

# MEDIA KIT 2012

**MEGA** WHERE **ENERGY**  
**WHAT** MEETS **WATER**  
**H<sub>2</sub>O**



# ONLINE

## H2O

Water evokes a deep sense of responsibility among the governments, people and businesses in the Middle East & North Africa (MENA) region, which is the most water-scarce region of the world. Since 2006, H2O has been catering to this growing sensibility with insightful content that promotes the stewardship of this scarce resource. H2O is committed to serving the region's water sector with relevant news, interviews, technical articles, case studies and innovative solutions for the water/wastewater applications in municipal, industrial and built-environment. In H2O, you will find leading regional and international players in the water/wastewater industry coming together to discuss and share their thoughts on water management in the MENA region and closing the loop between production and re-use.

[www.h2ome.net](http://www.h2ome.net)

## MEGAWHAT

Not only is the power industry in the Middle East today preoccupied with electricity generation, transmission and distribution issues, it is also coming to grips with other emerging topics in energy and power-related sectors like automation, alternative energy, intelligent grids, electric vehicles, to name a few. Formally launched in 2007, MEGAWHAT has since evolved to cover not only its Middle East & North America (MENA) home base, but also its neighbouring regions and beyond. Living up to its catchphrase – ...Who, Where, When & How of the ME Power Industry – it has served its readers well with up-to-date information and timely stories on the industry.

[www.megawhatme.com](http://www.megawhatme.com)



## Now bringing you the best of both worlds, in print, every month...

To serve the overlapping interests of our readers and advertisers, we have combined bi-monthly editions of **H2O** and **MEGAWHAT** into a monthly new-look magazine with cutting-edge design and sections. The emphasis continues to be fresh and incisive news and feature stories on current and timely issues involving the water and power industries and related sectors.

## PROFILE

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Consultants/Contractors **24%**

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Industry professionals **22%**

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Developers/Operators **12%**

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Consumers (commercial and industrial) **21%**

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Utilities, government, regulatory bodies, municipalities **7%**

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Equipment & service suppliers **10%**

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R&D/Educational organisations **2%**

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Trade associations **2%**

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## AUDIENCE

- Utilities
- Regulatory bodies
- Consultants
- Contractors (EPC, MEP, General)
- Operators
- Developers
- Manufacturers & distributors of equipment and supplies (power, water, oil & gas, alternative energy)
- Commercial & industrial consumers
- Specialists from allied industries (chemicals, industrial automation, lighting, district cooling)
- Testing laboratories
- R&D and educational organisations

## GEOGRAPHIC CIRCULATION

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Saudi Arabia **6,084**

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UAE **5,515**

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Kuwait **2,147**

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Bahrain **1,998**

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Qatar **1,994**

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Oman **1,786**

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North Africa **1,593**

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Iran **567**

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The Levant **2,634**

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International **3,557**

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**Total 27,875**

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# ADVERTISING RATES

## NORMAL PAGE RATES PRINT

Full page colour	USD 4,900
Double-page spread	USD 8,900
Gatefold	USD 8,500
Fake cover	USD 6,500
Centrefold	USD 9,500
2/3 page	USD 3,800
1/2 page - <i>island</i>	USD 3,500
1/2 page	USD 3,100
1/3 page	USD 2,200
1/4 page	USD 1,900

## COVER POSITIONS

Outside back cover	USD 6,900
Inside front cover	USD 6,500
Inside back cover	USD 5,900
Bellyband	USD 6,600

## COMPANY PROFILE

Full page	USD 5,500
Two pages	USD 7,500
Three pages	USD 8,500
Four pages	USD 9,800
Four pages ( <i>centrefold</i> )	USD 10,500
Four pages ( <i>thick paper, centrefold</i> )	USD 11,500

