



EVERYTHING ABOUT
WATER

MEDIA KIT 2010



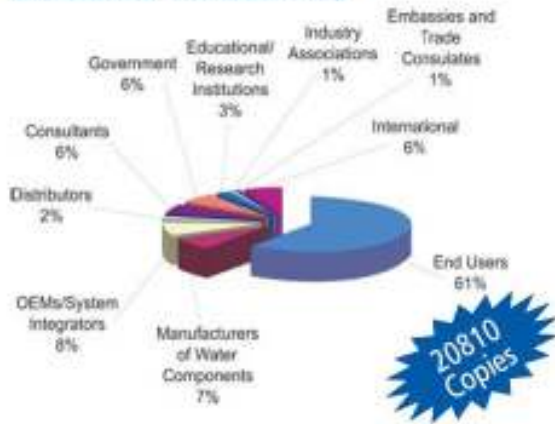
TUV NORD

EverythingAboutWater is now an ISO 9001 : 2000 Organisation.
1st in the publishing & events business to achieve this rare distinction.

MAGAZINE CIRCULATION

PRINT MAGAZINE

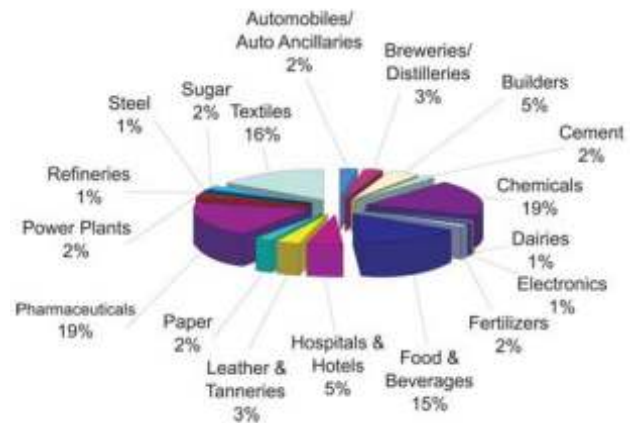
MAGAZINE CIRCULATION



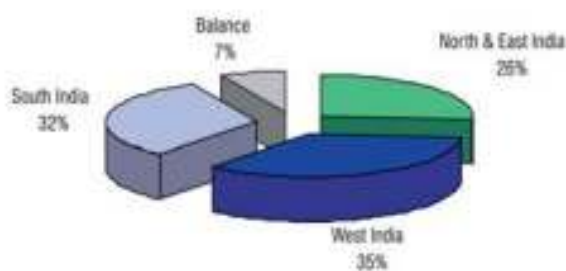
SEGMENT	NUMBERS
End Users	12544
Manufacturers of Water Components	1545
OEMs/System Integrators	1685
Distributors	491
Consultants	1233
Government	1310
Educational/Research Institutions	395
Industry Associations	242
Embassies and Trade Consulates	105
International	1260
Total	20810

END-USER SEGMENTS	NUMBERS
Automobiles/ Auto Ancillaries	302
Breweries/ distilleries	345
Builders	565
Cement	235
Chemicals	2428
Dairies	83
Electronics	105
Fertilizers	210
Food & Beverages	1869
Hospitals & Hotels	606
Leather & Tanneries	430
Paper	305
Pharmaceuticals	2365
Power Plants	289
Refineries	85
Steel	128
Sugar	230
Textiles	1964
Total	12544

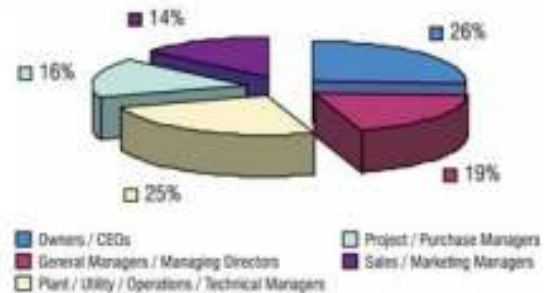
CIRCULATION BY END-USERS



CIRCULATION IN INDIA (ZONE WISE)



