

Media Kit 2023

Water New Zealand



Who are we?

We are the professional body for the three waters sector and industry leaders in the promotion of best practice for the sustainable management and health of drinking, waste and stormwater in Aotearoa, New Zealand. Our members work across all aspects of the sector and we are the principal voice representing the expertise that make up the three waters sector.

Our membership is made up of industry leaders as well as those working at all levels across the three waters – from chief executives to engineers, technicians, researchers, scientists, operators, trainees and students.

Working closely with our members and partners, Water New Zealand's commitment is to improve capability, competency and upskilling to ensure a fit-for-purpose workforce across the three waters. We offer professional development, networking, industry knowledge and opportunities to influence and play a leadership role in the sector.

We also support members through special interest groups and regional meetings and we run conferences, webinars and symposiums.

Our flagship journal *Water*, as well as the *Pipeline* e-newsletter and the *Water Directory* are our publications.

Water Journal

Water journal, published five times a year, is our premier publication, providing an important vehicle for ensuring that members and key stakeholders stay up to date with latest developments, innovation and trends.

The journal is available to our membership base of approximately 3000, and distributed to key decision makers and other industry leaders. A digital version of *Water* is available online and on our website.

Advertising in *Water* is an ideal way to raise your profile in the industry and build or maintain brand awareness, and ensure that your products and services are seen by key industry decision makers.

Key topics covered for Water:

Stormwater, waste water, drinking water, smart water (innovation), drinking water treatment, onsite wastewater, backflow, pipe renewals, infrastructure, green infrastructure, water sensitive urban design, digital water, modelling, research, sector performance, planning tools, climate change, Te Ao Maori (Maori world view), freshwater, water loss issues, inflow and infiltration, technical guidance, small water systems, training, upskilling and competence, small wastewater and natural systems.

Pipeline

We publish a fortnightly e-newsletter, *Pipeline*, currently sent to approximately 7500 subscribers from among our membership and the wider sector.

Pipeline contains the latest updates, industry news, events and links to information relevant to anyone working, or with an interest, in the three waters sector. Organisations can list job vacancies in each issue, which are also posted on our website so it is an ideal place to go if you are looking for a new job in the sector or looking to employ someone. We also allow a limited number of display advertisements throughout the newsletter.

Water Directory

The *Water Directory* is an online resource of suppliers to the wider water sector. Listing in the directory is an ideal way to ensure that potential clients can find you. The Directory is also published in print form once a year, and if you have a current online listing you will automatically be included in this.

Advertising Manager | Debbie Laing

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advertising@waternz.org.nz

Water Journal

Advertisement Size	1 Issue	3 Issues	5 Issues
Full Page 297mm h x 210mm w + 3mm Bleed	\$2,330	\$2,178/each	\$2,027/each
Half Page Horizontal: 130mm h x 187mm w Vertical: 260mm h x 90mm w	\$1,680	\$1,570/each	\$1,461/each
Third Page Horizontal: 90mm h x 187mm w Vertical: 260mm h x 60mm w	\$1,450	\$1,355/each	\$1,261/each
Quarter Page Horizontal: 65mm h x 187mm w Vertical: 130mm h x 90mm w	\$1,300	\$1,215/each	\$1,131/each
Sixth Page: Horizontal: 40mm h x 187mm w Vertical: 130mm h x 60mm w	\$850	\$795/each	\$739/each
Classified Card Colour: Horizontal: 60mm h x 90mm w	\$240		
Double Page Spread:	\$4,300	\$4,100/each	\$3,800/each
Inside Front Cover:	\$2,650		
Inside Back Cover:	\$2,650		
Outside Back Cover:	\$2,800		

Water New Zealand Corporate members receive a 10% discount off all rates

*All rates exclusive of GST

Loose Inserts

2350 copies required A4 \$1200

A3 (folded to A4) \$1500

We offer discounts for multiple issues booked together for a 12-month period.

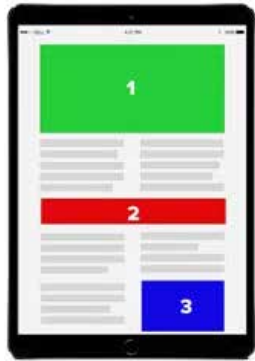
When 3 are booked, the discount is 6.5% per issue.

When 5 are booked, the discount is 13% per issue.

Setting up your artwork

- Artwork must be supplied in CMYK.
- All images and logos within artwork to be at least 300 dpi.
- Artwork supplied is to have all linked files and fonts converted to paths.
- Bleed is only required on the full page size, all other artwork should not have bleed or crop marks.
- Please send a PDF file no larger than 10 MB. Please do not send large files via wetransfer (or similar).
- The digital copy of Water will include links to email and website addresses if they have been embedded in to your artwork.