## CLASSIFIED ADS

3 Issues	USD 500/Issue
6 Issues	USD 400/Issue
12 Issues	USD 300/Issue

# PAGE SPECIFICATIONS

**Bleed**  
22 x 30.7  
**Trim**  
21 x 29.7  
**Type Area**  
18.5 x 27

Full page

**Bleed**  
43 x 30.7  
**Trim**  
42 x 29.7

Double-page Spread

12.3 x 27

2/3 page - vertical

18.5 x 18

2/3 page - horizontal

12 x 18

Half page - island

9 x 27

Half page - vertical

18.5 x 13

Half page - horizontal

6 x 27

1/3 page - vertical

18.5 x 9

1/3 page - horizontal

9 x 13

1/4 page - portrait

18.5 x 7

1/4 page - strip

# EDITORIAL CALENDAR

MONTHS	EVENTS* (Extra distribution)	COUNTRY REPORT	EDITORIAL REPORT	SPECIAL SECTION	PRODUCT FOCUS	MARKET FOCUS
<b>JANUARY</b>	WFES Abu Dhabi Middle East Electricity (MEE), Dubai	Qatar/UAE	Power & Water	Automation Test & Measurement	Pumps, Gensets & Power Generation	Wastewater Oil & Gas
<b>FEBRUARY</b>	WATER ME, Qatar Arabian Power & Water 2012, Abu Dhabi EverythingAbout Water Expo, Delhi		Power & Water			Renewables
<b>MARCH</b>	WETEX 2012, Dubai Arabian Power & Water, Abu Dhabi Big 5 Jeddah	UAE	Power	Automation Test & Measurement	Valves Transformers	Desalination
<b>APRIL</b>	Aquatech India WSTA, Qatar	Oman	Water		Pumps	Nuclear Energy
<b>MAY</b>	Project Qatar IFAT, Germany Oman Power & Water WEPower Dammam	Qatar	Power	Test & Measurement	Cables	Wastewater
<b>JUNE</b>	Aquatech China	Bahrain	Water	Automation	Leak Detection Switch Gear	Water Quality Oil & Gas
<b>JULY</b>	SIWW 2012	Kuwait	Power (Summer)			
<b>AUGUST</b>		Rest of ME	Water			
<b>SEPTEMBER</b>	IWA Congress, Korea	Rest of ME	Power	Automation		Metering
<b>OCTOBER</b>	Power & Water ME, Abu Dhabi WaterSmart Innovations, Las Vegas	UAE	Power & Water	Test & Measurement	Gensets & Power Generation Pumps	Nuclear Energy
<b>NOVEMBER</b>	<b>#2nd ME Leakage Summit &amp; H2O Awards Wastewater Summit, Abu Dhabi</b>	Saudi Arabia	Water		Leak Detection	
<b>DECEMBER</b>	SWPF Jeddah	Kuwait	Power & Water	Test & Measurement		Desalination

**NOTE** Editorial agenda is subject to change  
Events section updated regularly online  
#Organised by CPI

# ADVERTISING MATERIAL SPECIFICATIONS

## PRINT ADVERTISEMENT:

- All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.
- All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.
- Other/special sizes and loose inserts are available by request.
- Advertisements can be designed. Cost to be advised

# GLOBAL REACH

## INNOVATIVE DIGITAL SOLUTION

The print editions of our magazines reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI pioneered in the region. The technology enables readers to access CPI magazines on-line and/or in a digital format anytime and anywhere, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.



## KEY BENEFITS INCLUDE:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow
- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.

[www.h2ome.net/digital](http://www.h2ome.net/digital)  
[www.meghawhatme.com/digital](http://www.meghawhatme.com/digital)

# ONLINE SOLUTIONS

## ADVERTISING RATES

POSITION	SIZE	RATES
Top Banner 1 <b>(A)</b>	550 x 60	USD 1,900
Top Banner 2 <b>(B)</b>	120 x 90	USD 1,500
Main Box <b>(C)</b>	300 x 250	USD 2,400
Rectangle 1 <b>(D)</b>	300 x 100	USD 1,200
Rectangle 2 <b>(E)</b>	300 x 50	USD 1,800
Square box <b>(F)</b>	140 x 140	USD 1,300
Button <b>(G)</b>	170 x 50	USD 900

