

# **WaterBriefing** Media Pack



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## INTRODUCTION

WaterBriefing is the UK's leading online daily dedicated news and intelligence service for business professionals in the water sector – covering both UK and international issues.

WaterBriefing is regularly updated throughout the day with up to date news, views and analysis –plus all the major breaking news stories as soon as they happen.

WaterBriefing's combination of insight and analysis of the week's top news stories, reports, upcoming legislation, plus all the latest industry jobs, upcoming tenders and contract wins provides professionals throughout the water sector with the information they really need about the issues driving their industry.

### Site Traffic

With a readership ranging from clients to contractors, sub contractors and suppliers, made up of a large majority of senior managers together with Directors, Managing Directors, CEOs and Board Directors, WaterBriefing provides its advertisers with an unrivalled opportunity to place their message in front of key influencers, decision makers and purchasers.

- Monthly average 5,000 active unique users
- Monthly average 40,000 page impressions

WaterBriefing's expanded content, new features and specialist sections provide its readers with all the information they need to understand emerging industry challenges.

- **Industry news** – breaking news as it happens – the top international, national and regional news stories
- **Company news** – contract wins, clients, upcoming tenders and business opportunities
- **Existing and upcoming legislation and policy updates** – the key drivers that lie behind many of the sector's purchasing decisions

WaterBriefing provides news, reports, interviews, analysis and hard industry data and intelligence to its highly targeted and engaged readership via the primary method most professionals now use to source their data fast – the internet.

Social media and networking also plays a key role in WaterBriefing's online presence – including regular engagement with the key players across all sectors of the water community via blogs, forums, Twitter, LinkedIn, Facebook, webinars and virtual events.

## Advertising with WaterBriefing

With a range of campaigns to suit every budget, advertise on WaterBriefing to effectively reach key professionals throughout the water industry via our highly-targeted, result-driven marketing.

Not only will you receive regular updates on the number of hits that your campaign has received – WaterBriefing also offers you the flexibility to adjust your online campaigns fast, including changes related to any breaking news.

We also know that it's a two-way process – and we're there to provide our advertisers with ongoing editorial support, backup and advice.

### AVERAGE MONTHLY READERSHIP FIGURES

Page impressions	Unique visitors	Visitors' add to favourite rate
120,000	5000	97.2%

## WEB BANNERS

A high-profile position on WaterBriefing offers advertisers the opportunity to promote their company's products and services to a large audience of key decision makers via WaterBriefing's robust site traffic levels.

In addition to driving traffic directly through to your site, a web banner will provide you with continuous brand exposure. We know our readers use WaterBriefing throughout the week - day in, day out. Compared with the once-only view you get from traditional hard copy media, there's no comparison in terms of cost and effectiveness for ensuring a high level of awareness and strong brand identity.

- **Home page banner advertisements** hold the prime positions on the WaterBriefing site. Displayed across all pages of the WaterBriefing site with a high click through, WaterBriefing will drive the traffic straight through to your own company website.
- **Specific page banner advertisements** provide a high level of exposure at a competitive rate. Select the news category that your advert will be placed next to in order to target a specific market.

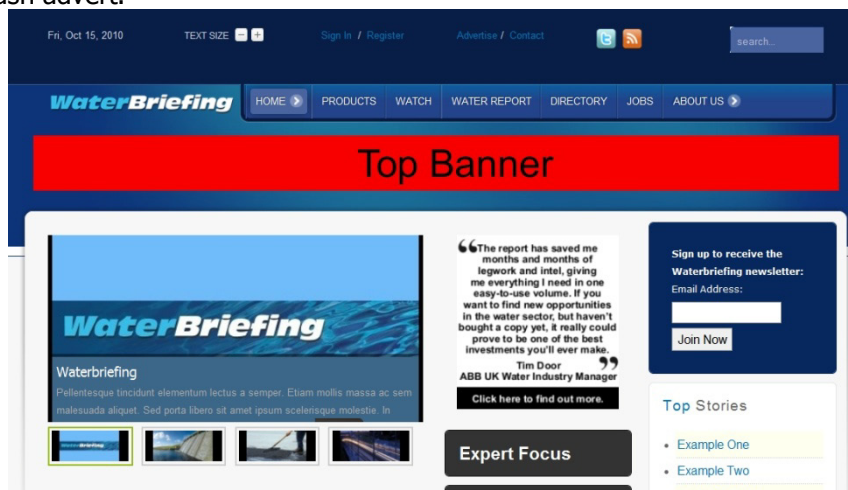
Advertisers will receive a report of full statistics of the amount of views (page impressions) their advert receives at the end of the campaign or more frequently on request.

### AVAILABLE ADVERTISING POSITIONS:

#### Top Banner

Static image or flash advert.

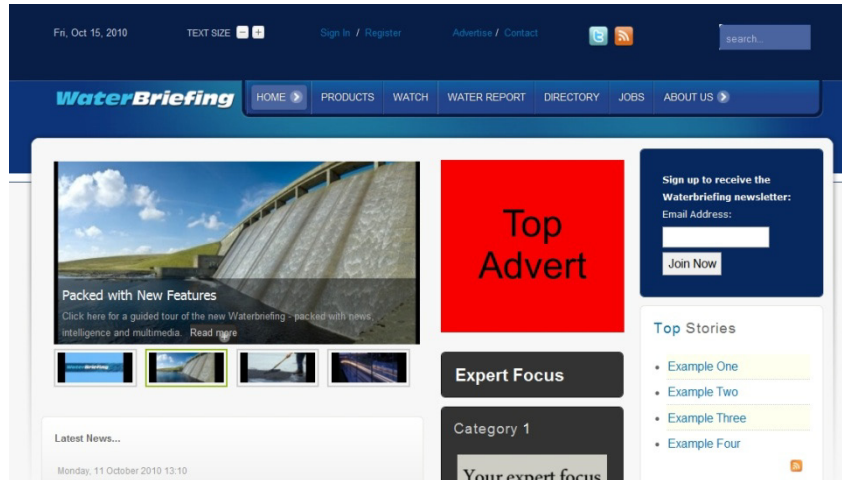
Dimensions: 930px x 70px



## Top Advert

Static image or flash advert.

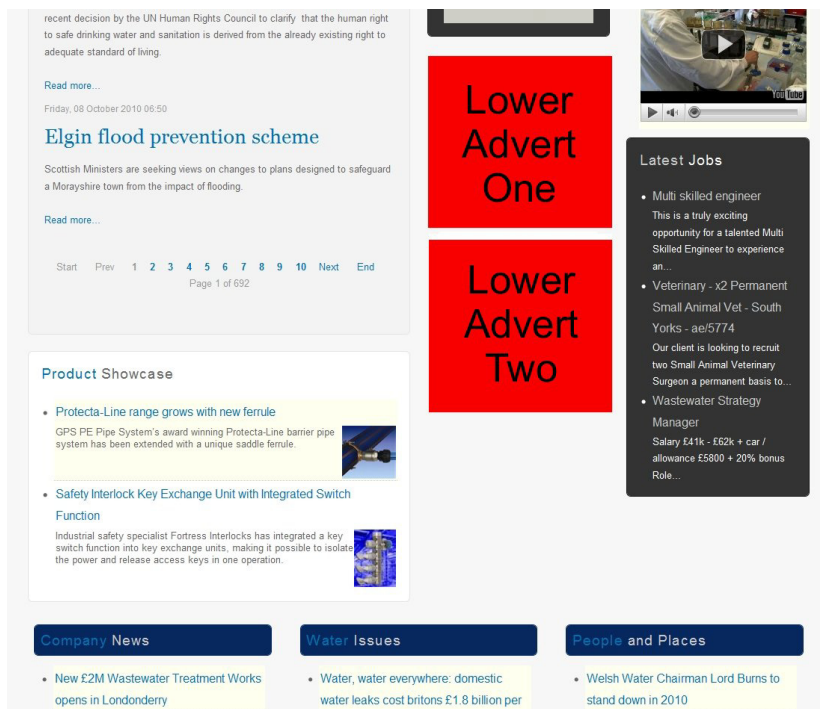
Dimensions: 190px x 210px



## Lower Page Advert One and Lower Advert Two

Static image or flash advert.

Dimensions: 190px x 210px



## Page Peel

Dimensions: 500px x 500px

One of the most prominent ways of advertising on Waterbriefing, your large advert is located behind the home page, with a 'dog ear' corner animated on the page to encourage users to reveal the content with a direct click-through to your company website. The main content can be a static or flash ad.



Other bespoke positions are available by arrangement.

## EXPERT FOCUS

Take one of WaterBriefing's exclusive Expert Focus micro-sites to become WaterBriefing's expert partner on the issues your company specialises in. The WaterBriefing Expert Focus pages will allow you to showcase your company on the site with your own content and URL. Only one company slot is available per category. Let us create a bespoke site or host your company's own site on our home page.

This premium offering provides you with complete ownership of your selected area and high visibility on the Homepage.



## PREMIUM CONTENT

Our readership values the information and intelligence they get from WaterBriefing – ranging from our daily news stories to the key messages our advertisers want to get across. We believe our advertisers' information should receive the same attention that we devote to the issue-driven editorial coverage that we provide – so we make sure it appears as premium content on the site.

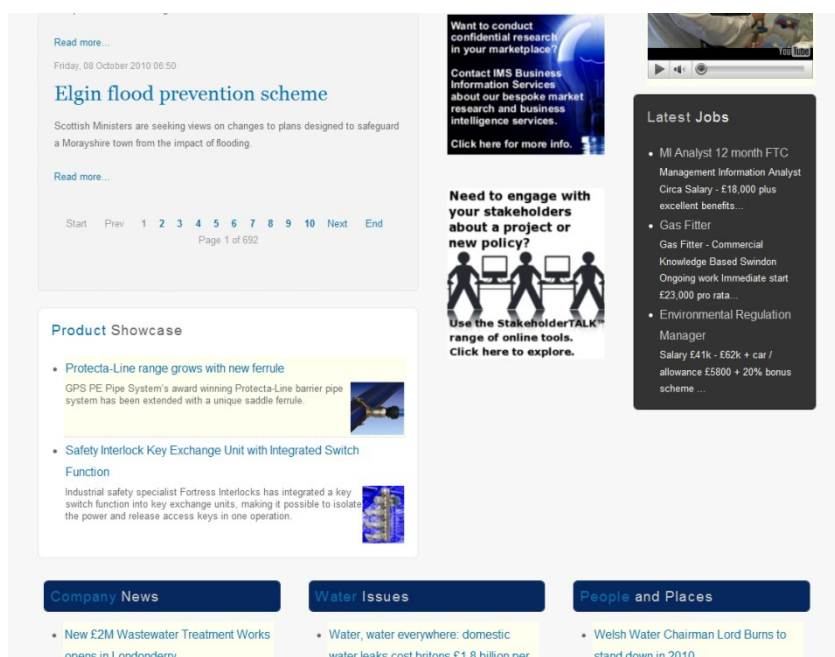
### Scrolling News Story

Located in the top left hand section of the home page, this campaign includes an image and click through to story of up to 500 word story with links through to company site. This campaign receives a high number of hits and also includes a listing on the Product News section of the site which appears next to all news stories.



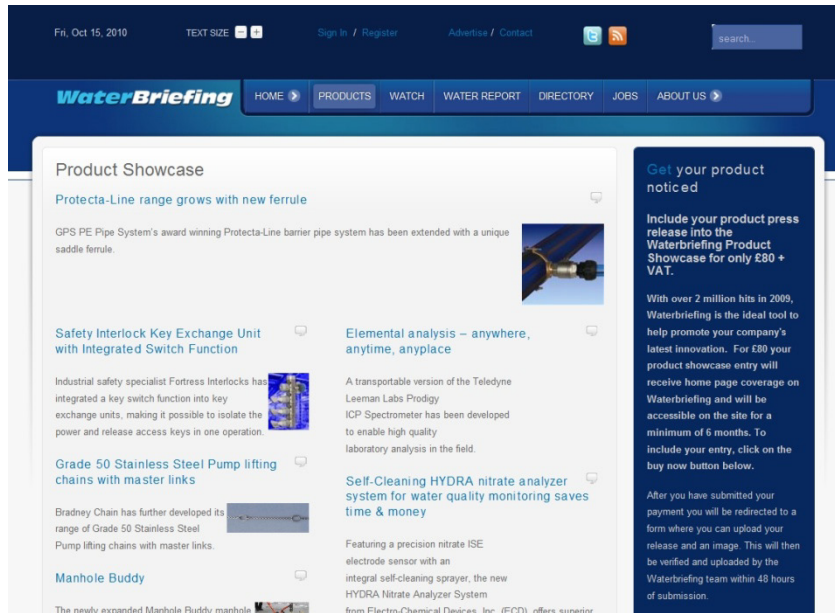
### Product Showcase

Entry-level advertising to publish an article (including an image) in the WaterBriefing Product Showcase. Your article will receive home page coverage, will be displayed in the Product Showcase area and will be run on the site for a guaranteed six months.



**Product showcase positioned directly beneath the latest news stories.**

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*Dedicated product showcase page*

## Supplier Directory

Be listed in the WaterBriefing Supplier Directory and ensure your company is clearly visible to the water companies and their key contractors looking to procure technologies, equipment and services.

STANDARD	ENHANCED	PREMIUM
Contact Details Website Link Entry into 1 Product Category	Company Logo 100 Word Description Contact Details Website Link Entry into 4 Product Categories	Supplier Focus Banner Advertisement Links to all stories running on WB Company Logo 400 Word Description Contact Details Website Link Entry into 10 Product Categories

## WaterBriefing Video Channel

From placing a static advert at the beginning or end of a relevant editorial video to a full video series profiling your company, product and brands, WaterBriefing's video channel has the flexibility to meet all your marketing requirements.

Upload your videos to demonstrate your company's products, capabilities, views and news with a direct click-through to your website. From live webinars to practical demonstrations of your technology's capabilities, WaterBriefing will put your company in front of an informed professional audience keen to obtain the latest available information and intelligence.

## NEWSLETTERS

### Editorial Newsletter

Take one of only two slots available each week in the regular editorial newsletter delivered to the WaterBriefing readership. Our weekly Editor's newsletter is distributed to thousands of opt-in registered subscribers. Benefit from the very high opening and click through rate – plus direct positioning next to editorial comment – to get your key messages directly in front of our users by advertising on content delivered straight to their inbox. Image size 240 x 240

### Specialist Newsletters

Promote your company's products and services to a large audience of key decision makers by sponsoring one of one of WaterBriefing's new specialist e-newsletters 2011. Categories include:

- Energy and carbon management
- Instrumentation and automation
- Flooding issues and flood management
- Anaerobic digestion
- Hydro power
- Wave power
- Water and wastewater treatment
- Civil engineering and consultancy
- Energy

And if we don't cover a category which precisely meets your needs, contact us to discuss bespoke options.

**WaterBriefing**  
News, Information and Intelligence for the Water Industry

Newsletter | 12 April 2010

**What is WaterBriefing?**  
WaterBriefing is the only online news and intelligence service dedicated to the UK water and wastewater sector. Bringing you the latest news, access to tender opportunities, contract wins, company analysis and key information about the legislation, policy and issues driving the marketplace on a daily basis. [Click here to visit WaterBriefing.](#)

**Did you know?**  
WaterBriefing received 29,686 unique visitors in 2009, with over 2 million hits.

**Flood and Water Management Bill becomes law**  
The Flood and Water Management Bill gained Royal Assent and became law yesterday. The new Act will implement several key recommendations of Sir Michael Pitt's Review of the Summer 2007 floods, protect water supplies to consumers and protect community groups from excessive charges for surface water drainage. [Read More](#)

**Mechanical mole kicks off South East Water's £2.3m pipeline scheme**  
A special "mechanical mole" will kick start the first phase of a new £2.3 million water pipeline in Maidenshead now planners have given the go-ahead for a key part of the vital infrastructure scheme. [Read More](#)

**Thames Water awards £35m improvement works contract**  
Thames Water has awarded a £35 million contract to carry out improvement works in north London to Murphy Pipelines, a division of J Murphy & Son. [Read More](#)

**Galliford Try secures £500m Thames Water framework**  
Galliford Try plc, the housebuilding and construction Group, has announced this morning that it has, in joint venture, been appointed as contractor by Thames Water initially for over £100m worth of work and potentially up to £500m worth under their AMP5 frameworks for the next five year. [Read More](#)

**£1.2 billion Thames Water contracts announced**  
Thames Water, Britain's biggest water and sewerage firm, has announced contract awards for up to £1.2 billion of essential work to improve and maintain its ageing water pipes, sewers and other facilities over the next five years. [Read More](#)

**Tenders**

- [UK, Birmingham: nitrogenous fertilisers. Deadline 30.04.2010](#)
- [UK, Durham: water distribution and related services. Deadline 23.04.2010](#)
- [UK, Belfast: sewage, refuse, cleaning and environmental services. Deadline 12.05.2010](#)
- [UK, Bath: surge suppressors. Deadline 21.04.2010](#)
- [UK, Exeter: environmental services. Deadline 13.04.2010](#)

**Contact Us**

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## RATES

### WEB BANNERS

#### Web banners - Homepage Tenancy

Ad type	Price
Top banner	£900+vat per month, £4,500+vat per 6 months, £8,000+vat annual
Top advert	£800+vat per month, £4,000+vat per 6 months, £7,200+vat annual
Bottom advert (one of two)	£600+vat per month, £3,000+vat per 6 months, £5,400+vat annual

#### Page Peel

Ad type	Price
Page Peel	£700+vat per month, £3,500+vat per 6 months, £6,300+vat annual

### EXPERT FOCUS

Expert Focus Homepage	Price
Expert Focus - Microsite	Contact the sales team for a bespoke quote
Expert Focus - Weblink	£4,500+vat per 6 months, £6,000+vat annual

### PREMIUM CONTENT

#### Scrolling News Story

Scrolling news story on Homepage	£300+vat per month
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#### Product Showcase

Short article plus image	£100+vat per month
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#### Supplier Directory

Standard	£100+vat
Enhanced	£300+vat
Premium	£450+vat

#### Video Channel

Hosted video	£350 +vat per fortnight, £550 +vat per month
Webinar or series of videos	Contact the sales team for a bespoke quote

### NEWSLETTERS

#### Editorial Newsletter

Ad Type	Price
Position one below Editorial comment	£150+vat per week
Position two below Editorial comment	£150+vat per week

**Specialist newsletters – contact us for further information.**

**For any queries or further information regarding advertising opportunities, please contact:**

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