MAGAZINE | DIGITAL • ONLINE



WATER INDUSTRYJOURNAL

Media Pack 2027

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Publisher

DISTINCTIVE
www.distinctivegroup.co.uk

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.



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 wastewater 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 impacts 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 GOING OUT TO ALL SENIOR EXECUTIVES THROUGHOUT THE WATER AND WASTEWATER INDUSTRIES ACROSS THE UK.

Audience

Print Magazine - **3,600**

Print Magazine Readership - **11,000**

Online Magazine Subscribers - **2,000**

Social Media followers - **17,200**
(LinkedIn Newsletter - **7,352**)

Website stats

Average visits per month: **6,085**

Average page views per month: **15,455**



WATER INDUSTRYJOURNAL

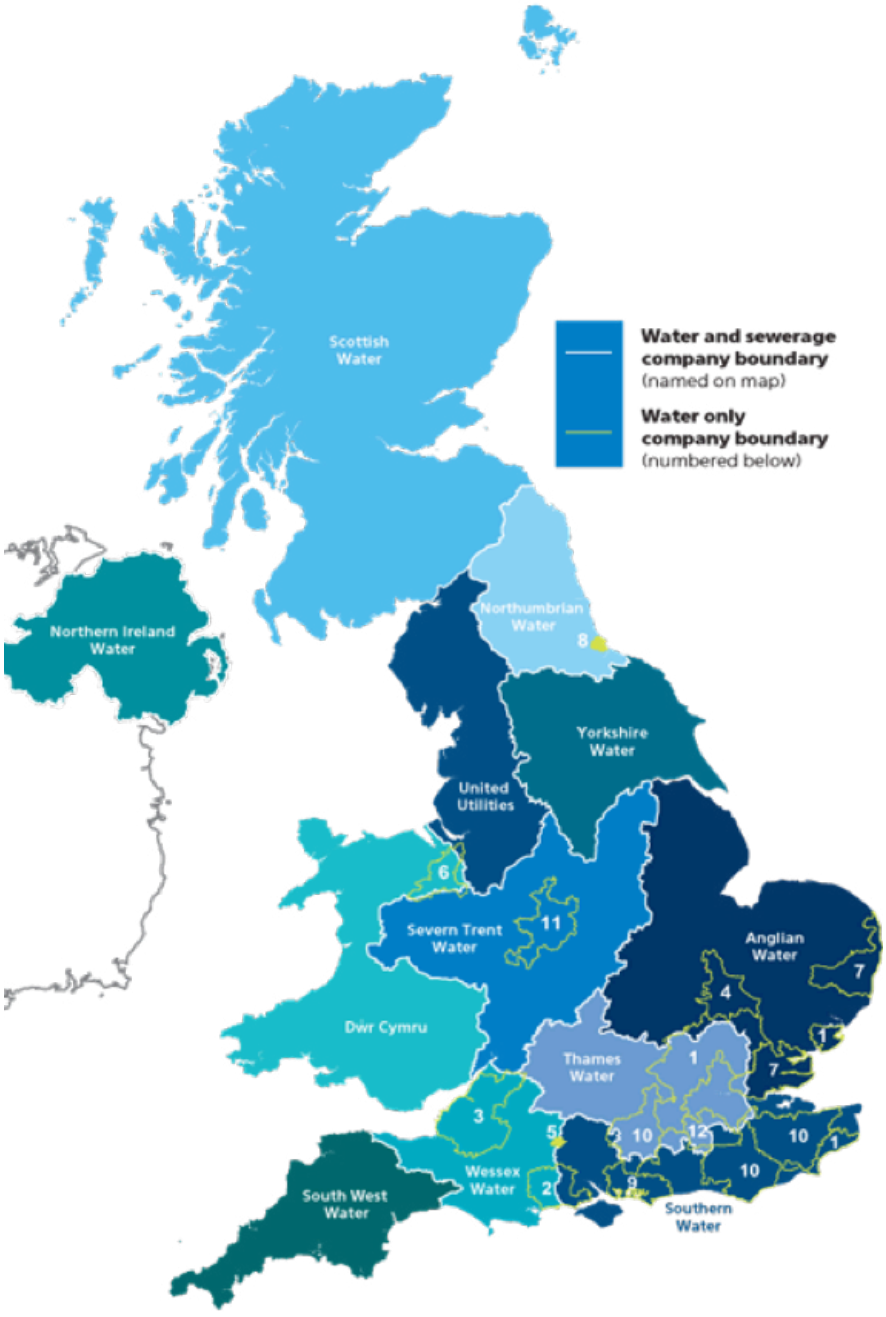
Advertisers

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

ABB
ADLER AND ALLAN
ATKINS
ATMOS INTERNATIONAL
ATPLAS
BADGER METER
BUXTON LIME
CD ENVIRO
COSTAIN
DRAEGER
ESRI
EVOQUA
EXETER UNIVERSITY
FLEXIM INSTRUMENTS
GALL ZEIDLER CONSULTANTS
G FISCHER SALES
GROUNDBREAKER
GRUNDFOS PUMPS
HACH
HWM
ICHEME
KSB
METROHM
MITSUBISHI ELECTRIC
MORRISON UTILITY SERVICES
MOTT MACDONALD
MUELLER
OCU GROUP
OMEX ENVIRONMENTAL
OVARRO
PAX WATER
POWER & WATER
PULSAR
SEEPEX
SEKO
SELWOOD GROUP
SUEZ
SUI GENERIS
SULZER
TARMAC
TE-TECH PROCESS SOLUTIONS
UNIVERSITY OF BATH
UNIVERSITY OF NEWCASTLE
VEGA CONTROLS
VEOLIA
VOGELSANG



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 2027

