

water HQ

Media Info 2018



“water HQ: Launching an Industry Platform”

Deep in the Water Community Since 1977

For more than four decades **Arab Water World (AWW)** has been serving the Water, Wastewater, Desalination & Energy sectors in the MENA region & beyond, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to construction industry is presented.

headquarters (HQ) Collins Dictionary
plural noun [with sing. or pl. v.]
1. the main office, or center of operations and control, of anyone in command.
2. the main office or center of control in any organization

Starting January 2018 issue, in order to reflect better our magazine's mission as well as its global reach which is not limited to the Arab / MENA region, its name will change to "water HQ".

waterHQ will continue to be the focal point where industry professionals meet their needs. waterHQ will be published monthly and will provide news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry bringing its readers in-depth insights and information. As the leading B2B water magazine, waterHQ is the vital link between international manufacturers, producers, exporters & agents / resellers in the B2B industry and is your ideal partner whether you wish to gain accurate and up-to-date insight on the water industry or whether you wish to gain maximum exposure to your company's products and services.

Major water companies & manufacturers trust waterHQ as their promotional platform of choice to have maximum exposure for their products & services and increase their market share. waterHQ also enjoys a close partnership with leading water-related event organizers worldwide where it holds the status of official, regional or supporting magazine in major events where bonus copies are distributed to exhibitors, visitors and conference attendees.

- Content**
- Reports**
In-depth water reports
- Business**
Feature articles including interviews with key players
- News**
The latest regional & international news about water projects
- In the Market**
Cutting-edge trends on water products

Associate your company or product with waterHQ, the water industry's pioneering & leading media brand. Contact us today to get things started!

Catching the Online Wave

The water HQ website provides online insight for e-readers into the water industry through a combination of industrial news and trends, innovative technologies, country reports, and event news related to the water, wastewater, desalination and energy sectors. waterHQ website is going to be part of an industry portal www.industryhq.com which will be launched in January 2018. Log on to www.waterhq.world and delve into the world of water where current and archived issues of the WaterHQ magazine are available in three formats (html, flash and pdf e-book) at your whim.

“Testimonials”

Wissam Minkara
Mechanical Engineer, Export Manager | Layne Bowler Pompa Sanayi A.S

Great management, editors and sales team; we, as Layne Bowler, are really proud of what you are doing; from the magazine design to the interesting news and subjects, you are rising in every issue as well as your marketing activities. Our 25 years of cooperation and the advertising campaigns we are renewing every year are the best proof of our satisfaction

Maher Aghasi
CEO/President | Pure Aqua, Inc.

Pure Aqua, Inc. has been advertising with Arab Water World (AWW) magazine since 2005. AWW has done a great job informing its target audience of the current issues facing the water treatment industry. It's a great way for us to inform readers of how Pure Aqua helps its customers achieve their water treatment needs. Thank you for partnering with us!

Ilaria Favella
Marketing Manager | Saer Elettropompe

SAER Elettropompe is a genuine Italian manufacturer of pumping solutions for water treatment. We are happy with the quality and contents of the magazine. It is very informative of important businesses and helps to increase our target reach across the MENA region. We have been cooperating with AWW for many years and through its network, it assists SAER in extending the products' reach in the region.

Mr. Aktan Temiz
Vice President | COO VANSAN

VANSAN is a leading supplier of pumps and pump systems used in a variety of markets and applications throughout the world. Our pumps and motors are known for consistent, quality manufacturing and performance. We have been in cooperation with Arab Water World for the past years and we hereby state that it's a great pleasure to have the opportunity to recommend AWW which consistently provides improvement and development to business partners and clients with its extensive database and up to date portfolio.

“Clients”

Below are some of the leading companies who trusted AWW to gain market share and increase their products' exposure in the MENA region.

