

waterline

The Journal of the Water Management Society

MEDIA INFORMATION PACK



PUBLISHED BY:
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WMSoc website:
www.wmsoc.org.uk

Waterline website:
www.waterline.digital



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The Journal of the Water Management Society

waterline is mailed free of charge to members of the Water Management Society and subscribers. The journal provides up-to-date industry news and continues to be a comprehensive source of information for members within the industry.

The journal is published quarterly and features: technical papers and articles; what's new in water management, products and systems; case studies; publication lists; training course updates; upcoming events and seminars.

waterline covers the following areas:

- Energy Management
- Engineering
- Facilities Management
- Health & Safety / Risk Assessment
- Healthcare
- Legionella Control
- Manufacturing
- Training
- Waste Management
- Water Treatment and Associated Services

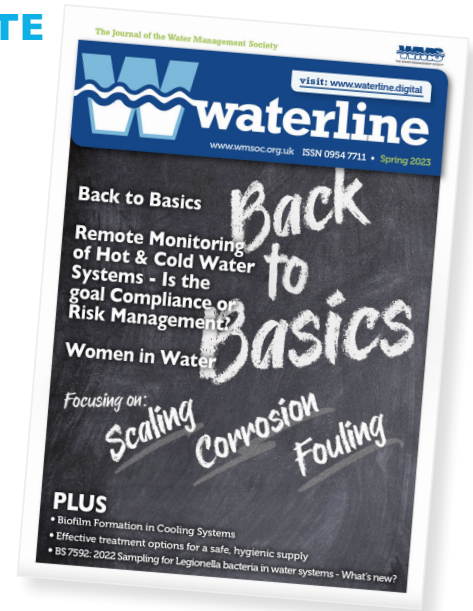
THE WATERLINE WEBSITE

waterline now has its own website, which can be found at:

www.waterline.digital

The **waterline** website offers additional content that compliments the physical publication but it also offers a new platform for advertisers to promote their products and services. Commercial adverts can be placed throughout the **waterline** website and printed publication.

Please see advertising rates section for more information.



With a readership of close to 2,000 for the printed journal and an on-line hit rate of over 10,000 per month, **waterline** welcomes any articles relating to water management that would be of interest to our readers. All articles must be non-commercial and industry-relevant, and can be any length from half a page to a double page spread. Images are always welcome.

News articles such as product updates, forthcoming conferences, new contracts or publications or new members of staff, are also of interest and these will feature in Contracts, Products & Publications. All editorial content is published free-of-charge and submitted articles are reviewed by the Editorial committee before publishing.

Email: waterline@wmsoc.org.uk

Advertising with **waterline** reaches an extensive readership within the water management and treatment industry. It enables advertisers to connect with individuals and companies who are in the market to purchase products, systems, services and equipment. **waterline** is an opportunity to generate real sales enquiries and there is also provision to publicise industry-related recruitment opportunities.



Visit: www.waterline.digital

ADVERTISING RATES - PRINTED PUBLICATION

	TYPE AREA	TRIM	BLEED	PRICE
Full page	297 x 210	277 x 190	303 x 216	£635
Double page spread	297 x 420	277 x 400	303 x 426	£999
Half page horizontal	120 x 190	120 x 190	-	£360
Half page vertical	252 x 90	252 x 90	-	£360
Quarter page	125 x 90	125 x 90	-	£165
Inside front cover	297 x 210	277 x 190	303 x 216	£999
Inside back cover	297 x 210	277 x 190	303 x 216	£635
Back cover	297 x 210	277 x 190	303 x 216	£999

ALL PRICES EXCLUDE VAT

ADVERTISING RATES - WEBSITE ADVERT IMAGE LINKS

No. OF MONTHS	SIZE (PIXELS)	3	6	12
Premium Page Banner	555 x 80	£765	£1,428	£2,550
Main Tile Banner	262 x 249	£500	£950	£1,800
Side Tile Banner	165 x 150	£200	£380	£700
Product Spotlight	263 x 135	£175	£300	£550
Recruitment Advert Pack			£150 (Per month)	

ALL PRICES EXCLUDE VAT

COPY DATES - Waterline is published around the 3rd week in April (Spring), July (Summer), October (Autumn) and January (Winter). All artwork is required in the preceding month before the relevant issue - please contact us for exact copy dates.