QUARTER 1 - PUBLISHED MARCH

- Leak Detection & Repair
- Pump Technology & Innovation
- Managing Asset Health
- Digital Transformation
- Drinking Water Quality
- Wastewater Treatment & Technology

QUARTER 2 - PUBLISHED JUNE

- Pipeline Technology
- Water & Wastewater Monitoring & Analysis
- Phosphorus Removal
- Digital Transformation
- Storm Overflows
- Wastewater Treatment & Technology

QUARTER 3 - PUBLISHED SEPTEMBER

- Leak Detection & Repair
- Managing Asset Health
- Skills & Training
- Digital Transformation
- Chemical Dosing
- Wastewater Treatment & Technology

QUARTER 4 - PUBLISHED DECEMBER

- Phosphorus Removal
- Improving Customer Experience
- Digital Transformation
- Water & Wastewater Monitoring & Analysis
- Pipeline Technology
- Wastewater Treatment & Technology



Standard Advertising Rates

Advertising Rate	Cost
Inside Front Cover:	£2,540
Inside Back Cover:	£2,310
Outside Back Cover	£2,540
Double Page Spread	£2,205
Full Page	£1,260
Half Page	£640
Quarter Page	£383

Multiple Edition Discounts:	Discount
2 Issues	5%
3 Issues	7%
4 Issues	10%

Pre-Payment Discounts (invoiced in full on receipt of order)	Discount
2 Issues	10%
3 Issues	15%
4 Issues	20%

*All prices quoted are exclusive of VAT**



Digital Packages



Newsroom Package

Our online 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 **£830**

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 **£575**

*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

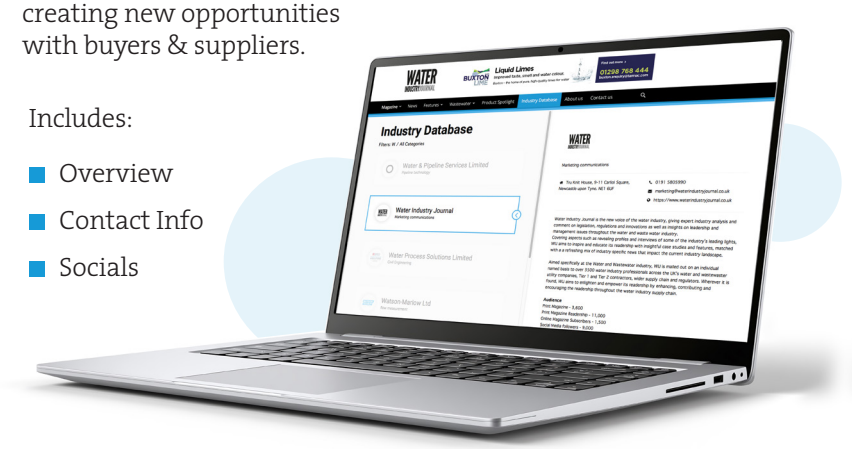
3 months **£830**
6 months **£1250**
12 months **£1670**

