



Global Water Intelligence

MEDIA PACK 2018



V.1 April 2018



Our Mission

We build a community out of a fragmented market. We assemble and serve the key influencers in the water sector – and all sectors that intersect with the industry – with the data, intelligence and networking opportunities they need to do their day-to-day business.

Global Water Intelligence sits at the heart of the water industry and we put our advertisers at the centre of this community. We offer you more than just advertising; you become our partners. We want you to connect with our audience in the most meaningful and productive way, because it's better for them and it's better for you.



Advertising in GWI ensures that our products and company will get high exposure and be seen by everyone in the water industry.

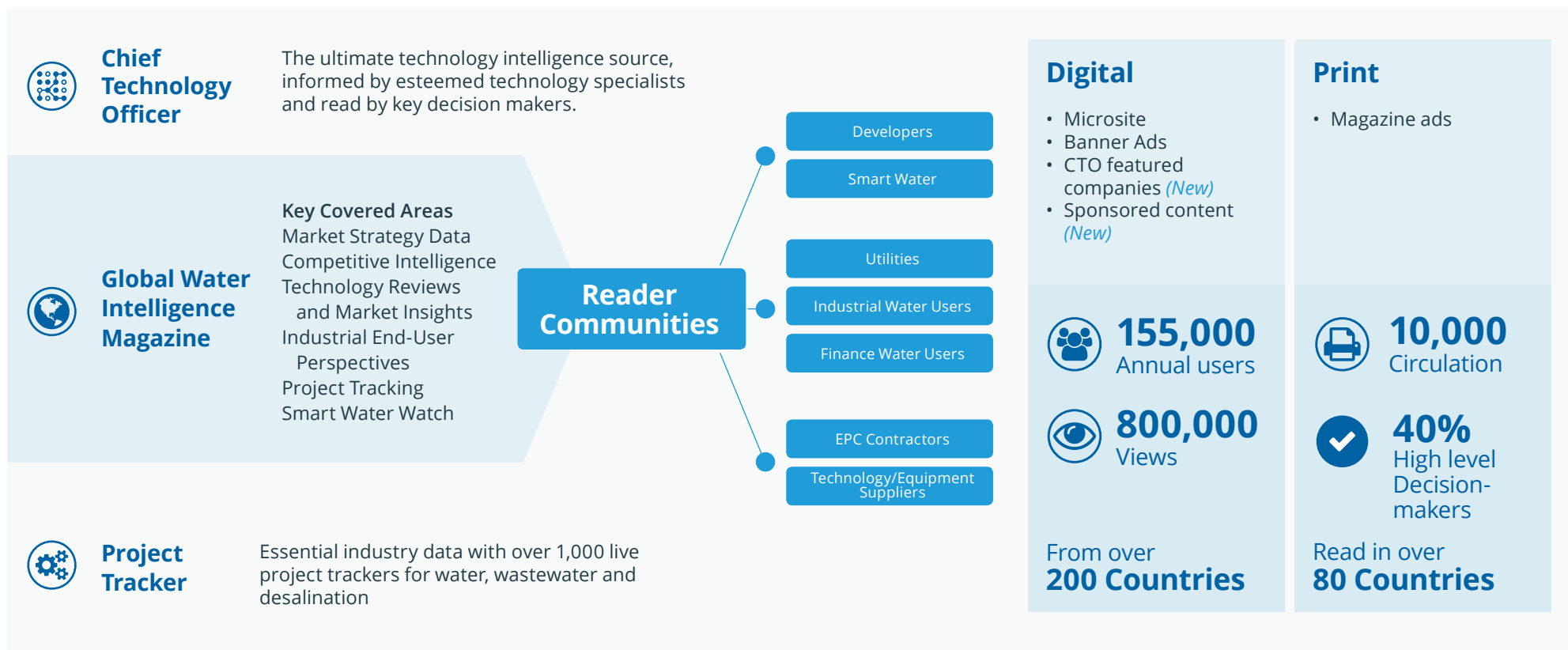
Elena Reyna Monsterio,
Marketing and Communications
Director, Acciona Agua



OUR PRODUCTS

Global Water Intelligence | Our Flagship Publication

Providing Monthly Analysis to High-level Decision Makers globalwaterintel.com



OUR PRODUCTS

Desalination products



Water Desalination Report



Weekly need to know desal news since **1965**



19,000
Annual users



68,000
Views

Digital

Banner ads

Sponsorship logos

Print

Selected Special Issue print editions distributed at key desalination events



IDA Yearbook



The only fully inclusive desal directory of unparalleled range



19,000
Annual users



68,000
Views

Digital

Banner ads

Extended Listings

Print



5,000
Circulation



DesalData



Unrivalled market forecasts, with over **19,000** desalination projects and plants