CIRCULATION BY JOB FUNCTION



* Those designated as Managers include Engineers and Supervisors



EDITORIAL CALENDAR 2009

PRINT MAGAZINE

MONTH	MAIN FEATURE	INDUSTRY SPOTLIGHT
Jan 2010	Pumping technologies	Ozonators, UV Treatment
Feb 2010	Sea Water Desalination	Flow & Water Meters, GIS, Softwares
Mar 2010	8th Annual Buyers Guide	
Apr 2010	Advanced Wastewater Treatment Technologies	Ultrafiltration, Resins, Submersible Pumps
May 2010	Instrumentation & Process Control	Water Treatment Chemicals, Activated Carbon
June 2010	Membrane Technology	Centrifugal Pumps, Irrigation Products
July 2010	Urban Water Supply, Water Security, Stormwater Management	Cartridge Filtration, Swimming Pool Components
Aug 2010	Membrane Technology	Test Kits & Instruments, Filter Press
Sep 2010	Annual Case Study Issue	
Oct 2010	Energy Conservation in Water Management	Dosing Pumps, Water Purifiers
Nov 2010	Sea Water Desalination	Blowers, Waste & Sludge Management
Dec 2010	Filtration & Separation	Pipes, Vales & Fittings, Leakage Detection
Jan 2011	Wastewater Reuse & Recycle	UV Treatment, Ozonation
Feb 2011	Industrial Water Management	Flow & Water Meters
Mar 2011	9th Annual Buyers Guide	

Invitation for technical articles, case studies, product profiles and press releases

Join the platform of information and innovation

- Contribute technical articles based on your expertise and experience.
- The contributions will help out readers to know more about the latest technologies and trends in the industry.
- It would enable you to build relationships, encourage feedbacks and reach a focused audience of your prospective buyers and consultants.
- This would be an excellent platform for you to showcase and promote your products/offering.

Requirements

- The word limit for the article is 3,500 words
- The word limit for the product profile is 150 words
- Send a short profile of the author to be mentioned at the end of the article
- The draft of the articles and/or product profiles must be in a word doc. format
- The articles & product profiles should be accompanied with relevant high resolution JPEG images

**All contributions are subject to the approval of the editorial board.*

Contact:

info@euracon.net for more details



ADVERTISING OPTIONS

PRINT MAGAZINE

Advertising Options	Price (USD)	No. Of Issues	Package One Discount - NIL		Package Two Discount 10 %			Package Three Discount 20%			Package Four Discount 30%					
			No. of Issues	YOU PAY	No. of Issues	Value	10% Discount	YOU PAY	No. of Issues	Value	20% Discount	YOU PAY	No. of Issues	Value	30% Discount	YOU PAY
Full Page	2200	1	1	2200	3	6600	660	5940	6	13200	2640	10560	12	26400	7920	18480
Half Page (1/2)	1540	1	1	1540	3	4620	462	4158	6	9240	1848	7392	12	18480	5544	12936
One Thrid Page (1/3)	1320	1	1	1320	3	3960	396	3564	6	7920	1584	6336	12	15840	4752	11088
Quarter Page (1/4)	1100	1	1	1100	3	3300	330	2970	6	6600	1320	5280	12	13200	3960	9240
Classified Display	880	1	1	880	3	2640	264	2376	6	5280	1056	4224	12	10560	3168	7392
Premium Position I: Inside Front Cover	3300	1	1	3300	3	9900	990	8910	6	19800	3960	15840	12	39600	11880	27720
Premium Position II: Inside Back Cover	3300	1	1	3300	3	9900	990	8910	6	19800	3960	15840	12	39600	11880	27720
Premium Position III: Double Spread (Inside Page)	4400	1	1	4400	3	13200	1320	11880	6	26400	5280	21120	12	52800	15840	36960

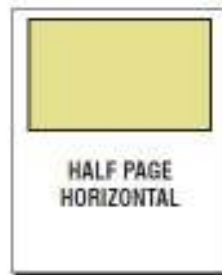
MECHANICAL SPECIFICATIONS



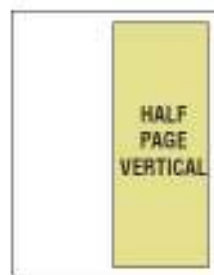
Print Area : (H)250mm x (W) 185mm
Trim Size : (H)267mm x (W) 210mm
Bleed Size : + 3mm Extra all side



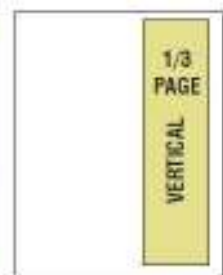
(H) 250mm x (W) 185mm



Half Page Horizontal
(H) 120mm x (W)180mm



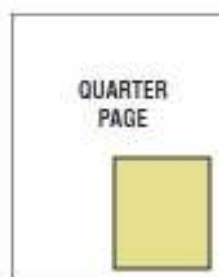
(H) 216 mm x (W)90mm



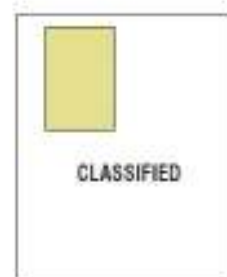
1/3 Page
(H) 216mm x (W) 58.5mm



Print Area : (H)250mm x (W) 392mm
Trim Size : (H)267mm x (W) 406mm
Bleed Size : + 3mm Extra all side



