

# water magazine



**MEDIADATA2025**

# publisher's **viewpoint**

WATER MAGAZINE is a freely distributed monthly print and digital publication and website, reporting on the UK's municipal and industrial water, wastewater and stormwater sector.

A monthly magazine allows for an in-depth approach, offering readers the opportunity to take their time in dissecting the developments within the industry. It is a deep dive into the larger issues, and the thought provoking ideas that drive improvement in the long term.

The website does the opposite. It provides news as it breaks, utilising social media to spread the word. Content is pushed to the major online news outlets and apps via Bing, Google and Apple. Visitors get daily news and breaking announcements, as they happen, supported by video exclusives.

By combining the power of these two different approaches, Water Magazine can offer each person within the industry the ability to cherry pick.

They can read the news when they want, how they want, where they want.

**And that's where you come in, because advertisers can harness these approaches to gain access and exposure to the market in 2025...**





# product overview

## MONTHLY PRINT MAGAZINE

The A4 magazine is printed with vegetable inks on a press that runs alcohol free, on fully recyclable carbon balanced paper sourced from sustainable forests, and mailed in a biodegradable bag.

## MONTHLY DIGITAL MAGAZINE

The digital edition of the monthly print magazine is viewed within a web browser. It is identical in appearance to the print edition. Pages turn like a real magazine and can be copied, emailed, printed, saved and shared.

## WEBSITE: [www.watermagazine.co.uk](http://www.watermagazine.co.uk)

Optimised for desktops or devices, the website offers daily news, articles, opinion pieces and video exclusives. Visitors also benefit from an events section, a supplier directory and a comprehensive news archive.

## SOCIAL MEDIA ACCOUNTS

With a high profile presence on most of the main social media platforms, advertisers and contributors can work in tandem with the publisher to extend article reach and audience interaction.



# magazine **circulation** analysis

PRINT EDITION MONTHLY SUBSCRIBERS - UK	6,105
DIGITAL EDITION MONTHLY SUBSCRIBERS - UK	8,882
DIGITAL EDITION MONTHLY SUBSCRIBERS - GLOBAL	6,697
<b>TOTAL MONTHLY SUBSCRIBERS</b>	<b>21,684</b>

The print edition of the monthly magazine is available to qualifying individuals based in the UK. The digital edition is available to both UK and global subscribers. Figures quoted are the exact number of subscribers on 31/08/24.

Publishing industry standard for pass-on readership is three readers per print copy, so although over 18,000 people might read the print edition, we prefer to quote the actual number of subscribers, to avoid any confusion.

## uk subscriber **breakdown**

### BREAKDOWN BY COMPANY ACTIVITY

#### **WATER COMPANIES** 56%

Personnel employed by any of the water & sewerage companies and water supply only companies in England & Wales, Scottish Water, Northern Ireland Water, Jersey Water, Guernsey Water, Manx Utilities Authority plus other local and regional water & sewerage companies in the UK.

#### **INDUSTRY** 22%

Personnel within industries that use water during the production process, or create wastewater as a by-product of their activities. Example industries would include general manufacturing, metal fabrication & finishing, pharmaceutical, food & drink, paper & pulp, textiles, chemicals, aviation, aerospace, power generation, paint production and more.

#### **CIVIL ENGINEERS** 13%

Personnel employed by Tier 1 and Tier 2 civil engineering contractors working on behalf of UK water companies or industrial water users.

#### **GOVERNMENT & REGULATORS** 6%

Personnel employed within central and local government, local authorities, Ofwat, Defra, DWI, Environment Agency, NIEA, WICS, SEPA, Natural Resources Wales and other regional regulatory bodies.

#### **OTHERS** 3%

Personnel working in the field of research and academia, consultants, military personnel, water retailers, consumer groups, NGOs, environmental organisations and charities.

### BREAKDOWN BY JOB FUNCTION

#### **ADMINISTRATIVE** 1%

#### **ANALYTICAL** 2%

#### **CIVIL ENGINEER** 12%

#### **DIRECTOR** 8%

#### **ENGINEER** 21%

#### **INSPECTION** 4%

#### **MANAGEMENT** 17%

#### **OPERATIONS** 4%

#### **PROCUREMENT** 9%

#### **PROJECT MANAGEMENT** 8%

#### **RESEARCH & DEVELOPMENT** 2%

#### **SCIENTIFIC** 3%

#### **SENIOR MANAGEMENT** 7%

#### **SUPPORT STAFF** 1%

#### **TECHNICIAN** 1%



# website **visitor** analysis

## **WATERMAGAZINE.CO.UK**

THE WEBSITE is visited by an average of 16,572 unique users each month. 69.5% are on desktop, 29.4% mobile and 1.1% tablet. The four most popular pages are: home page, latest news, events and supplier directory. Most users view at least five pages per visit. The average event count per visit, such as clicking an external link, using the search tool or sharing content via social media, is three... and Chrome is still the most popular browser.

Average monthly unique users calculated over the three month period 01/05/2024 to 31/07/2024.

