

WATERForum

INDUSTRIE MAGAZINE

THE leading trade magazine for and about Industry and Water with independent information on developments within the water chain and water management for industrial water managers (corporate and government) involved in the quality and quantity of drinking, process and waste water, and the management of sewage systems and surface water in industrial processes.

Publisher NovaForum Business Media BV
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Circulation 5,000: Reaches 7,500 water professionals
Publication dates + themes 2008

- 7 March Focus on outsourcing of water services
- 7 March WaterForum catalogue for AquaNederland exhibition
- 9 May Focus on state-of-the-art water purification
- 10 July WaterForum Product Guide focus on companies, markets, products and services
- 18 September: Focus on innovation and business development
- 27 November Focus on Energy and Water

Deadline ad material 3 weeks before publication

Reader profile

Target group analysis in % (multiple answers were possible)

Organisation/company

- Industry *)	35
- Government/ministries	05
- Provinces	05
- Municipalities	05
- Consultancy agencies/boards	05
- Research/education	05
- Drinking water companies	20
- District water boards / sewage water treatment plants	20
- Engineering companies	20
- Suppliers	15
- Press	05
- Other (student, trade-org)	05

*) Industry = nutrition, luxury products, (petro)chemical, pharmacy, textile, paper, institutional, various

Job position

- Middle management	60
- Upper management	40

Responsibility

- Technical management	50
- Financial management	10
- Commercial management	20
- General management	20

Sector (multiple interests)

- Drinking water/sources	20
- Process water / industrial water	35
- Waste water	30
- Sewage management	10
- Surface water	10

Product/service interests

- Transportation & distribution	20
- Process control & automation	20
- Water treatment	30
- Policy/information/consultation	30

Origin (geographical)

- The Netherlands	95
- Belgium	5

Rates (ex. VAT)

	1x	3x	5x
1/1 pagina b/w	€ 2.150,-	€ 2.050,-	€ 2.000,-
1/2 pagina b/w	€ 1.250,-	€ 1.200,-	€ 1.150,-
1/4 pagina b/w	€ 750,-	€ 700,-	€ 650,-

Surcharges for colour use (ex. VAT)

Full color	€ 750,- surcharge on the advertisement rates
Support	€ 300,- surcharge on the advertisement rates

Surcharges for cover positions

Cover 02	20%
Cover 03	15%
Cover 04	25%
Other preferential positions	10%

Formats (w x h in mm)

Type area	vertical	horizontal
Type page	210 x 297	
1/1 page	185 x 272	
1/2 page	90 x 272	185 x 133
1/4 page	90 x 133	185 x 64

Inserts

Inserts up to 20 grams can be inserted separately or sown in.
 The costs are equal to those of 1/1 page fc.
 Heavier inserts: Prices on request.

Surcharges for DTP/production costs (ex. VAT)

(The technical cost of any revisions will be passed on)	
1/1 page	€ 400,-
1/2 page	€ 250,-
1/4 page	€ 150,-

Supplying advertisement material

Digital files in PDF, or made up in Indesign, Photoshop or illustrator, 300 DPI
 For bleeding advertisements, include trapping of 3 mm all round + crop marks

Special offer: Promotional package benefits

There are interesting packages available for abovementioned advertisement options and advertising in combination with Online and Magazine. Contact us!

Reservations

Via advertising@waterforum.net or T. +31 (0)15 361 7433