Industry Database

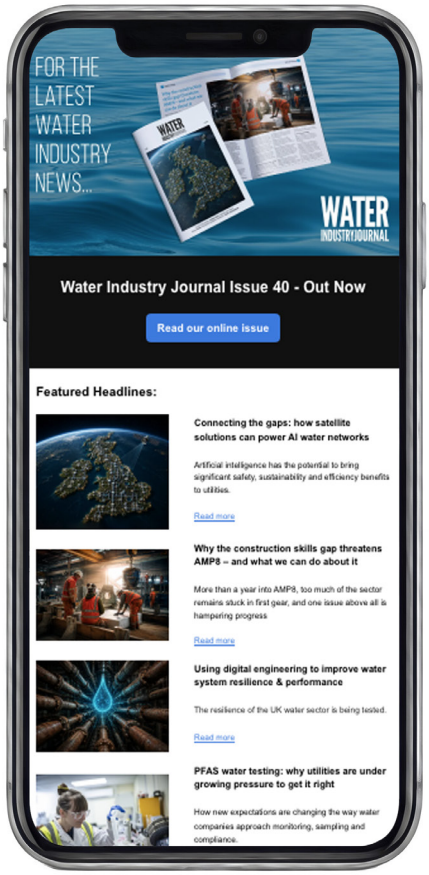
Your company will be listed for 12 months on our searchable industry database, creating new opportunities with buyers & suppliers.

Includes:

- Overview
- Contact Info
- Socials



Price is: **£300** for a 12-month listing.



Water Industry Journal LinkedIn Newsletter

- Editorial uploaded to **waterindustryjournal.co.uk**
- Editorial promoted on weekly LinkedIn newsletter (7,352 opt-in news subscribers)
- Editorial shared 3 times over a month on our LinkedIn & Twitter channels.
- Average of 40% article views.

From **£700**

E-shot

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

From **£725**

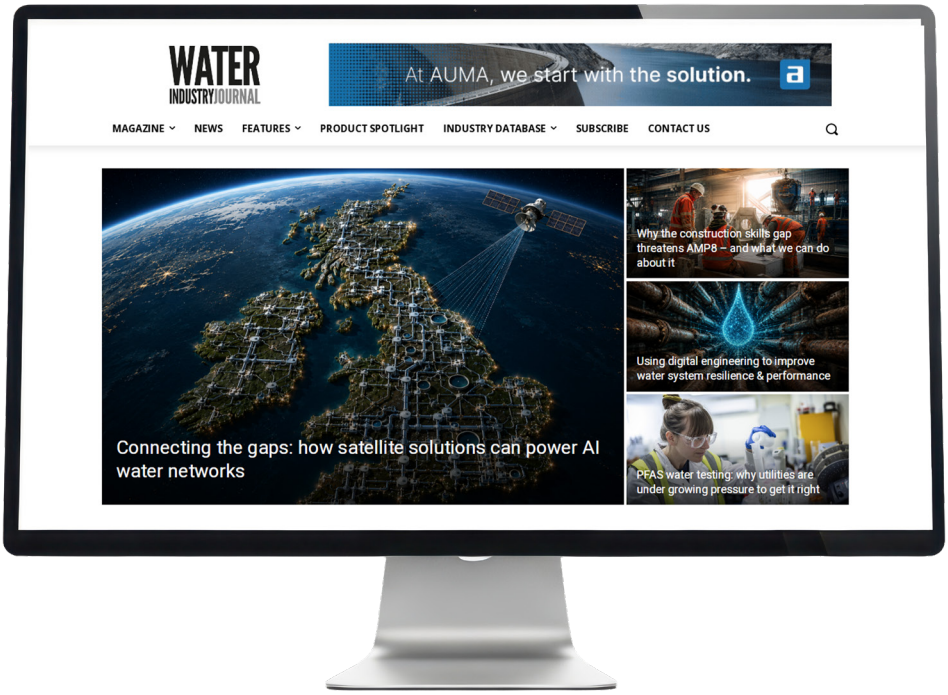
Event promotion package (Webinar/show/launch)

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

From **£1115**

*All prices quoted are exclusive of VAT**

Digital Packages



Leaderboard banner on the website.

Website Banners

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

With an average of 3000+ 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

£775 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Skyscraper MPU Banner

£660 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

£475 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

£475 per month*

- Visible on the homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Feature Category Sponsorship

£475 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.

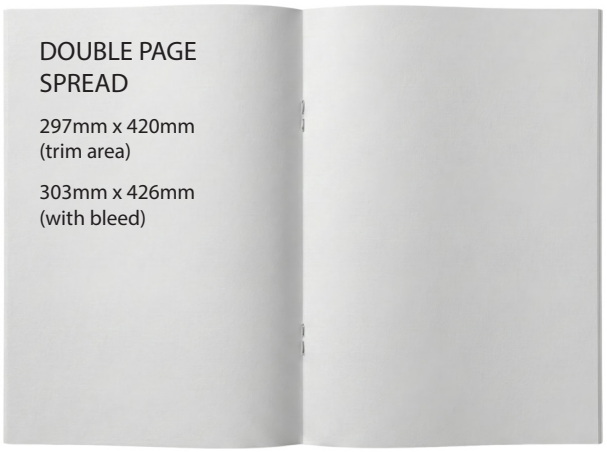
We also accept Photoshop files at 300dpi and CMYK.

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











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