Readership / Audience 2027

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 reaches professionals across UK utility companies, Tier 1 and Tier 2 contractors, the wider supply chain and regulators.

Audience

Print Magazine: 3,600 | **Online Magazine Subscribers:** 2,000 | **Magazine Readership:** 11,000

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

Industry	%
Water Supply and Irrigation Systems	26.94
Utilities	18.09
Environmental Services	12.87
Civil Engineering	12.20
Mechanical or Industrial Engineering	9.09
Construction	6.85
Water, Waste, Steam, & Air Conditioning Services	6.20
Oil & Energy	3.91

Job Function	%
Operations	20.92
Business Development	19.64
Customer Success and Support	16.07
Engineering	16.37
Information Technology	8.38
Program and Project Management	7.09
Research	5.01
Marketing	4.16
Community & Social Services	3.57
Finance	2.30

Website Stats:

waterindustryjournal.co.uk

Average visits per month: 6,085

Average page views per month: 15,455

Online Audience

UK 62% | **Europe** 15%

USA 20% | **Rest of the world** 3%

