

WATERForum

ONLINE

THE internet medium for professionals in the entire water sector from drinking water to industrial water, waste water to sewage and water management.

Free weekly e-newsletter distributed every Thursday afternoon. Complete information is available on the public website www.waterforum.net.

Publisher: NovaForum Business Media BV
T +31 (0)15 361 7433
Email advertising@waterforum.net

Newsletter reach:

- 42 editions annually
- 13,000 water professionals
- Subscribers: Drinking water companies, district water boards, municipalities, industry, government institutions, suppliers and research centres

Website range:

- Visitors: 3,750 water professionals weekly.
- Visits: Over 10,000 a week (number of pages per visit: 2.7)
- Visitors: Drinking water companies, district water boards, municipalities, industry, government institutions, suppliers and research centres.

Themes

Ongoing attention on the website for the classic water themes: Waste water, drinking water, sewage, industrial water and water management.

Files on membrane biotechnology and the prevention of Legionnaires disease.

Segments: All news items are divided per theme or file and can be found by readers via the search menu.

Reader profile

(% total reach of 13,000 readers, multiple answers possible)

- Origin -		- Job position -		- Responsibility -			
Industry	20	Research/education	5	Middle management	60	Technical management	50
National government	5	Drinking water companies	20	Upper management	40	Financial management	10
Provinces	5	District water boards/Sewage				Commercial management	20
Municipalities	5	water treatment plants	20			General management	10
Consulting institutions and boards	5	Engineering companies	10				
		Suppliers	10				

Advertising with WaterForum Online

Seven different options are available for advertising in our newsletter and on our website. Prices per placement:

Advertisement type	In newsletter	On website
E-ad	X	X
Job vacancy	X	X
Waterforum Product Guide Basic		X
Waterforum Product Guide Extra	X	
Waterforum Product Guide Special	X	
Banners on all news pages		X
Banner on search page		X

E-ads

€ 800,- (excl. BTW)

An e-advertisement consists of: Illustration + slogan + link to your website

Placement in newsletter + 1 week on top of all news pages on the website www.waterforum.net.

Job vacancy

€ 600,- (excl. BTW)

1 x placement announcement in newsletter + repetition in next newsletter + complete vacancy text/logo in the website vacancy section

Entry in the WaterForum Product Guide:

		The digital search engine on the internet. Prices per six months (ex. VAT)
* Product Guide Basis free		Company name, address + max. 2 references
* Product Guide Extra	€ 375	Company details incl. email address and website, company logo + max. 6 references, preferential position, entry in WaterForum Newsletter and Magazine
* Product Guide Special	€ 575	Comprehensive company details, logo, company presentation, highest preferential position + max. 10 references, 2x entry in Waterforum Newsletter and Magazine, active links to news pages on WaterForum Online

Banners

Prices per three months (excl. VAT)

- Banner on all news pages € 995/three months
- Banner on search page WaterForum Product Guide € 550/three months

Special offer: Promotional package benefits

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

Reservations

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