## WEEKLY EMAIL/NEWSLETTER ADVERTISING

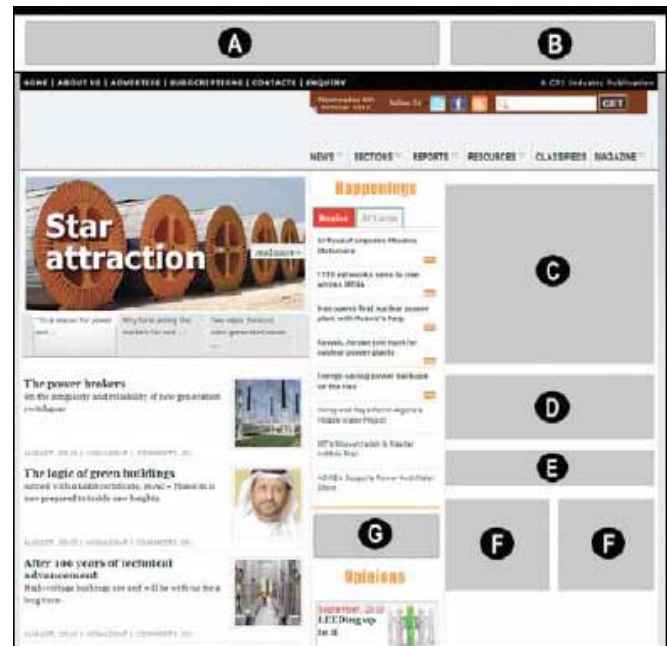
Main Banner	550 x 60	USD 1,200
Button box	120 x 90	USD 900
Tower Banner	120 x 500	USD 1,450

## ADDITIONAL ADVERTISING OPPORTUNITIES

Classified Ads	40% of print
Appointments	40% of print
Company Logo	USD 200
Section Sponsorship	USD 1,400

**EBLAST:** USD 500 per 1000 names with a minimum order of USD 1000; HTML Design - USD 500 extra

Please contact us for exclusive advertising



## ONLINE ADVERTISEMENT:

- All banners to be provided as JPEG or GIF (in case of animation) along with the links or pointing URL.
- Please ensure maximum file-size for all these banners (except small button - 20k) are not more than - 40k
- If flash banner, then maximum animation time to be 15 secs and embedded link should be set with target = "\_BLANK" attribute i.e. the link opens in a new browser window.

# EVENTS

## THE ANNUAL H2O WATER AWARDS



The Annual H2O Water Awards celebrates the outstanding achievements of the Middle East & North Africa (MENA) water industry. These awards recognise projects and programmes, big and small that have made significant contributions to the advancement of the region's water industry. The projects and programmes are expected to demonstrate a high standard of excellence and quality as well as processes and innovations that promote sustainability.

The third edition in 2012 will feature the 'Product Category' segment, which was introduced for the first time in the 2011 edition. The objective, again, is to recognise innovative and sustainable products and solutions that have contributed to the water industry's progress.

The selection of the winners from amongst the nominations received will be made by expert panel of jurors. Award winners are recognised at the H2O Water Awards Ceremony & Gala Dinner held in the month of November every year.

[www.h2ome.net/awards](http://www.h2ome.net/awards)

## 2ND MIDDLE EAST WATER LEAKAGE SUMMIT

The second Middle East Water Leakage Summit will once again bring together key representatives from across the region's water industry to explore regulatory trends, current issues and practical solutions for leakage reduction.

<http://www.h2ome.net/leakagesummit/>

## MEMBRANE BIOREACTORS (MBR) SEMINAR

Membrane Bio-reactors (MBR) are becoming popular in the Middle East due to the growing focus on wastewater re-use. MBRs provide filtration at the micron level and deliver high-quality effluent in considerably less space than a conventional plant, making them best-suited for wastewater recycling and reuse applications. This seminar will focus on product and process innovations, research & development, design and optimisation and operational experiences, in the context of the Middle East region.

## PROPOSED EVENTS

- Chemicals for water treatment
- Disinfection





## **FOR ADVERTISING OPPORTUNITIES**

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