





## Your audience is our business. They're waiting to hear from you

With increasing demand from factors such as increased industrialisation, drought, growing populations and competition for water resources, the desalination industry is growing, albeit slower than at the start of this decade.

No one has a better grip on this market than *Global Water Intelligence*. With our own researchers stationed around the globe to report on what is actually being contracted, and glean the true geopolitical picture, we provide data and forecasts in all formats to help subscribers plan effectively for the future. With two dedicated desalination websites, the *IDA Desalination Yearbook*, webinars, weekly newsletters and regular emails to a subscribed desal audience, we reach out across the world with data, news and analysis.

With new strategies and technologies more in demand than ever, it's time to advertise in our desal publications - to raise your company profile and promote your products and services within this highly fragmented and competitive industry.

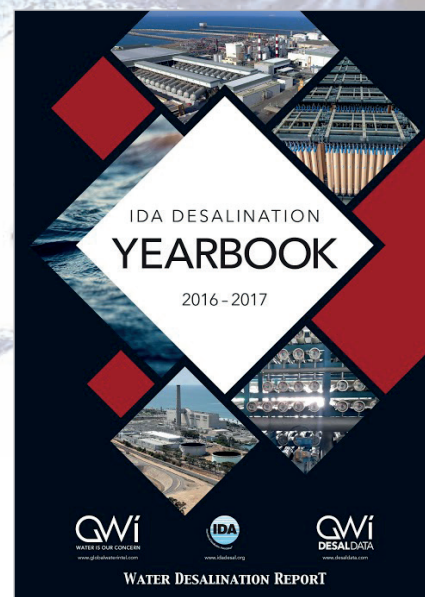
Finding advertising channels that meet your needs is becoming challenging in a rapidly evolving age. As such, GWI is taking its traditional online and offline advertising and making something new. We offer a powerful combination of print and digital opportunities, and welcome collaboration with our clients to create advertising and partnership opportunities tailored to your audience.

For over 15 years we've been building a community of high level executives and key water industry stakeholders through our publications and events.

Advertise with GWI and build your visibility, establish yourself as a thought leader and make meaningful connections with a powerful audience that will drive your business forward.

**“ The information contained in GWI has always been helpful for setting clear directions for our business. ”**

Won Kang, Senior Manager, Water Business Group, Doosan Heavy Industries & Construction



## WATER DESALINATION REPORT

**QWi**  
**DESALDATA**

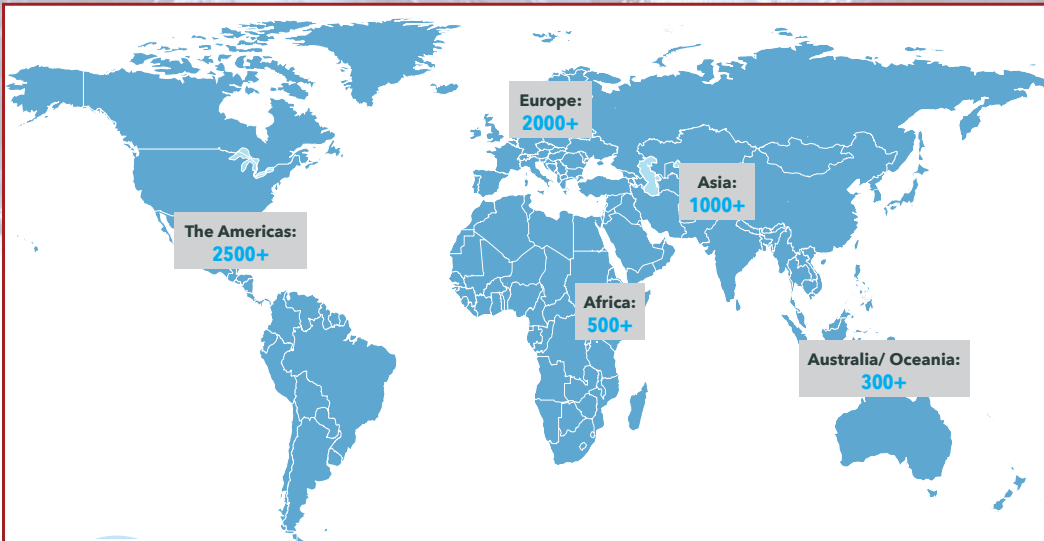
**“ WDR provides the exposure we need to get in front of decision makers and project leaders in our specialised market. It also provides a great opportunity to share our solutions and new technologies with the industry. ”**

Alisha Cooley, Marketing Supervisor, Fluid Equipment Development Company (FEDCO)

**For more information tel: +44 7590 287 178 or email: [rn@globalwaterintel.com](mailto:rn@globalwaterintel.com)**

## IDA Desalination Yearbook | Print & Digital

### WHO READS THE IDA DESALINATION YEARBOOK?



Every continent relies on desalination as an essential source of fresh water, and the market continues to grow as new plants and upgrades are contracted. Decision-makers around the world will be reaching for the IDA Desalination Yearbook. Make sure your company and expertise stands out from the crowd.

