

# 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

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