

# Institute of Water



## ABOUT THE INSTITUTE OF WATER

The Institute of Water is the only professional body that exclusively supports the careers of anyone working in the UK water sector.

Formed in 1945, the purpose of the Institute of Water is to promote the advancement of industry knowledge and practice to its Members and the wider water industry.

## OUR MEMBERS

Membership demonstrates professionalism and is open to anyone working within the water sector, at any level and from any discipline, regardless of qualifications or experience.

We offer Membership on an individual or a company basis and boast some of the water industry's key players as long time Members.

## BENEFITS OF MEMBERSHIP

The benefits of Membership of the Institute of Water include:

- Route to Professional Status (CEng, IEng, EngTech, REnvTech, CEnv, CSci, RSci, RSciTech)
- Mentoring
- National and regional events
- Networking
- Online CPD
- Quarterly Journal
- Awards and accolades
- E-newsletters
- Discounts and special promotions

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# Institute of Water

## ADVERTISING

The Institute of Water Journal is mailed directly to over 2,500 Institute of Water Members and subscribers. Recipients include senior figures and decision makers at leading Water Utility organisations and their suppliers, contractors and regulators.

Advertising in the Institute of Water Journal offers you the opportunity to reach this unique audience in a number of different ways, each one designed to suit your business needs – from display advertisements to company profiles, right the way through to business card listings. Among the many benefits:

**Prestige:** A great way to project your company or product.

**Profit:** Brings your sales message to the most influential and significant buyers in the marketplace.

**Information:** Offers businesses and manufacturers the chance to give the market a clear explanation of the state of your business, which is of great importance to shareholders, customers and suppliers.

**Introduction:** Whether you are a new company or an existing and established business, there are always new opportunities and potential clients. The Institute of Water Journal can help you reach them!

**Brand Awareness:** Builds on your strengths within the marketplace by either building on recognised branding or affirming your industry standing.

**Confidence:** Creates confidence among existing and potential customers.

**Image:** Projects your company to the wider sector/business community and enhances your reputation.

To advertise, call Martin Jamieson on 0845 884 2333

Email: [martin.jamieson@distinctivegroup.co.uk](mailto:martin.jamieson@distinctivegroup.co.uk)

Distinctive Publishing LTD

Unit 6b, Floor B, Milburn House, Dean Street, Newcastle NE1 1LE

## DISPLAY ADVERTISING AND PROMOTIONAL EDITORIAL

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

## BUSINESS CARD DIRECTORY

Business card size advert-style listings by industry sector category, incorporating colour logo / up to 20 word company description / contact details including 1 named contact if desired.

Allows regular exposure to our water utility and civil engineering members (and non-members) at minimal cost - £85 per quarter (4 quarter campaign)

## WEB BANNERS

Why not advertise on the Institute of Water website. Membership with the Institute of Water revolves around the website which acts as a central hub for our news, events and admin procedures. If you're looking to get your brand/company out there then this is a great place to start!

Between July 1st 2013 and July 1st 2014 our website received 170,623 page views with 27,801 unique visitors.

We're offering a maximum of 6 website banners which alternate every (circa) 6 seconds at the head of every page of [www.instituteofwater.org.uk](http://www.instituteofwater.org.uk)

Booking options:

6 months @ £350 per month	£2100 + VAT
12 months for the price of 10	£3500 + VAT

You can change your banner as often as you like, you simply need to send us your artwork. Banners are sized 728px x 90px and can include a click through to a website of your choice.

## JOURNAL MECHANICAL DATA

Full Page Trim Size	297 x 210mm
Type Area	275 x 182mm
Bleed	303 x 216mm
Half Page Horizontal	115 x 180mm
Half Page Vertical	264 x 86mm
Quarter Page Horizontal	62 x 180mm
Quarter Page Vertical	115 x 86mm
Double Page Spread	297 x 420mm (trim area)
	275 x 394mm (type area)
	303 x 426mm (bleed)

## SUPPLIED ARTWORK

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied in InDesign or Illustrator. We accept images in Adobe Photoshop or Adobe Illustrator. Images can be a Tiff or EPS. Please ensure that all fonts and images are supplied. All images should be supplied to 300 dpi minimum. A high resolution PDF is also acceptable.

Artwork can be supplied on a CD, flash disk or sent via email:

**production@distinctivegroup.co.uk**

Please indicate clearly if any artwork is being supplied in Jpeg format.

A colour proof should be supplied.

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

## INSTITUTE OF WATER HEAD OFFICE

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## INSTITUTE OF WATER JOURNAL PROPOSED FEATURES LIST 2015

### First Quarter - Distribution w/c February 16

- Big Data ● Knowledge Management ● About the Institute ● IWA
- Communicating with the Customer ● Regulators

### Second Quarter - Distribution w/c May 11

- Climate Change ● Population Change ● Renewable Energy
- Future of Water ● Conference Preview Supplement

### Third Quarter - Distribution w/c August 18th

- Water Assets ● Rivers ● Floods ● Thames Tideway
- Attracting People to the Industry ● Conference Review Supplement

### Fourth Quarter - Distribution w/c November 17th

- Green STEM Initiatives ● Public Health ● Social Tariffs - Water Poverty ● HS2

\*\*\*Regular quarterly features: Asset Management, Wastewater Solutions, Pipeline Technology

Word Count Guide - 1 page article with 2 pictures - 600 words  
2 page article with 2/3 pics - 800-1000 words

Non-Features List Editorial - considered on submission: contact Dan Barton.

Distribution – two thousand, five hundred copies are mailed to members, subscribers, Managing Directors and Chief Executives of the Water Service and Supply Companies, Water Authorities, key personnel and decision makers throughout the Water Industry.