### **BREAKDOWN BY REGION**

United Kingdom	54%
Mainland Europe	18%
North America	13%
Asia	10%
Australasia	2%
Africa	1%
Middle East	1%
South America	1%



# social **media** followers

WATER MAGAZINE has almost 20,000 followers across multiple social media platforms, which is utilised on a daily basis to highlight particularly strong articles or to push breaking news.

Contributors sharing articles on their own platforms and accounts is greatly encouraged. The power of social media to broadcast content to an additional audience and increase engagement should not be underestimated.





# monthly magazine editorial calendar

EACH ISSUE carries latest news, regular columns from key industry figures, research analysis, technology breakthroughs as well as coverage of water company projects and developments.

THE MAGAZINE also has three editorial focuses each month to ensure full coverage of all relevant industry topics throughout the year.

WATER MAGAZINE benefits from increased exposure due to additional distribution at various industry exhibitions and events including CHEM UK, The Water Equipment show ESS EXPO and WWEM.

## JANUARY

Publication date 06/01/25  
Advertisement artwork deadline 09/12/24  
Editorial submission deadline 25/11/24

### EDITORIAL FOCUS:

Excavation & trenchless technology  
FOG & drainage management  
Tanks, vessels & attenuation systems

## APRIL

Publication date 31/03/25  
Advertisement artwork deadline 10/03/25  
Editorial submission deadline 24/02/25

### EDITORIAL FOCUS:

Flow, level & pressure measurement  
Pumps, grinders, macerators & mixers  
Vehicles, plant, machinery, gears & motors

## FEBRUARY - WEX EDITION

Publication date 03/02/25  
Advertisement artwork deadline 13/01/25  
Editorial submission deadline 30/12/24

### EDITORIAL FOCUS:

Anaerobic digestion & biogas  
Industrial water & wastewater treatment  
Monitoring, sampling & testing

## MAY – WES & CHEM UK EDITION

Publication date 28/04/25  
Advertisement artwork deadline 07/04/25  
Editorial submission deadline 24/03/25

### EDITORIAL FOCUS:

Aeration, blowers & compressors  
Drains, manholes & sewer systems  
Filtration, screening & separation

## MARCH - AQUATECH EDITION

Publication date 03/03/25  
Advertisement artwork deadline 10/02/25  
Editorial submission deadline 27/01/25

### EDITORIAL FOCUS:

Chemicals, purification & dosing  
Pipes, couplings, fittings & valves  
Sludge & sewage treatment, reuse & disposal

## JUNE - BLUETECH FORUM EDITION

Publication date 27/05/25  
Advertisement artwork deadline 06/05/25  
Editorial submission deadline 21/04/25

### EDITORIAL FOCUS:

Disinfection, UV & water treatment  
Leak detection, prevention & repair  
Flood & stormwater management

# monthly magazine editorial calendar

ADVERTISEMENTS can be pre-booked anytime in advance but no later than two weeks prior to the publication date to guarantee inclusion.

WATER MAGAZINE does not charge for editorial to appear within the monthly magazine (or on the website). Articles selected to appear are chosen entirely on merit.

TO PROVIDE adequate time for review, the editorial submission deadline to be considered for the monthly magazine is no later than five weeks prior to the publication date, but earlier is advisable.

## JULY

Publication date 30/06/25  
Advertisement artwork deadline 09/06/25  
Editorial submission deadline 27/05/25

### EDITORIAL FOCUS:

Drives, controls & actuators  
Excavation & trenchless technology  
Safety & security

## AUGUST

Publication date 28/07/25  
Advertisement artwork deadline 07/07/25  
Editorial submission deadline 23/06/25

### EDITORIAL FOCUS:

Civil engineering & construction  
Desalination & water resource optimisation  
Monitoring, sampling & testing

## SEPTEMBER - ESS/WWEM EDITION

Publication date 26/08/25  
Advertisement artwork deadline 04/08/25  
Editorial submission deadline 21/07/25

### EDITORIAL FOCUS:

Diversity, skills & training  
Pipes, couplings, fittings & valves  
Sludge & sewage treatment, reuse & disposal

## OCTOBER - POLLUTEC EDITION

Publication date 29/09/25  
Advertisement artwork deadline 08/09/25  
Editorial submission deadline 25/08/25

### EDITORIAL FOCUS:

Customer service, billing & metering  
Flow, level & pressure measurement  
Pumps, grinders, macerators & mixers

## NOVEMBER - FLOODEX EDITION

Publication date 03/11/25  
Advertisement artwork deadline 13/10/25  
Editorial submission deadline 29/09/25

### EDITORIAL FOCUS:

Asset management & maintenance  
Filtration, screening & separation  
Odour, pollution & spillage control

## DECEMBER

Publication date 01/12/25  
Advertisement artwork deadline 10/11/25  
Editorial submission deadline 27/10/25

### EDITORIAL FOCUS:

AI, digitalisation & smart water technology  
Energy efficiency & power  
Flood & stormwater management

# magazine **advertising** rates

## FRONT COVER PACKAGE **£2500**

Front cover island advert plus full page advert inside

## A4 DOUBLE PAGE SPREAD **£2500**

## A4 FULL PAGE **£1700**

## A4 HALF PAGE **£900**

## A4 THIRD PAGE BOOKEND **£700**

## A4 QUARTER PAGE **£500**

## CLASSIFIED YEARLY RATE **£200** PER CM HIGH

Advertisements are 86mm wide by any chosen height and appear under a heading of choice

## A-Z SECTION YEARLY RATE - **£350**

Standard 5 line entry plus logo for 12 months, January to December

All prices subject to VAT at standard rate.

