

Working With Water

Media Information 2010



Working with Water is a website for the international water industry, providing information and solutions for water management and infrastructure issues.

Working with Water was launched in 2008 and focuses on management for large scale water projects, pushing the boundaries of water engineering from an international perspective. Our unique partnership with the main industry players enables us to provide our readers with up-to-the-minute news on all aspects of the water industry.

Our mission is to inform our audience about the global water industry and assist you with decision making.

Targeted audience

These are the job functions we target in the following industry sectors:

Job title

Project engineering
Process engineering
Equipment engineering
Operations management
Plant management
Senior management
Contracting
Consultancy
Distribution
Scientific/research

Industry sector

Water and wastewater
Water reuse
Drinking water
Desalination
Water supply and distribution
Water policy/legislation/finance
Pollution management
Structures/storage
Water purification
Government/public sector/
relief agencies
Engineering/construction
services and equipment
Coastal/river management

Website

workingwithwater.net is an essential online source of information for professionals working in the water infrastructure industry, as well as a community in which water engineering specialists can interact.



Content includes news and developments in the water sector, cutting edge products, emerging trends in technological processes, project reviews and case studies, and the latest industrial technology coverage.

The site is updated daily with a variety of news stories, new product releases, practical feature articles and multimedia items. Visitors also have the opportunity to post comments to any story. To further drive relevant and targeted traffic to the site, readers have the option to subscribe to an enewsletter, delivered every week.

The site is targeted at buyers, specifiers and decision makers across the breadth of water industry including owners, directors, CEOs, senior technical, engineering, project and operations managers.

We can offer a range of marketing solutions via our website – whether it's branding or lead generation, we can help. Contact your sales representative for more details.

Contacts

Tanya McClelland
Account Manager
Europe and ROW
Tel: +44 (0)1932 564 9998
Email: tanya.mcclelland@husonmedia.com

Christian Hoelscher
Sales Director
Germany and Austria
Tel: +49 (0) 89 9500 2778
Email: Christian.hoelscher@husonmedia.com

Dan Manioci
Sales Manager, US
Tel: +1 212 268 3344
Fax: +1 212 268 3355
E-mail: dan.manioci@husonmedia.com

Email marketing

Enewsletter

Working with Water enewsletter is sent weekly to almost 30,000 opt-in readers – only people who have specifically requested to receive emails from us are on the circulation list. This offers you the opportunity to have your marketing message delivered directly to the desktop of potential customers.

Additional advantages of sponsoring the **Working with Water** enewsletter are:

- Immediate and direct response
- Response easily trackable
- Ideal to promote a brand, service, new product launch or name change
- Support your electronic marketing activities

eReview (Single sponsored exclusive enewsletter)

This service offers you an exclusive opportunity to send a tailored email message to suit your campaign, delivered at a time to suit you. Each email is dedicated to one advertiser only. The success of e-updates can be measured and we can provide you with statistics on how many emails were viewed and how many people clicked on links to your website. eReview is ideal for announcing a major new technical breakthrough, special sales offer or event. It goes to all our 30,000+ opt-in **Working with Water** readers.



Lead generation programmes

Webinars

Webinars are the most cost effective way to capture high quality sales leads and rapidly deliver information about research, products and/or services to an online audience.



You can sponsor a **Working with Water** Webinar and engage with new prospects via a powerful online presentation hosted live on our website. Webinars are managed, hosted and marketed by us and we will work with you to develop the topic for debate.

A Cost Effective Lead Generation Solution

Companies traditionally commit large budgets to trade shows through set up costs, travel budgets and lost productivity with people being away from the office, and all with no guarantee of a significant return on investment.

A Webinar hosted on workingwithwater.net will guarantee to deliver a minimum of 200 sales leads. Whether you provide the presenters or are sponsoring an expert panel; with an audio Webinar nobody needs to travel, so we are also helping the environment.

Podcasts

A Podcast hosted by workingwithwater.net will generate a high number of sales leads, and is an easy way to communicate information about your company in a clear simple manner. Your Podcast will be promoted to our site visitors and via our e-newsletter. Our Podcast also allows you to deliver a PowerPoint presentation to further enhance your message.



Advertising rates

	1 month	3 month	6 month	12 month
Leaderboard (50% off for banners not on home page)	\$2420	\$3850	\$7040	\$11550
Large Rectangle (50% off for banners not on home page)	\$3325	\$5500	\$9680	\$13750
Skyscraper (50% off for banners not on home page)	\$1850	\$3330	\$6100	\$10900
	1 week	2 week	1 month	
Page Peel (Home Page) (50% off for banners not on home page)	\$1470	\$2025	\$2575	
	1 month	3 month	6 month	12 month
Button (Events section only)	\$605	\$960	\$1760	\$2890
Promo Panel	1 Month	\$1500		
Audio Webinar	1 Time Fee	\$POA		
Video Webinar		\$POA		
Sponsored Feature		\$900		
Sponsored Podcast		\$6000		
Sponsored download/whitepaper		\$POA		
Job Board				
Non-advertisers	\$400			
Recruitment agency package	\$POA			