ARTWORK - All adverts are to be supplied as high resolution, print ready PDFs and saved as CMYK colour (not RGB). For Full Page adverts please include 3mm bleed on all edges.

Please email artwork to waterline@wmsoc.org.uk along with a completed order form clearly stating your requirements.

ADVERT DESIGN - Design service available at a competitive cost, please contact us for further details. Online animated .gif adverts possible for premium and side tile banners, +20% on pricing.

See all our bundles on the next page.

E-FLYER advertising:

SEND AN E-FLYER TO OUR SUBSCRIBER LIST

ADVERTISE IN OUR CURRENT ISSUE WATERLINE E-FLYER <i>Sponsor the current Waterline issue e-flyer. Includes logo and link. For current advertisers ONLY.</i>	£50
ADVERTISE IN OUR NEXT E-BULLETIN (WMSoc NEWS EMAIL) <i>Take a line in one of our regular news e-bulletins. Includes a short paragraph, logo and link.</i>	£250
BASIC E-FLYER <i>Create a basic HTML e-flyer with your content (links can be included), and we'll distribute it.</i>	£1,000
BESPOKE E-FLYER <i>We'll create the e-flyer for you (we will require content to be supplied).</i>	£1,500

Waterline Advertising Bundles offer exceptional value for creating multichannel marketing campaigns.



ADVERTISING BUNDLES



Place any advert in our printed publication and bundle on an extra advert in our Current Issue e-flyer for JUST £50!

This sponsor advert includes your company logo and web link. The Current Issue e-flyer is sent to thousands of recipients after the printed issue has been distributed.



Place any advert in our printed publication and bundle on an advert on the Waterline website for JUST £100!

This side tile banner hosts a weblink image of your products or services. The website advert will be hosted for 3 months once the printed issue has been distributed.



Place any advert in our printed publication in all four issues of 2024 and choose one option from the following:

- Free Product Spotlight
- Premium Webpage Banner - 12 months for the price of 6
- Premium Webpage Banner - 6 months for the price of 3
- Main Tile Banner - 12 months for the price of 6
- Main Tile Banner - 6 months for the price of 3
- Side Tile Banner - 12 months for the price of 6
- Side Tile Banner - 6 months for the price of 3

SEE PREVIOUS PAGES FOR PRICES



Book a basic or bespoke e-flyer and choose one option from the following:

- Free Product Spotlight - 3 months
- Premium Webpage Banner - 3 months (£150 Discount)
- Main Tile Banner - 3 months (£100 Discount)
- Side Tile Banner - 3 months (£40 Discount)

SEE PREVIOUS PAGES FOR PRICES

Companies may provide, for a fee, an advertisement or advertorial¹ for publication in Water Management Society's Waterline magazine. Marketing communications must not falsely claim or imply that the marketer is acting as a consumer or for purposes outside its trade, business, craft or profession. Marketing communications must make clear their commercial intent, if that is not obvious from the context. All advertisements shall be easily recognisable as such. Any advertorial items will appear within the printed magazine with the heading 'advertisement feature'. The acceptance of a paid advertisement does not imply WMSoc endorsement of the advertised product, service or company, nor any of the claims made by the advertisement. Advertisers making claims are expected to have relevant research data that substantiates these claims and the research or citation is to be made available on the vendor's website or, where proprietary interests exist, be made available upon request. Advertising does not influence editorial decision or content. WMSoc reserves the right to refuse, reject, or cancel any advertisement for any reason at any time without liability or explanation. ¹ An advertorial is an advertisement feature, announcement or promotion, the content of which is controlled by the marketer and not the publisher, that is disseminated in exchange for a payment or other reciprocal arrangement.