Quarter Page:
(H)120mm x (W) 90mm



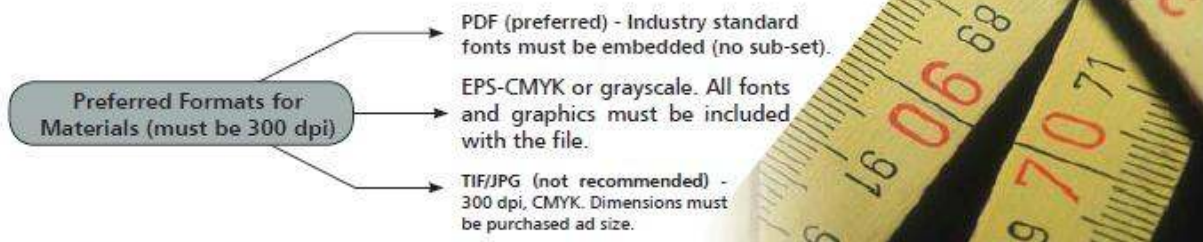
(H) 116mm x (W) 90mm

contd...



MECHANICAL SPECIFICATIONS

...contd



Supported File Types

- Adobe Indesign CS or above
- Adobe Illustrator CS or above
- Corel Draw

Images

- Images must be 300 dpi.
- Include all graphics and images placed, imported or embedded in your ad.
- RGB, index or 72 dpi images are unacceptable. Be sure to convert images from RGB to CMYK.
- Avoid rotation or cropping of images in Quark – do this in Photoshop or Illustrator.
- All photo images must be saved as Photoshop EPS or TIFF files in CMYK. (Not in RGB and no Pantone colours).
- NO File Compressions, NO masks and NO layers. Place images at 100% scaling with 300 dpi. Line work bitmap scans (logos) should have 1200 dpi resolution.

Fonts

- Include all fonts with your ad. If using PC fonts, make sure the fonts are embedded in the file you submit.
- For best results, select the actual font (such as Futura Bold) instead of applying bold style to regular Futur. If you are using unusual fonts, it is best to outline them (convert to a graphic).

Proofs

- A print matched colour proof of the ad must be submitted. Otherwise colour reproduction will not be guaranteed.

Note:

- All ads must be submitted in CMYK or grayscale. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100%.
- PDFs prepared for use on the web, and low-resolution images taken from websites are unacceptable.
- DO NOT include crop marks, bleed marks, registration marks or any data outside the borders of the ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publishers Files.
- Document size should be created to the final trim size of the page/ad.

MAILING INSTRUCTIONS:

All contracts for space, insertions, proofs, correspondence and copy should be sent to teamintl@eawater.com

CLOSING DATES FOR ADVERTISEMENTS & EDITORIAL

15th of the preceding month of the issue date

TERMS & CONDITIONS

- a) Rate Protective Clause: Rates are subject to change on notice and become effective for all advertisers with the started specific issue and all issues thereafter.
- b) Publisher Copy Protective Clause: In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set for in this rate card, the advertiser and/or advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publications shall be free of libel and that publications thereof will not violate or infringe any copyright, trademark, right of privacy or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency, assigns and successors against any claims, demand, costs, expenses and damages, including reasonable attorneys fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or advertising agency of any of the foregoing. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labour or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner. Publisher reserves the right to change the content of the magazine. Cancellation of space orders must be in writing and will not be accepted after closing date.



SUPER VALUE EDITIONS PRINT MAGAZINE

SPECIAL EDITION - EverythingAboutWater Annual Buyers' Guide

Special Features

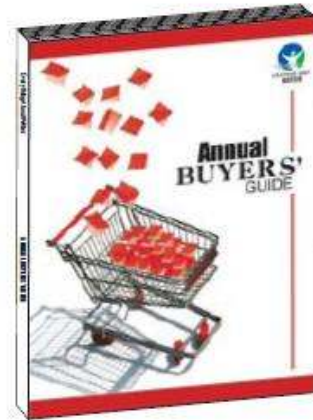
- India's Biggest Annual Water Directory
- Most comprehensive list of suppliers in water sector
- Readership of 77,000 water professionals
- Year Long Shelf Life

Reach

- Purchase and Utility managers in end-user industries
- Leading consultants and contractors
- Water treatment OEMs & system-integrators
- Municipalities, water boards & public health departments

BRAND BUILDER OPTION : For USD 250 You Get

- Company Logo • Company Name • Address • Telephone No.
- Fax No. • Email • Website • Contact Person



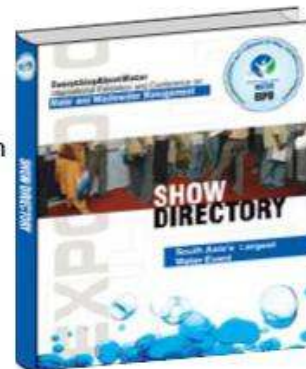
SPECIAL EDITION - EverythingAboutWater Show Directory

Special Features

- Show Directory of India's Biggest Annual Water Exhibition
- Most comprehensive list of exhibitors
- General readership of 77,000 water professionals
- Distributed among more than 16,000 visitors besides regular circulation

Reach

- Exhibitors, visitors and conference delegates at the annual show
- Prominent Government Officials
- Water treatment OEMs & system-integrators
- Municipalities, water boards & public health departments



SPECIAL EDITION - EverythingAboutWater Case Study Special

Why should you be a part of the collector's edition?

