

A dynamic water splash background with a large 'W' at the top left and a stream of water falling from the top right, splashing at the bottom.

WaterWorks



The official publication of the Water Industry Operators Association of Australia

Media Kit 2018

Background

The Water Industry Operators Association of Australia (WIOA) is a national not-for-profit association and leader in the operational side of Australia's water sector. The association has a primary function of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water, wastewater and recycled water industries. One way in which the organisation achieves this goal is through its technical journal, *WaterWorks*.

Vision

To be the leading association promoting excellence in water industry operations.

Mission

To develop and support people in water industry operations.

As a leading water sector association, WIOA has close ties with key industry bodies, including:

- Water utilities and service providers in all Australian states and territories
- State government departments
- Water Industry Skills Taskforce (WIST)
- Water Industry Reference Committee (Water IRC)
- Registered Training Organisations in all Australian states
- Trade and consulting companies supplying equipment and services to the industry.



WIOA's membership currently exceeds 4,000, and numbers are rapidly growing. WIOA members come from both the public and the private sectors, and include individuals working in the water or allied industries, along with suppliers of goods and services to the water and allied industries.

More information on the association can be obtained from the WIOA website: www.wioa.org.au.



The publication

WaterWorks is the official technical journal of WIOA, and is printed twice per year (in May and November). This national journal is a key resource for those working in operational roles in the water and allied industries. *WaterWorks* is distributed to all WIOA members, as well as to key decision-makers in Australia's local governments and councils. Copies are also placed into delegate satchels at WIOA's conferences.

A comprehensive publication for water industry operations practitioners with content sourced and edited by WIOA, *WaterWorks* provides insight into a range of water issues in a high-quality journal format. It presents the latest news, trends, major projects and solutions in all the key areas affecting the sector.

Climate variability and extremes of drought and flood has impacted the Australian urban sector in the past decade. The operational side of the water industry is also coming under closer scrutiny from a cost, efficiency and customer affordability point of view. Publishing the technical articles in *WaterWorks* provides the opportunity for readers to keep abreast of the latest technology, products and improved operational practices, making it a vital resource for those in the sector.

The technical content of *WaterWorks* covers a large variety of aspects of the industry such as:

- Management of large dams and storages
- Treatment and distribution
- Water supply
- Wastewater collection and treatment
- Use of reclaimed water or biosolids
- Project management
- Consultation and public education
- Asset management
- Development and application of new technologies
- Training and safety issues
- Efficiency and productivity gains

This makes *WaterWorks* a vital resource for those within the sector.

Water supply in Australia – a snapshot

Revenue \$11 billion	Annual Growth 2011–16 6.5%
Employment 20,490	Businesses 624

*Source: IbisWorld, Water Supply Market Research Report, Feb 2016

Readership:

The readership of *WaterWorks* is vast and varied, and includes:

- WIOA members
- Water utility staff
- Local government employees
- All WIOA conference attendees.

Circulation

WaterWorks reaches a wide and varied readership of water professionals and key decision-makers. Each edition has a circulation of approximately 7500, and the publication is also distributed to delegates and visitors in satchels at WIOA conferences throughout the year. Furthermore, each edition will be direct mailed to key industry decision-makers in business and councils, at mine sites, and in water corporations and landcare groups.

Print and file specifications

File types accepted:

- Advertisement must be supplied as press-ready high-resolution (300DPI) PDF files
- Editorial must be supplied as a Microsoft Word file, not in the body of an email
- Images must be supplied as high-resolution (300DPI) JPEG or TIFF files. Images must not be embedded in Microsoft Word documents.

We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents
- Images obtained from, or created for websites
- Software such as Corel Draw, Publisher, Microsoft Office applications, these files must be converted to PDFs
- Spot colours (all colours to be CMYK).

Prices

Outside Back Cover	\$3,520
Inside front cover	\$3,410
Inside back cover	\$3,000
Full page (Colour)	\$2,750
Half page (Colour)	\$1,870

* All rates include GST and exclude agency commissions

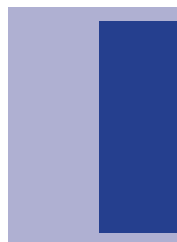
Full page



Bleed Size:
220mm wide x 307mm high

Page Size:
210mm wide x 297mm high

Live Area:
177mm wide x 260mm high



Half page

Vertical:
85mm wide x 260mm high

Horizontal:
177mm wide x 125mm high