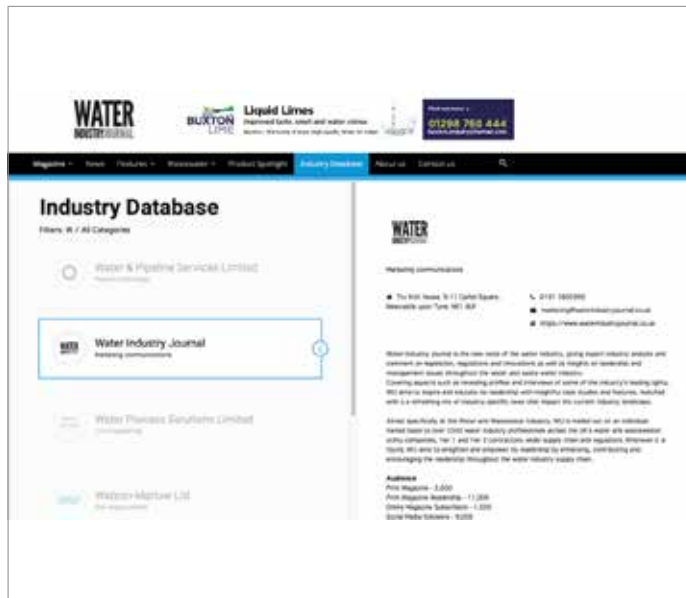
Feature Sponsorship

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 (5,600 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
 - News article about event on website
- From **£960**

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.

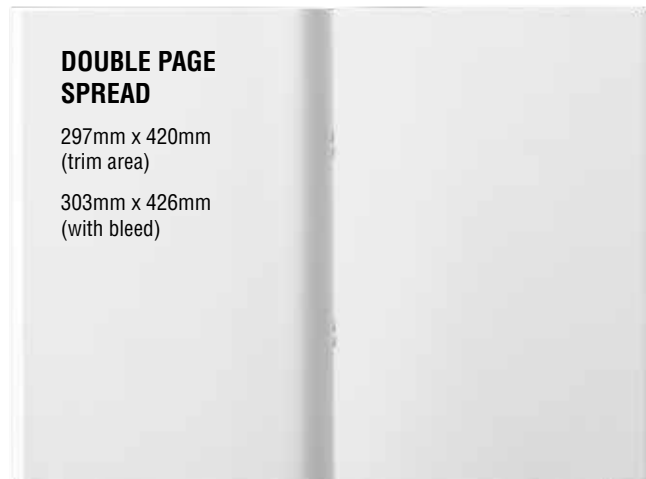
Images in Word, Excel or Powerpoint cannot be used for this publication.

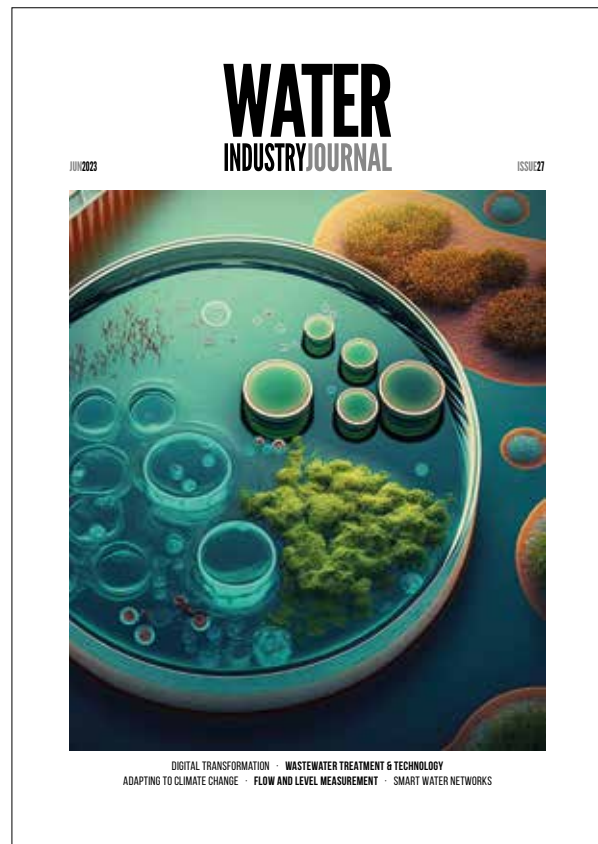
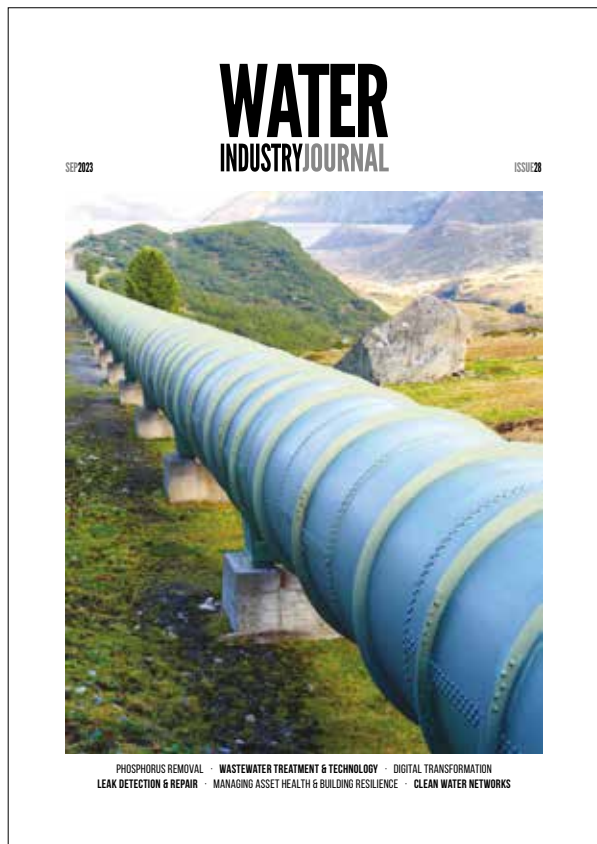
SUPPLIED COPY:

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





PLEASE CONTACT:

David Lancaster

Business Development Manager,
Distinctive Media Group Ltd

Tel: 0191 5805476

Email: david.lancaster@distinctivegroup.co.uk

Distinctive Media Group Ltd, 3rd Floor,
Tru Knit House, 9-11 Carliol Square
Newcastle Upon Tyne NE1 6UF

distinctivegroup.co.uk
waterindustryjournal.co.uk

D|STINCTIVE

WATER
INDUSTRY JOURNAL