 Huber Technology Middle East FZE UAE	 FRASTE S.p.A. Italy	 Tormac Pumps India	 Blue White Industries, Ltd. USA
 Caprari SpA Italy	 Saer Elettropompe SpA Italy	 Layne Bowler Pompa Sanayi A. S. Turkey	 Siemens AG Germany
 Myron L Company USA	 KELLER AG f,r Druckmesstechnik Switzerland	 LACROIX Sofrel France	 Tsurumi Manufacturing Co., Ltd. Japan

Water Industry

MENA

01

Nations in the Gulf consume an average of 816 cubic meters of water per person per year, which is 65% more than the world average, according to a report by Frost & Sullivan.

02

The GCC has nearly USD42 billion worth of water and wastewater projects and about USD17 billion worth of desalination plant projects in the next 10 years.

03

GCC countries will aim to lower current loss between 13% & 35% from non-revenue water (NRW) (water "lost" before reaching customer) in order to strengthen water security.

04

Tariff hikes on water use can spur R&D and commercialization of smart meters and smart water grids and put pressure on desalination water plants to reduce energy consumption.

05

The region is dealing with demand by deploying thermal desalination, reverse osmosis (RO) membrane desalination, and solar-powered desalination

Global

01

Global water and waste water treatment market by chemicals and equipment is anticipated to grow to USD138 billion by 2022, according to Research and Markets.

02

It is expected to be mainly driven by environmental impact, increasing population coupled, aging infrastructure and climatic concerns which will act as key drivers for the growth of this market.

03

Chemical segment accounted for a 30% share in global water and waste water treatment market by chemicals and equipment in 2015

04

Municipal segment holds a major share in terms of market value and volume in 2016 among both the municipal and industrial application types.

05

Asia Pacific region dominated the global water and waste water treatment market by chemicals and equipment in 2015 accounting for 35.14% of the global water and waste water treatment market.

Editorial Program 2018

Issue	January	February	March	April	May	June
Water Treatment	Filtration	Distillation Filters	Ion-Exchange	Demineralization/ Remineralization,	Ozone, Screens	Reverse Osmosis
Wastewater Treatment	Activated Sludge Systems	Demineralizers	Aerobic Anaerobic, Compactors	Bioreactor & Centrifuges	Dissolved Air/ Gas System	Ion Exchange
Desalination	Countries Of Desalination Activities	Osmosis	Multi-Stage Flash	Nano-Filtration	Solar/Thermal Desalination	Salt: Uses & Disposal
Cover Story	Sector Award "Top Sector Players"	Personality/ Company Profile (PCP) Or Project Focus	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus	Bottled Water
Water Economics	Economic Benefits	Water Security	Water Quality	Trans-Border Issues	Dams, Reservoirs & Storage Facilities	Water/Wastewater Treatment
Product Focus Pumps & Flow Meters	Submersible Pumps	Samplers	Centrifugal Pumps	Recorders	Industrial Pumps	Leveling
Product Focus Pipes & Valves	Monitors	PPR Pipes & Fittings	Gate Valve	PEX Pipes & Fittings	Butterfly Valve	Pipe Installation & Repair
Country Report	UAE	Turkey	Saudi Arabia	Lebanon	Germany	USA
Business Corner						
Bottled Water	Bottled Water For Home/Office	Water Bottle Recycling	Bottled Versus Filtration/Tap	Glass vs Plastic	Family Bottled Water- Sizes & Uses	Bottled Water Marketing Campaigns
Top 5 lists MENA	Top 5 Water Parks Themes	Top 5 Water Residential Projects	Top 5 Washroom Designs/ Producers	Top 5 Water Pumps	Top 5 Clearest Blue Waters in MENA	Top 5 Relaxing Water Activities
Bonus Distribution*	-International Water Summit 2018 - UAE -ISK - Sodex 2018 Turkey	ISK - Sodex 2018 Turkey	The Big 5 Heavy 2018 - UAE	-Project Lebanon 2018 - Lebanon -Turkey Build 2018 - Turkey	-Project Lebanon 2018 - Lebanon -Turkey Build 2018 - Turkey	
Editorial Due	December 18, 2017	January 19, 2018	February 19, 2018	March 19, 2018	April 18, 2018	May 18, 2018
Dates						
Advertising Due	December 20, 2017	January 22, 2018	February 21, 2018	March 21, 2018	April 20, 2018	May 21, 2018
Publishing Date**	December 29, 2017	January 31, 2018	February 28, 2018	March 30, 2018	April 30, 2018	May 31, 2018