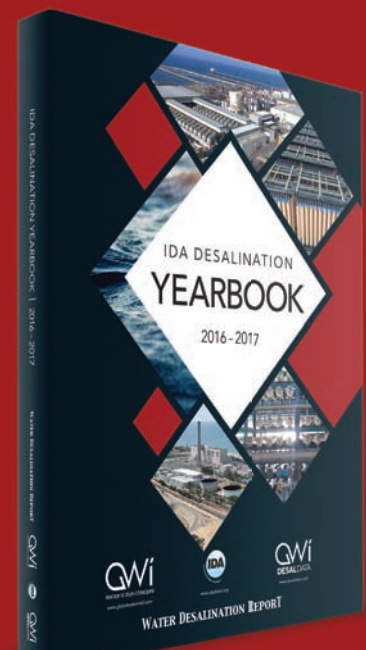


### THE IDA DESALINATION YEARBOOK: THE GO-TO INFORMATION RESOURCE FOR THE GLOBAL DESALINATION INDUSTRY

Distributed as a controlled circulation publication, The *IDA Desalination Yearbook* is circulated to an annual readership of 5000+ qualified members of the International Desalination Association and paying subscribers to Global Water Intelligence Magazine, Water Desalination Report, DesalData, WaterData and Ultrapure Water Journal publications.

Non-subscribers can apply for limited readership via the Supplier Guide on Desalination.com where Yearbook advertisers receive a complementary 'featured' profile - this section of the site was visited by 19,490 unique users in 2016 and received a total of 26,917 pageviews.

**VISIT [DESALINATION.COM](http://DESALINATION.COM)**



**For more information** tel: **+44 7590 287 178** or email: [rn@globalwaterintel.com](mailto:rn@globalwaterintel.com)



## IDA Desalination Yearbook | Print & Digital

### DISPLAY ADVERTISING OPTIONS

#### Extended entry listing

A plant listing in the directory section with your colour logo and 200 word company profile.

**Price: £1755/\$2700**



#### Full Page

A full colour full page advert

**Price: £4445/\$7000**

#### Half Page

A full colour half page advert

**Price: £2460/\$3800**



### ONLINE ADVERTISING WITH THE IDA DESALINATION YEARBOOK

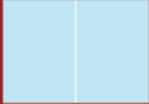


Your entry in the IDA Yearbook also appears online at no extra cost on [desalination.com](http://desalination.com). The [Supplier Guide](http://desalination.com) is the online IDA Desalination Yearbook reference directory – a trusted resource amongst International Desalination Association member companies and all companies looking to build presence in the desalination market. Add your company advert to the directory, be featured online, and generate traffic from every segment of the industry - from operators who will use this guide to find potential suppliers to technology providers, and EPC contractors who will check in to sound out their competition.

It is a captive audience. Your advert will be the first thing that attracts their attention as they search for market intelligence, a new supplier or a potential partner. Advertising exposure on [desalination.com](http://desalination.com) is a must for any company working in desalination.



## IDA Desalination Yearbook | Rates & Specifications

### PRINT SPECIFICATIONS:

Orientation:	Premium IFC, IBC, OBC	Double Page Spread	Full Page	Half Page
				
Bleed in mm: (W x H)	215 x 302	430 x 307	220 x 307	220 x 158
Print Area in mm:	210 x 297	420 x 297	210 x 297	210 x 148

### PRINT ADVERTISING RATES:

Advert Option	1 x GBP	1 x USD
Premium IFC, IBC, OBC•	5,265	8,200
Double Page Spread•	5,845	9,100
Full Page•	4,445	7,000
Half Page•	2,460	3,800
Extended Listing	1,755	2,700

\*Includes Extended Entry

### ACCEPTED PRINT TYPES:

**PDF** - (preferred) Press Optimised

**PDF/X-1a**. – Industry standard fonts must be embedded

**EPS (CMYK)** – All fonts and graphics to be included in the file

**TIF/JPG (300 dpi)** – Dimensions must be consistent with purchased ad size

### DELIVERY OPTIONS:

**Email** (For files under 15MB): Please email your artwork to Kirsty Hewitt – [khewitt@globalwaterintel.com](mailto:khewitt@globalwaterintel.com)

**IDA Yearbook advert booking deadline:** 30th June 2018

**Publication Date:** 1st September 2018