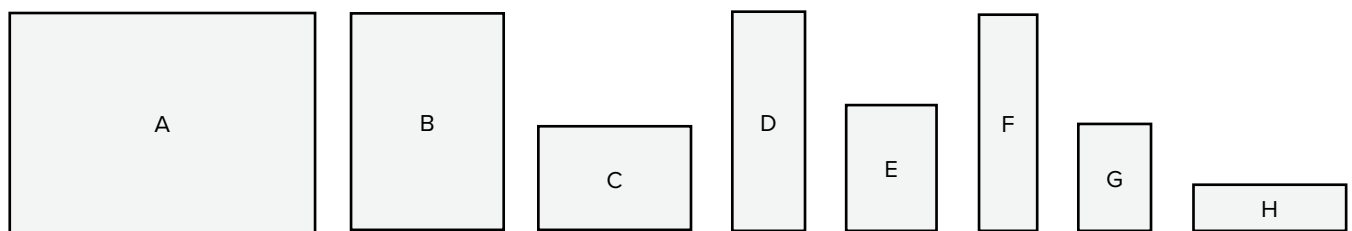






# magazine mechanical specs

A4 Advertisement Sizes (w) Width x (h) Height	Trim Size (mm)	Bleed (mm)	Type Area (mm)
A - Double Page Spread	420 x 297	426 x 303	400 x 277
B - Full Page	210 x 297	216 x 303	190 x 277
C - Half Page Horizontal	210 x 145	216 x 151	190 x 135
D - Half Page Vertical	100 x 297	106 x 303	90 x 277
E - Front Cover Island	144 x 208	150 x 214	134 x 198
F - Third Page Bookend	-	-	50 x 277
G - Quarter Page Portrait	-	-	90 x 135
H - Quarter Page Horizontal Strip	-	-	190 x 65



## FILE FORMAT

- High resolution PDF compliant to PDF/X-1a.
- File should be CMYK, images should be high resolution 300 dpi, with all fonts embedded.
- File should contain printers marks and show bleed if applicable.

Any file supplied non-CMYK may print with unexpected results due to possible colour shifts during CMYK conversion.

## DELIVERY METHODS

**Email:** PDF / ZIP file to: [dan@watermagazine.co.uk](mailto:dan@watermagazine.co.uk)

**Alternatively you may email a link to a cloud based storage system such as [Download.com](https://www.download.com)**

If you require any assistance please contact:

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**E:** [dan@watermagazine.co.uk](mailto:dan@watermagazine.co.uk)

# website **advertising** rates

## TOP STRIP HEADER

SHARED CAROUSEL **£500** per month

A traditional strip advert at the very top of every page, including the home page

## NEWS SIDEBAR

SOLUS **£400** per month - SHARED CAROUSEL **£200** per month

A rectangular shaped advert in various locations on the website

## FOOTER

SHARED CAROUSEL **£400** per month

A rectangular shaped advert in the footer of every page, including the home page

## CLASSIC STRIP

SOLUS **£300** per month - SHARED CAROUSEL **£150** per month

A traditional strip advert in various locations on the website

ONLINE SUPPLIER DIRECTORY YEARLY RATE **£350**

All prices subject to VAT at standard rate.



# website **mechanical** specs

## TOP STRIP HEADER

**DURATION:** MONTHLY  
**TYPE:** SHARED CAROUSEL  
**POSITION:** ALL WEBSITE PAGE HEADERS  
**ARTWORK SIZE TO BE SUPPLIED:**  
792 pixels wide x 100 pixels high

## CLASSIC STRIP

**DURATION:** MONTHLY  
**TYPE:** SOLUS OR SHARED CAROUSEL  
**POSITION:** BODY OF SET WEBSITE PAGES  
**ARTWORK SIZE TO BE SUPPLIED:**  
1392 pixels wide x 160 pixels high

## NEWS SIDEBAR

**DURATION:** MONTHLY  
**TYPE:** SOLUS OR SHARED CAROUSEL  
**POSITION:** BODY OF SET WEBSITE PAGES  
**ARTWORK SIZE TO BE SUPPLIED:**  
432 pixels wide x 280 pixels high

## FOOTER

**DURATION:** MONTHLY  
**TYPE:** SHARED CAROUSEL  
**POSITION:** ALL WEBSITE PAGE FOOTERS  
**ARTWORK SIZE TO BE SUPPLIED:**  
312 pixels wide x 280 pixels high



## FILE FORMAT

- File should be saved as GIF or JPG.
- File must be under 1MB in size.
- Static image for carousel positions.
- Animated artwork can appear in solus positions.

Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera, Safari and Google Chrome browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

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# contactus

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