

Institute of Water



ABOUT THE INSTITUTE OF WATER

The Institute of Water is the only professional body that exclusively supports the careers of anyone working in the UK water sector.

Formed in 1945, the purpose of the Institute of Water is to promote the advancement of industry knowledge and practice in its widest sense. To this end, Area and National Committees organise meetings, seminars, technical visits and conferences, as well as a variety of social events. All of these activities provide a shop window for the latest technological developments and a forum for the discussion of topical issues.

MEMBERSHIP

Membership demonstrates professionalism and is open to anyone working within the water sector, at any level and from any discipline, regardless of qualifications or experience. The Institute offers a mentoring service which helps younger members and those new to the industry to reach their potential and gives more experienced members an opportunity to share their knowledge and experience. Entrance fee and initial year's subscription is only £35 (£55 overseas).

The Institute of Water is licensed to register members with the Engineering Council at Chartered Engineer, Incorporated Engineer and Engineering Technician level. It is also licensed by the Society for the Environment to register members as Chartered Environmentalist.

Continuing Professional Development (CPD) is encouraged for all members and most Institute of Water events provide opportunities for CPD. Other opportunities are offered through the Institute of Water website, e-News bulletins and a quarterly Journal.

THE INSTITUTE OF WATER JOURNAL

To keep members informed, the Institute of Water publishes a quarterly journal which contains articles of interest and relevance to the industry, directly targeted at those within the industry. This gives members unparalleled opportunities to increase their knowledge about topics that are crucial to a successful future. Members are also actively encouraged to contribute editorial matter.

The Institute of Water Journal is mailed direct to more than 2,000 Institute of Water members and subscribers; recipients include Managing Directors and Chief Executives of the Water Utilities and their suppliers, contractors and regulators - key personnel and decision makers throughout the water industry. The Journal offers the ideal platform to promote your company, services and business developments across the entire UK water sector.

Journal Subscription in the UK is £30, Overseas £50

Contact: Lyndsey Gilmartin, Institute of Water
4 Carlton Court, Team Valley, Gateshead NE11 0AZ
Tel: 0191 4220088 Fax: 0191 4220087
Email: lyndsey@instituteofwater.org.uk
www.instituteofwater.org.uk

Institute of Water

ADVERTISING

Advertising in the Institute of Water Journal offers you the opportunity to reach this unique audience in a number of different ways, each one designed to suit your business needs – from display advertisements to company profiles, right the way through to product & services showcases. Among the many benefits:

Prestige: A great way to project your company or product.

Profit: Brings your sales message to the most influential and significant buyers in the marketplace.

Information: Offers businesses and manufacturers the chance to give the market a clear explanation of the state of your business, which is of great importance to shareholders, customers and suppliers.

Introduction: Whether you are a new company, or an existing and established business, there are always new opportunities and potential clients. The Institute of Water Journal can help you reach them!

Brand Awareness: Builds on your strengths within the marketplace by either building on recognised branding, or affirming your industry standing.

Confidence: Creates the confidence among existing and potential customers.

Image: Projects your company to the wider sector/business community and enhancing your reputation.

DISPLAY ADVERTISING

Double Page	£1,900
Full Page	£1,000
Half Page	£550
Quarter Page	£300
Cover	£2,000

BUSINESS CARD DIRECTORY

Business card size advert-style listings by industry sector category, incorporating colour logo / up to 20 word company description / contact details including 1 named contact if desired.

Allows regular exposure to our water utility and civil engineering members (and non-members) at minimal cost - £75 per quarter (4 quarter campaign)

COMPANY PROFILE

Offering you the opportunity to maximise impact with a unique blend of advertising and editorial space. A company profile enables you to highlight the services you offer by presenting your company in an editorial format, which is easy-to-read, informative and highly promotional.

Full Page	£1,400
Double Page Spread	£2,100

MECHANICAL DATA

Full Page Trim Size	297 x 210mm
Type Area	275 x 182mm
Bleed	303 x 216mm
Half Page Horizontal	115 x 180mm
Half Page Vertical	264 x 86mm
Quarter Page Horizontal	62 x 180mm
Quarter Page Vertical	115 x 86mm
Double Page Spread	297 x 420mm (trim area) 275 x 394mm (type area) 303 x 426mm (bleed)

SUPPLIED ARTWORK

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied in InDesign or Illustrator. We accept images in Adobe Photoshop or Adobe Illustrator. Images can be a Tiff or EPS. Please ensure that all fonts and images are supplied. All images should be supplied to 300 dpi minimum. A high resolution PDF is also acceptable.

Artwork can be supplied on a CD, flash disk or sent via email: production@distinctivepublishing.co.uk

Please indicate clearly if any artwork is being supplied in Jpeg format.

A colour proof should be supplied.

Images in Word, Excel or Powerpoint cannot be used for publication.

INSTITUTE OF WATER HEAD OFFICE

4 Carlton Court, Team Valley, Gateshead NE11 0AZ
Tel: 0191 4220088 Fax: 0191 4220087
Email: lyndsey@instituteofwater.org.uk
www.instituteofwater.org.uk

INSTITUTE OF WATER JOURNAL PROPOSED FEATURES LIST 2011

Issue 169 - Distribution w/c February 28

- Innovation ● Walker Review ● Communication ● IWEX Preview
- Institute of Water Conference Preview

Issue 170 - Distribution w/c June 6

- Regulation ● Partners/Supply Chain ● Capital Investment
- Who's Who ● Institute of Water Conference Report
- Institute of Water Drilling and Tapping Report

Issue 171 - Distribution w/c August 29

- Water Resources ● Mentoring and Staff Development ● Metering
- Competition and Charging ● Affordability and Customers

Issue 172 - Distribution w/c November 28

- Transfer of Private Sewers ● Networks ● IWEX Preview
- Wastewater Treatment ● Institute of Water Conference Introduction
- Coping with OFWAT Determinations

Engineering, Environmental, Technology & Water Quality features always welcome

Word Count Guide - 1 page article with 2 pictures - 600 words
2 page article with 2/3 pics - 800-1000 words

Non-Features List Editorial - considered on submission: contact Lyndsey Gilmartin.

Distribution – two thousand copies are mailed to members, subscribers, Managing Directors and Chief Executives of the Water Service and Supply Companies, Water Authorities, key personnel and decision makers throughout the Water Industry.

Subscription - Annual Subscription UK £30, Overseas £50. Please contact Institute of Water Head Office to arrange.

To advertise, call Martin Jamieson on 0191 4788300
Email: martin.jamieson@distinctivepublishing.co.uk
Distinctive Publishing LTD
8th floor, Aidan House, Sunderland Road, Gateshead NE8 3HU