Issue	July	August	September	October	November	December
Water Treatment	Current/Future Projects & Trends	Renewables Technology & innovations	Chemical Feed Pumps	Ultra-Violet Sterilization	Desalination Plants	Pesticide Treatment
Wastewater Treatment	Current/Future Projects & Trends	Electro-Coagulation, Thickeners, Ph Adjuster	Membrane Retention	Electro-Ionization	Renewables Technology & Innovations	Air Floatation Systems
Desalination	Equipment/Costs /Investments In GCC	Multiple-Effect Distillation	Reverse Osmosis	Electro-Dialysis Reversal	Energy/ Environment Impact	Electricity Cogeneration
Cover Story	Landscaping, Pools & Irrigation	PCP / Project Focus	PCP / Project Focus	PCP / Project Focus	Top 10 Water Executives Awards	Year Review & Year Preview
Water Economics	Drought To Diversity: Successful Cases	Diversity To Drought: What Happened?	Groundwater Contamination/ Landfills	Urban Drainage Infra-Structure	Water Technology Systems	Precipitation/ Drought Patterns
Product Focus Pumps & Flow Meters	Household Use Pumps	Turbine Flow Meters	Borehole Pumps	Single Or Multipoint Insertion Meters	Water vs. Gas Pumps	Leak Detectors
Product Focus Pipes & Valves	Safety Valves	Steel Pipes & Fittings	Check Valves	PVC /UPVC Pipes & Fittings	Valve Failures & Shutdowns	Freezing Pipe Protection
Country Report	Canada	Turkey	Qatar	UAE	Italy	India
Business Corner						
Bottled Water	Water bottles' Caps	Bottled Water On The Go - Sizes & Uses	The Story Of PET	The Taste Of Water	The Water Inside: Spring, Purified, Mineral Sparkling	Bottled Water Hygiene Practices
Top 5 lists MENA	Top 5 Water Leisure Projects	Top 5 Water Sports	Top 5 Underwater Structures	Top 5 Hydropower Projects Mena	Top 5 Water Fountain Designs / Architects	Top 5 Water Conservation/ Creation Methods
Bonus Distribution*			WETEX 2018 UAE	-The Big 5 Show 2018 - UAE -WETEX 2018- UAE	The Big 5 Show 2018 - UAE	
Editorial Due	June 18, 2018	July 18, 2018	August 17, 2018	September 19, 2018	October 17, 2018	November 19, 2018
Dates						
Advertising Due	June 20, 2018	July 20, 2018	August 20, 2018	September 21, 2018	October 19, 2018	November 21, 2018
Publishing Date**	June 29, 2018	July 31, 2018	August 31, 2018	September 28, 2018	October 31, 2018	November 30, 2018

* Tentative list of events at which waterHQ will have bonus distribution of its issues - liable to changes.

** Indicates when the issue would be available from the printing press for circulation and distribution. Allow 2 to 3 weeks period for the issue to reach you by post.

Advertising Benefits & Options

Print Options

- **Display Advertising:** waterHQ offers advertisements in an extended range of sizes and placements with full-color or mono display spots.
- **Classified Advertising:** The Buyers' Guide is dedicated to companies planning to test the market with a limited budget.
- **Advertorials:** This option has double use; to get story to waterHQ's readers and to maximize the company's exposure by placing its full contact details.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile or Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

Readership Summary

80%

of readers are decision makers or influence purchasing decisions.