11,000
Annual users



131,000
Views

Digital

Banner ads

Webinar ads

Reader communities

- Suppliers
- Contractors & Operators
- Municipal
- Industrial
- Consultants
- Academic
- Finance

OUR PRODUCTS

Email Marketing

GWI Briefing

16,000

Reach

**GWI Magazine
Distribution**

15,000

Reach

WDR Distribution

+5,000

Reach

Conference Bulletin

7,500

Reach

**Content
Marketing
Bespoke**

New
**CTO Distribution
Banner Ads**

ONLINE



Sponsored Content globalwaterintel.com only

A new advertising focus for GWI. A valuable partnership for your business. We've transformed the way we promote our advertising partners, championing a more meaningful way of engaging with potential customers. Align your brand with our cutting-edge content, and be part of our industry-wide thought leadership. By providing sponsored content on our flagship website, you will present yourself as a key source of industry intelligence that our readers will value, as they look to our website to build their business plans & partnerships.

Content Partner

Exclusive to one company, entire channel for their content, priority placement on pages

£6,000 / \$8,960 Monthly

Content Sponsor

Up to 6 content sponsors, rotating shared position

£4,500 / \$6,560 Monthly



Corporate Microsites globalwaterintel.com only

Build a bespoke online hub for your business on our website, accompanied by online advertising. Raise the visibility of your brand, promote company updates, or use your microsite as a platform for your own internal campaign or solution offering.

Microsite

Bespoke online company hub

£9,000 / \$12,440 Monthly

ONLINE

Digital Advertising

Our advertising space is limited to just a few positions across our websites ensuring a high degree of exclusivity and guaranteeing maximum impact.



Leaderboard

Make an immediate impression and be seen first on the page.



Skyscraper

Enabling a large space for a message and remaining visible to the user throughout the site.



Featured Companies in CTO

Feature your company in the ultimate technology intelligence source, informed by esteemed technology specialists and read by key decision makers.



Half Page

A prominent position on the home page, alongside GWI content throughout the website.



Medium Rectangle

Embedded within content across multiple sites.

ONLINE

Digital Advertising Specifications

Format	Dimensions	Delivery Format	Globalwaterintel. com	DesalData. com	Desalination. com	Price (based on 1 month, multiple discounts apply)
Leaderboard	728 x 90	.swf .gif .png .jpg	✓	✓	✓	£1,755 / \$3,005
Skyscraper	120 x 600	.swf .gif .png .jpg		✓		£1,405 / \$2,405
Premium Half Page	300 x 600	.swf .gif .png .jpg				£645 / \$1,000
Half Page	300 x 600	.swf .gif .png .jpg	✓		✓	£1,405 / \$2,405
Half Page – article download	300 x 600	.swf .gif .png .jpg				£550 / \$930
Medium Rectangle	300 x 250	.swf .gif .png .jpg			✓	£935 / \$1,585
Featured Companies in CTO	Logo & Text		✓			£250 / \$360

Prices for multiple adverts and campaigns on request. For Full Prices contact Media Business Manager rn@globalwaterintel.com

EMAIL



Email Marketing

Include your advert in our emails to a captive audience of industry-leading registered subscribers, who have all opted in to receive information from our trusted clients and partners.

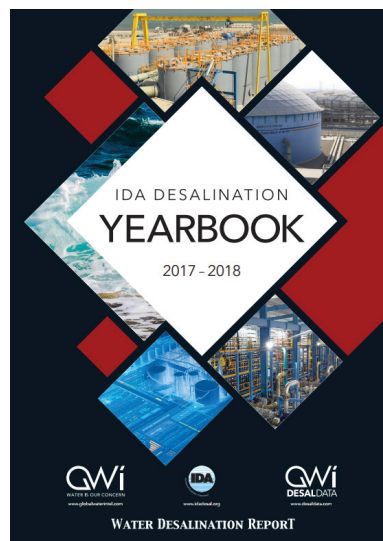
Type	Advertising Options	Weekly	Monthly	Adhoc	Reach	Price
GWI Magazine Distribution	Leader Logo & Text					£1,520 / \$2,585
	Project Tracker & Text		✓		15,000+	£1,520 / \$2,585
	Vertical Banner					£1,370 / \$2,330
Chief Technology Officer (CTO) *New	Logo & Text		✓		15,000+	£1,520 / \$2,585
						£1,520 / \$2,585
						£1,370 / \$2,330
WDR Distribution	Leader Logo & Text					£1,295 / \$2,220
	Project Tracker & Text	✓			5,000+	£1,295 / \$2,220
	Vertical Banner					£1,140 / \$1,945
GWI Briefing	Vertical Banner	✓			16,000+	£935 / \$1,585
Conference Bulletin	Logo & Text		✓		7,500+	£700 / \$1,190
	Vertical Banner					£525 / \$895
DesalData Webinar	Logo & Text			✓		£1,295 / \$2,200
	Vertical Banner					£1,140 / \$1,945
Sponsored Content Marketing	Full or half page banner			✓	Varies	Priced according to chosen scope

PRINT



QWi Magazine

Offers exclusive monthly analysis of market developments and regional trends in water, desalination and project financing, and industry-leading technology coverage, to high-level decision makers.