The EverythingAboutWater Case Study Special Issue gives you the opportunity to "Experience Branding" and connect with your key customers.

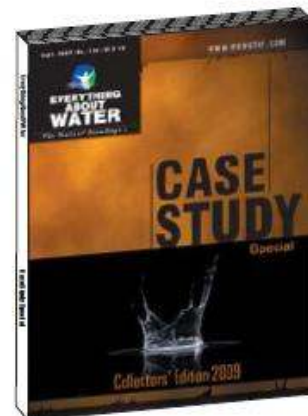
Articulate your brand positioning:

Your brand has always stood for innovation and leadership. Be a part of the issue that establishes and celebrates just that.

Enhanced reach and interest:

The issue is a collector's issue - it ensures greater reader attention. Be a part of an issue with an extended shelf life.

Gain Momentum with Innovative Participation Opportunities



Refer to rate card for display ad rates.

Book your advertisement now. Make sure you stay visible all year long.



➤ **EverythingAboutWater Web Portal**

Online Activities

- EverythingAboutWater Portal
- Rated as the Website of the month by WC&P
- Accessed daily by 20,000 water professionals
- One-stop solution to all your water needs



Advertising Tariffs

Advertisement Option	Dimensions (Width x Height)	Annual Value – 12 months (USD)
Top Banner (Home Page)	430 x 80 pixels	6300
Side Banner (Home Page)	240 x 110 pixels	5250
Logo Display with Link to Website		3150

➤ **Customised eMailer**

Reach your customer's desk directly

- Send eMailer to focused database
- Fast, targeted and cost effective
- Generates an immediate response
- Highly effective vehicle for advertising messages
- Track the effectiveness of your campaign
- Best return on investment of any direct marketing vehicle
- Get e-mailer designed as per brief
- Decide the target segment in the water industry
- Increase visitors to your website
- Build long-term relationships with existing & potential customers



Get the above benefits for USD 1200 per campaign

➤ **eNewsletter**

- Monthly eNewsletter for the Indian & Global water industry
- Reaching water professionals with latest updates on the industry for over 6 years

Contents

- Technical Articles
- Upcoming Events
- Product Updates
- News updates



Advertising Tariffs

Advertisement Option	Dimensions (Width x Height)	Quarterly Package- 3 insertions (USD)	Half yearly Package- 6 insertions (USD)	Annual Value – 12 months (USD)
Top Banner	780 x 80 pixels	3000	4800	6300
Side Banner	150 x 200 pixels	2500	4000	5250

EVERYTHING ABOUT WATER Online Activities

➤ OEMailer

- Monthly eNewsletter reaching water treatment OEMs, consultants and contractors
- First and only one of its kind in the Country
- Stay tuned to latest developments in water & wastewater industry



Features

- News related to OEMs
- Information on New projects
- Technical Articles on Water Treatment Basics & Designing
- New Product Launches & Product Write-ups
- Dr. H2O Question of the Week
- Water Standards & Guidelines
- New Application Areas / Business Opportunities

Advertising Tariffs

Advertisement Option	Dimensions (Width x Height)	Quarterly Package- 3 insertions (USD)	Half yearly Package- 6 insertions (USD)	Annual Value – 12 months (USD)
Top Banner	780 x 80 pixels	3000	4800	6300
Side Banner	150 x 200 pixels	2500	4000	5250

➤ eMAGZINE

- World's first bi-monthly online magazine on water
- Targeted specifically at the Asian water market
- 24 x 7 global accesses
- Focusing on the end-user industry, water Component manufacturers, system integrators and OEMs, distributors, consultants, government departments, industry associations, research and educational institutes.



Advertising Tariffs

Advertisement Option	Dimensions (Width x Height)	Quarterly Package- 3 insertions (USD)	Half yearly Package- 6 insertions (USD)	Annual Value – 12 months (USD)
Top Banner (Home Page)	728 x 90 pixels	3000	4800	6300
Side Banner (Home Page)	160 x 200 pixels	2500	4000	5250
Top Banner (Login Page)	728 x 90 pixels	1500	2400	3150





Euracon

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