15,913
Print Readership
(Multiplier 3.17)

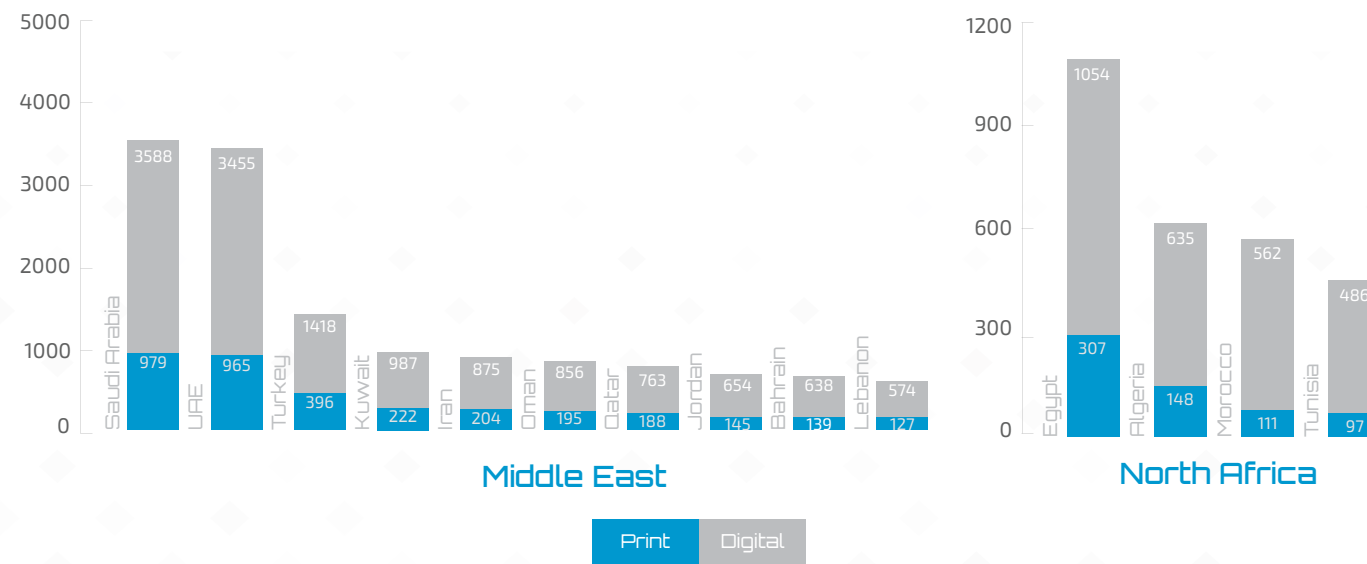
18,395
Digital Circulation

34,308
Total Brand Readership

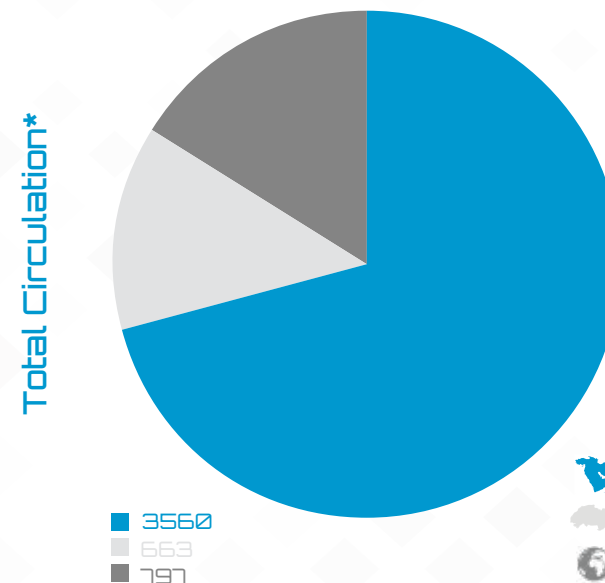
Digital Options

- **Web Banners:** For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on waterHQ's website via a Leaderboard Banner, MPU Banner, Half Page Banner, and/or a Billboard Banner.
- **Newsletters:** The monthly Newsletter contains several dedicated advertising spots, providing commercial partners with a cost effective and highly credible route into the inbox of water professionals globally.
- **Email Shots:** We know how important it is that your email looks and reads right before you send it out to your existing and potential industry professionals. That's why our direct e-mail shots offer this opportunity using a vast user database.
- **Coming Events:** The Coming Events service offers a comprehensive listing of water events, conferences seminars, and workshops.
- **Buyers' Guide:** It is a service that offers high exposure at a nominal cost. The classified ad is 360 x 300 px, including company logo, product photo, and a brief message with contact details.
- **Business Directories:** The Business Directories service puts you in contact with water-related suppliers, manufacturers, purchasers, sellers, re-sellers and high level professional employees who visit our website regularly.

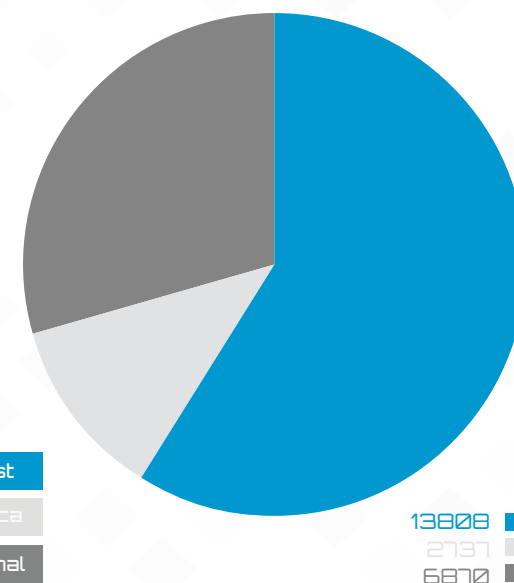
Circulation



Print Circulation

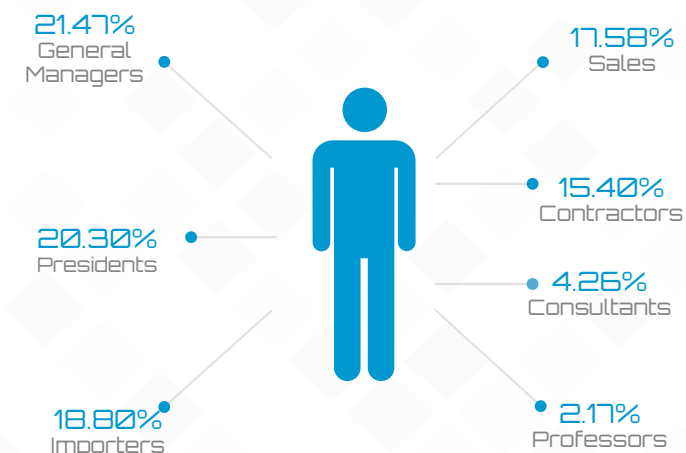


Digital Circulation



Total Circulation*

Job Position



*As a first step towards BPA accreditation, we refined the quality of our circulation in comparison to previous years' figures.

Rates (Print & Digital)

Display Advertising - 4 Color & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,570	7,190	6,810	6,435
Double Page Spread	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 nd Cover (IFC)	3,300	3,135	2,970	2,800
3 rd Cover (IBC)	3,000	2,850	2,700	2,550
4 th Cover (OBC)	3,500	3,325	3,150	2,975
Full Page	2,750	2,610	2,475	2,335
2/3 Page	2,100	1,995	1,890	1,785
1/2 Page	1,750	1,660	1,575	1,485
1/3 Page	1,400	1,330	1,260	1,190
1/4 Page	1,150	1,090	1,035	975

Advertorials & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,000	1,800	1,700	1,600
2/3 Page	1,450	1,300	1,230	1,150
1/2 Page	1,200	1,080	1,020	960
1/3 Page	900	810	765	720
1/4 Page	700	630	595	550

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	450	400	365	325
Twelve Times Prepaid				2,925

Specs (Print)

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 270
Double Page Spread	Print Size	400 x 270
Vertical 2/3 Page	Print Size	118 x 241
Vertical 1/2 Page	Print Size	87x 241
Horizontal 1/2 Page	Print Size	180 x 118
Horizontal 1/2 page Spread	Print Size	400 x 118
Island 1/2 Page	Print Size	118 x 186
Vertical 1/3 Page	Print Size	65 x 241
Horizontal 1/3 Page	Print Size	180x 80
Vertical 1/4 Page	Print Size	87 x 118
Horizontal 1/4 Page	Print Size	180 x 60

*Bleed Ads must be sent with 4 mm added on each side of the ad

Rates (Digital)

Digital Display Advertising | 4 Color & Rates in US\$

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page Spread	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 nd Cover (IFC)	1,990	1,890	1,790	1,690
3 rd Cover (IBC)	1,850	1,760	1,665	1,570
4 th Cover (OBC)	2,200	2,090	1,980	1,870
Full Page	1,715	1,630	1,545	1,460
2/3 Page	1,440	1,365	1,295	1,225
1/2 Page	1,165	1,105	1,045	990
1/3 Page	950	900	855	805
1/4 Page	800	760	720	680

Advertorials | Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,375	1,305	1,235	1,165
2/3 Page	1,100	1,045	990	935
1/2 Page	825	785	745	700
1/3 Page	655	625	590	555
1/4 Page	515	490	460	435

Classified (Buyer's Guide) Ads & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
Twelve Times Prepaid				2,960

Specs (Digital)

Space	(WxH)px	Format
Full Page	2362 x 3189	JPG, PNG, PDF
Double Page Spread	4724 x 3189	JPG, PNG, PDF
Vertical 2/3 Page	1394 x 2846	JPG, PNG, PDF
Vertical 1/2 Page	1028 x 2846	JPG, PNG, PDF
Horizontal 1/2 Page	2126 x 1394	JPG, PNG, PDF
Horizontal 1/2 page Spread	4724 x 1394	JPG, PNG, PDF
Island 1/2 Page	1394 x 2197	JPG, PNG, PDF
Vertical 1/3 Page	768 x 2846	JPG, PNG, PDF
Horizontal 1/3 Page	2126 x 945	JPG, PNG, PDF
Vertical 1/4 Page	1028 x 1394	JPG, PNG, PDF
Horizontal 1/4 Page	2126 x 709	JPG, PNG, PDF

Web Banners & Rates (US\$)

Banner	Format	Dimensions	Size	Rate/Month (USD)	Duration
Leaderboard	GIF, JPEG, or Animated GIF	728 x 90 Pixels	50 KBs	550	1 Month
				495	3 Month
				470	6 Month
				440	12 Month
MPU	GIF, JPEG, or Animated GIF	300 x 250 Pixels	50 KBs	650	1 Month
				585	3 Month
				550	6 Month
				520	12 Month
Half Page	GIF, JPEG, or Animated GIF	300 x 600 Pixels	50 KBs	1000	1 Month
				900	3 Month
				850	6 Month
				800	12 Month
Billboard	GIF, JPEG, or Animated GIF	970 x 250 Pixels	50 KBs	1500	1 Month
				1350	3 Month
				1275	6 Month
				1200	12 Month

Email Shots & Rates (US\$)

Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

Online Buyer's Guide Ads & Rates (US\$)

Duration	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Buyers' Guide/Month	300	275	250	225
Twelve Times Prepaid				2,400

Online Coming Events Listing & Rates (US\$)

Frequency	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Coming Events/Month	250	225	200	175
Twelve Times Prepaid				1,900

Online Directory Listing & Rates (US\$)

Frequency	1 - 3 Month(s)	4 - 6 Months	7 - 9 Months	10 - 12 Months
Online Directory Listing/Month	100	80	60	40
Twelve Times Prepaid				400

Online Rates



www.waterHQ.world

Postal Address

waterHQ
P.O. Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address

waterHQ
Hamra, Commodore, Barouk St.
Chatila & Chehab Bldg, 2nd Floor
Beirut - