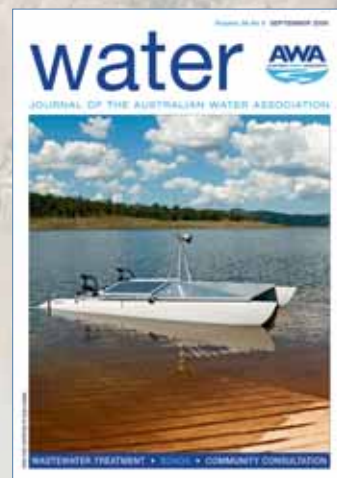
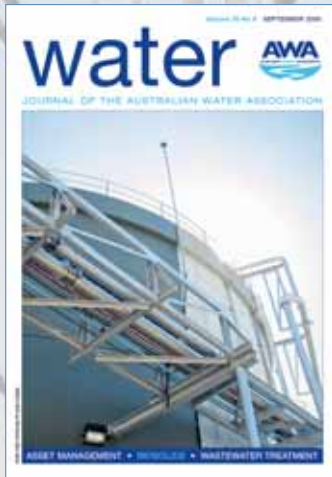


water 2010



AUSTRALIA'S SPECIALIST
WATER MAGAZINE

OFFICIAL JOURNAL OF THE AUSTRALIAN WATER ASSOCIATION

water

OFFICIAL JOURNAL OF THE AUSTRALIAN WATER ASSOCIATION

As the flagship publication of the Australian Water Association, the **Water Journal** uniquely services the water sector.

It is published eight times a year and circulates to 4,700 members of the Australian Water Association and subscribers. Readership is conservatively estimated at 15,000 people in the water sector including senior managers, engineering staff and plant operators.

The magazine has been published continuously since 1973 and enjoys a unique relationship with the Australian water industry. Articles in **Water** are written by scientists, engineers and other technical experts.

The quality of the technical articles means that **Water** is retained by readers for future reference, a major plus for advertisers.

Advertising in the **Water Journal** is the most effective and targeted way of reaching the decision-makers in the water industry. If you are serious about building sales in the water industry, then **Water** can assist you.



CIRCULATION DETAILS

Circulation – 4,700

Estimated readership of the publication is in excess of 15,000

READERSHIP PROFILE

16% Management

18% Executive

33% Engineering

19% Scientific & Marketing

14% Operations and Others

FREQUENCY

Water is produced 8 times a year

ADVERTISING CONTACT DETAILS

Produced by Hallmark Editions for the Australian Water Association

99 Bay Street, Brighton 3186

Mailing Address: PO Box 84 Hampton 3188

Tel: (03) 8534 5000 **Fax:** (03) 9530 8911

Advertising Manager: Brian Rault

Tel: (03) 8534 5014 **Fax:** (03) 8534 5114

Mobile: 0411 354 050

Email: brian.rault@halledit.com.au (also email address for artwork)

ISSUE DATES FOR 2010

Issue	Published	Advertising Deadline
February	February 26	February 3
April	April 15	March 26
May	May 11	April 23
June	June 22	June 4
August	August 4	July 16
September	September 15	August 27
November	October 27	October 8
December	December 8	November 19

EDITORIAL FEATURES

FEBRUARY - SPECIAL SHOWCASE OZWATER'10 ISSUE

(Distributed at Ozwater'10 as the Official Journal of the AWA)

- Recycling, Reuse • Water Efficiency • Energy Efficiency • Climate Change Impacts
- River Symposium

Advertising Features: Annual Pipelines Feature; Wastewater & Reuse

APRIL

- Managed Aquifer Recharge, Stormwater Harvesting • Pumps and Pipelines
- Skills Shortages, Education

Advertising Features: Water Treatment Equipment; UV Disinfection & Disinfection By-products; Odour Control; Reservoir Cleaning; Maintenance & Maintenance Services

MAY

- Ozwater Report • Business/Policy Aspects • Project Delivery and Financing

Advertising Features: Instrumentation Technology Incorporating GIS & SCADA; Sludge Drying & Biosolids; Water Quality & Water Treatment; Irrigation

JUNE

Water Industry Operators Association Insert (*WaterWorks*) - Distributed at annual WIOA Conference

- Desalination • Agricultural Use • Water Trading

Advertising Features: *Annual Essential Water Listings Guide 2010*; Pressure Sewerage Systems; Rain Water Tank Technology

AUGUST

- Water Treatment, Advanced Oxidation • Demand Management • International Projects

Advertising Features: Desalination; Sewerage Systems Incorporating Cleaning, Repairs & Rehabilitation; Sludge Management & Biosolids

SEPTEMBER

- Wastewater Treatment • Water Sensitive Urban Design • Environmental Water Management

Advertising Features: Wastewater Treatment Incorporating Sludge, Anaerobic, Consulting Services, Equipment, Industrial, Nutrient Removal, On-site/Domestic, Operations & Plants

NOVEMBER

- Odour Management • Membrane Processes • Customer Service

Advertising Features: Annual Pump Feature; Irrigation incorporating Construction, Maintenance, Consultants, Control, Recycling, Drainage, Design, Controllers & Water Use Monitoring

DECEMBER

Water Industry Operators Association Insert – *WaterWorks*

- Trenchless Technology • Groundwater

Advertising Features: Membrane Technology; Process Control Sensors & Instrumentation; Reuse Systems; Stormwater



ADVERTISING RATES (Rates are inclusive of GST)

Unit	Type	Casual	3X	6X	8X
Full page	4 colour	\$3,300	\$3000	\$2,850	\$2,650
	2 colour	\$2,150	\$2000	\$1940	\$1,720
	Mono	\$1,880	\$1,680	\$1,590	\$1,300
Inside front cover	4 colour	\$3,600	\$3,470	\$3,360	\$3,030
Outside back cover	4 colour	\$3,870	\$3,660	\$3,400	\$3,130
Inside back cover	4 colour	\$3,480	\$3,360	\$3,240	\$2,920
Two-thirds page	4 colour	\$2,870	\$2,940	\$2,630	\$2,400
	2 colour	\$1,790	\$1,740	\$1,630	\$1,410
	Mono	\$1,450	\$1,380	\$1,290	\$1,200
Half page	4 colour	\$2,600	\$2,400	\$2,200	\$2,075
	2 colour	\$1,820	\$1,540	\$1,440	\$1,300
	Mono	\$1,240	\$1,190	\$1,120	\$1,050
One-third page	4 colour	\$2,120	\$1,890	\$1,840	\$1,670
	2 colour	\$1,380	\$1,290	\$1,240	\$1,140
	Mono	\$950	\$900	\$850	\$800
One-quarter page	4 colour	\$1,480	\$1,350	\$1,230	\$1,140
	2 colour	\$1,100	\$1,000	\$950	\$900
	Mono	\$750	\$710	\$680	\$640
One-eighth page (strip)	4 colour	\$680	\$630	\$600	\$580
Double page	4 colour	\$5,600	\$5,400	\$5,100	\$4,400

10% loading for specific placement

Inserts

Single A4 sheet	\$2,400
A3 folded to A4	\$2,650

Agency - non-commissionable under \$1000

DISPLAY ADVERTISEMENT DIMENSIONS

Full page

Trimmed	29.7 cm high x 21 cm wide
Image area	26.8 cm high x 18 cm wide
Bleed	30.5 cm high x 21.8 cm wide*

Double page

Trimmed	29.7 cm high x 42 cm wide
Image area	26.8 cm high x 38.7 cm wide
Bleed	30.5 cm high x 42.8 cm wide*

Two-thirds page

Trimmed	29.7 cm high x 13.3 cm wide
Image area	26.8 cm high x 11.8 cm wide
Bleed	30.5 cm high x 14.1 cm wide*

Half page

Trimmed	14.9 cm high x 21 cm wide
Image area	13 cm high x 18 cm wide
Bleed	15.3 cm high x 21.8 cm wide*

Half page

Trimmed	29.7 cm high x 10.3 cm wide
Image area	26.8 cm high x 8.9 cm wide
Bleed	30.5 cm high x 11.1 cm wide*

One-third page

Trimmed	14.8 cm high x 13.3 cm wide
Image area	13 cm high x 11.8 cm wide
Bleed	15.2 cm high x 14.1 cm wide*

One-third

Trimmed	10 cm high x 21 cm wide
Image area	8.5 cm high x 18 cm wide
Bleed	14 cm high x 21.8 cm wide*

One-third page (vertical strip)

Trimmed	29.7 cm high x 7.2 cm wide
Image area	26.8 cm high x 5.7 cm wide
Bleed	30.5 cm high x 8.0 cm wide*

One-quarter page

Image area	13 cm high x 9 cm wide
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One-quarter page (horizontal strip)

Image area	6.5 cm high x 18 cm wide
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One-quarter page (vertical strip)

Image area	26.8 cm high x 5 cm wide
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One-sixth page

Image area	13 cm high x 5.7 cm wide
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One-eighth page (horizontal strip)

Image area	3.5 cm high x 18 cm wide
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** includes 4mm bleed on left and right to allow for placement on left or right page.*

Please keep text at least 1 cm from edges of page and spine.

MATERIAL SPECIFICATIONS

Artwork can be provided on disk or high-resolution pdfs can be emailed (Adobe Acrobat 7, 6 or 5). Images should be at least 300 dpi and able to be read in Photoshop 11 or earlier. Illustrator files should be saved in version 14 or earlier (placed images in Illustrator files should be at least 300 dpi and embedded rather than linked). EPS and TIFF formatted files should be moded as CMYK (not RGB) and should be at least 300dpi. Bleed ads require a minimum 4mm bleed off the page. A proof of the advertisement (preferably colour) should be included.

Email address for artwork: brian.rault@halledit.com.au