Pipeline



Advertisement Sizes

- 1. Megaheader**
Horizontal: 540px w x 215px h
- 2. Header**
Horizontal: 540px w x 100px h
- 3. Tile**
Horizontal: 245px w x 150px h

	Single	3+ insertions	6+ insertions
Megaheader	\$340	\$320/each	\$300/each
Header	\$270	\$260/each	\$250/each
Tile	\$260	\$250/each	\$240/each

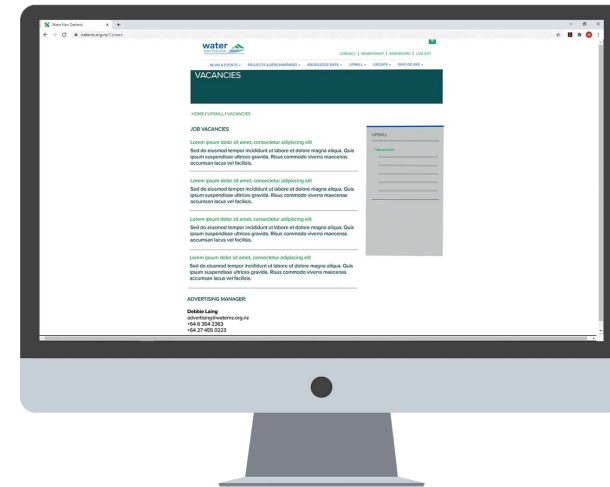
*All rates exclusive of GST

Setting up your Artwork

Please ensure artwork is the correct pixel width and height. Artwork can be supplied in PNG or JPG formats, GIFs are not permitted. Artwork must be supplied in RGB.

www.waternz.org.nz/pipeline

Job Vacancies



Job vacancies are listed on the Water New Zealand job listing page for 30 days, or until the closing date if that's sooner, and included in the Pipeline e-newsletter if one comes out while the vacancy is live.

To place a single vacancy, the rate is \$260 plus gst. For multiple vacancies within a single advertisement, please email for pricing options:

Advertising Manager | Debbie Laing

advertising@waternz.org.nz

www.waternz.org.nz/vacancies

Water Directory

Brought to you by Water New Zealand

The Water Directory provides an easily accessible resource for anyone seeking suppliers of goods and services in the water sector. As a ‘who supplies what’ source of options, the directory offers extremely targeted searching allowing users to quickly identify the companies that can provide the services or products they need.

Listing in the directory is an ideal way to ensure that potential clients can find you. Build your own listing by choosing the components you require. For more information, rates or a listing form please email advertising@waternz.org.nz.

The Water Directory is also printed annually, and if you are on the website, you will automatically be included. The printed directory is organised in three sections; by company name, by category, and by brand.

In addition to company listings, there are opportunities for display advertising on the website, and in the printed edition.

Water New Zealand Corporate members receive a 10% discount off all rates.

www.waterdirectory.org.nz

Website Display Ads	Rate
Home Page Banner Large image on the landing page, random rotation 400px h x 700px w	\$950
Carousel Banner Ads scroll along the bottom of every webpage, random rotation 215 h x 540px w	\$600

Save the files at 72 ppi as a jpg. Artwork to be in RGB. URL can be embedded in artwork, however please also supply the url as a link.

Add a display ad in the printed edition, 50% off the usual rate. Display advertising in the print edition can be taken on its own, or in combination with website ad.

Print Display Ads	Rate	Rate with website ad
Full Page 297mm h x 210mm w + 3mm Bleed	\$2,050	\$1,025
Half Page Horizontal: 130mm h x 187mm w Vertical: 260mm h x 90mm w	\$1,300	\$650
Third Page Horizontal: 90mm h x 187mm w Vertical: 260mm h x 60mm w	\$1,020	\$510
Quarter Page Horizontal: 65mm h x 187mm w Vertical: 130mm h x 90mm w	\$980	\$490
Sixth Page: Horizontal: 40mm h x 187mm w Vertical: 130mm h x 60mm w	\$600	\$300

- Print advertisement artwork must be supplied in CMYK format.
- All images and logos within artwork must be at least 300 dpi.
- Artwork supplied is to have all linked files and fonts converted to paths.
- Embed URL links in artwork.
- Bleed is only required on the full page, all other artwork should not have bleed or crop marks.
- Please send a PDF file no larger than 10MB.