The IDA Yearbook

Circulated in print to qualified members of the International Desalination Association and online to paying subscribers to Global Water Intelligence Magazine, Water Desalination Report, DesalData, WaterData and Ultrapure Water Journal publications.



Water Desalination Report

The key source of desalination news since 1965, providing weekly updates on mergers and acquisitions, projects and products. This concise publication is read by high level water treatment industry executives across the world.

PRINT

Print Specifications

Format	Dimensions (mm)	GWl Magazine	CTO Supplement	IDA Yearbook	WDR	Price
Double Page Spread	420 x 297			✓		£6,445 / \$9,945
Full page	210 x 297	✓	✓	✓	✓	GWl £3,860 / \$6,560 IDA £4,445 / \$7,650
Half page	190 x 130	✓		✓	✓	GWl £2,575 / \$4,370 IDA £2,460 / \$4,155
Half page island	125 x 190	✓				GWl £2,575 / \$4,370 IDA £2,460 / \$4,155
Third page (vertical)	65 x 250	✓				£1,930 / \$3,280
Third page (horizontal)	190 x 80	✓				£1,930 / \$3,280
Quarter page	115 x 125	✓				£1,550 / \$2,625
Carrier Sheet		✓				£1,755 / \$1,640 (3 months)
Extended Listing				✓		IDA £1,775 / \$2,950
Footer Advert					✓	WDR £2,250 / \$3,280
Sponsorship Logo					✓	£700 / \$1,200

Bleed of 5mm. See Submission Instructions for full specifications.
For multiple adverts and campaigns contact Media Business Manager rn@globalwaterintel.com

EDITORIAL CALENDARS

QWi Magazine Editorial Calendar & Conference Distribution (Jan-Aug)

QWi Magazine's content focuses on prevailing market conditions and current discussions, which is why top executives reach for it every month and keep each issue for reference. However, there is a content plan below for annual items and CTO topics, including the bonus distributions to 6,000 conference delegates around the world each year.



Month	Topics	Deadlines	Bonus Distribution
January	Global Water Stocks Review 2017 CTO: Landfill leachate treatment	Materials Deadline: 11 January Publication Date: 18 January	World Water-Tech Innovation Summit, 20-21 February, London, UK UAE Water Expo 8-10 February, India
February	Global Water Awards Shortlist 2018 CTO: China UF/MF membranes	Materials Deadline: 8 February Publication Date: 15 February	Water Sofia 27-29 March, Bulgaria Water Show Africa 27-28 March, Johannesburg 2018 Membrane Technology Conference 12-16 March- AWWA/AMTA, Florida
March	CTO: Ion exchange media	Materials Deadline: 8 March Publication Date: 15 March	Asia Water 10-12 April, Malaysia Global Water Summit 2018 15 – 17 April, Paris
April	US Contract operations market review CTO: Advanced oxidation processes	Materials Deadline: 5 April Publication Date: 12 April	OzWater 2018 8-10 May, Brisbane, Australia IFAT 2018, 14-18 May, Munich, Germany
May	Global Water Awards Winners 2018 Global Water Summit 2018 Review CTO: Energy efficient aeration	Materials Deadline: 10 May Publication Date: 17 May	ACE, 11-14 June, Las Vegas, USA Aquatech China 31 – 2 June, Shanghai, China
June	CTO: New tech for arsenic removal	Materials Deadline: 14 June Publication Date: 21 June	Singapore Water Week, 8-15 July, Singapore
July	CTO: Aquaporin membranes	Materials Deadline: 12 July Publication Date: 19 July	
August	CTO: Algae in wastewater	Materials Deadline: 9 August Publication Date: 21 August	IWA World Water Congress & Exhibition 2018, 16- 21 September, Toyko, Japan WEFTEC, 29- 3 October, New Orleans, USA Aquatech Mexico, 4-6 September, Mexico-city
September	Global Water Tariff Review CTO: Odour control	Materials Deadline: 13 September Publication Date: 20 September	

EDITORIAL CALENDARS

GWl Magazine Editorial Calendar & Conference Distribution (Sept-Dec)

October	CTO: Water treatment in the mining sector	Materials Deadline: 11 October Publication Date: 18 October	American Water Summit 2018
November	CTO: Meeting the stormwater challenge	Materials Deadline: 8 November Publication Date: 15 November	
December	CTO: Metals recovery from wastewater and sludge	Materials Deadline: 6 December Publication Date: 13 December	

Water Desalination Report Special Issues

Water Desalination Report is usually available digital only. These special issues cover a key industry event, drawing attention to exhibitors and their technologies on offer. They are distributed throughout the event and available in digital format.

Event	Month	Issue
Produced Water Society Conference 13-16 February, Houston, Texas	February	1 Issue
AMTA/AMTA Membrane Technology Conference 12-16 March, Palm Beach, Florida	March	2 Issues
Global Water Summit & Global Water Awards 16-17 April, Paris	April	1 Issue
Singapore Water Week 8-12 July, Singapore	July	2 Issues
EDS Desalination for the Environment 3-6 September, Athens	September	2 Issues

WATER DESALINATION REPORT

The international weekly for desalination and advanced water treatment since 1965

Volume 55, Number 21 19 June 2017

California
DESAL PROJECTS SOUGHT FOR FUNDING
As the state agency responsible for managing California's water resources, the Department of Water Resources (DWR) works with other agencies to protect, restore and enhance the natural and human environments. It also provides grants to local agencies for the planning, design and construction of desalination and stormwater desalination facilities, and provides grants for pilot, demonstration and research projects.

Since 2005, the DWR has conducted three rounds of desal funding using its popular Proposition 50 funding program. Last week, the agency issued a final proposal solicitation (PSF) for a planned fourth round of funding, using primarily Proposition 1 funds.

Proposition 1 was passed by voters in November 2014 and provides \$725 million for grants/loans for water recycling and advanced treatment, which include \$100 million allocated for desalination, of which 7 percent is reserved for local and program administration.

The PSF contains program rules and procedures with descriptions of the agencies that can apply, and application instructions. The types of projects that will be considered are:

- **Construction projects** consisting of a full-scale permanent desal facility and related infrastructure for municipal water supply project.
- **Feasibility Study** projects used to determine the need for a water supply project.
- **Environmental Documentation** projects for compliance with CEQA or National Environmental Policy Act (NEPA) where the basic feasibility study has already been completed.
- **Design Pilot** projects that are small-scale prototypes for a full-scale project or a full-scale component of a project.
- **Research Pilot** projects are small-scale prototypes for a full-scale device, equipment, process or other technology.

Applications received by the 1 September proposal deadline will be reviewed according to the selection criteria, and a draft list of proposals recommended for grant funding will be released for public comment in early November. The final selected projects will be announced on 1 December.

Two public workshops to discuss and clarify information about the PSF application requirements and technical process will be held in Los Angeles and Monterey on 1 August and 3 August, respectively. For more information, including the full PSF, go to <http://www.dwr.ca.gov/desalination2017/psf.cfm>

Tunisia
CONSULTANT SOUGHT FOR SWRO PROJECT
Tunisia's National Society of Water Exploration and Distribution (SONED) has opened a prequalification process to select a technical advisor to assist in the construction of a new seawater desalination plant. The scope of the work covered by the advisor includes evaluation of bids, verification of company execution files, monitoring and quality control of works, review and follow-up of disbursements and preparation of progress reports.

The SWRO project's first phase will have an initial capacity of 50,000 m³/d (13.2 MGD), and the plant must be capable of being expanded to 100,000 m³/d. It is intended

Global Contracted Desal/Reuse Capacity, 2013-2020
from 2017 QWl Desalination and Water Reuse market report

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QWI
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SUBMISSION INSTRUCTIONS

Print

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

*Loose Inserts: Advertisers are responsible for designing and printing inserts, which must be shipped directly to GWI's mailing house.

Delivery Methods

Email: (For files under 15MB) Please email your artwork to Kirsty Hewitt — khewitt@globalwaterintel.com

Post: Physical material to be sent to: Media Analytics Ltd, Suite C, Kingsmead House, Oxpens Road, Oxford OX1 1XX, UK.

ARTWORK DEADLINE: Contact rn@globalwaterintel.com for deadline rates and specifications for any advertising not specified.

Digital

Including Online and Email Marketing:

Leaderboard Banner, 728 x 90 pixels
Half Page Banner, 300 x 600 pixels
Skyscraper Banner, 120 x 600 pixels
Medium Rectangle Banner, 300 x 250 pixels

We accept: SWF, GIF, PNG and JPG.
Files should be no larger than 30KB.
All files should be provided with a URL to create a weblink.

Contacts

Advertising Sales Contacts:

Initial Sales Enquiries:
Ruth Newcombe, Media Business Manager,
rn@globalwaterintel.com +44 7590 287 178

Delivery of Advert Material:
Kirsty Hewitt, Sales Coordinator,
khewitt@globalwaterintel.com +44 (0)1865 204 208
Fax: +44 (0)1865 204 209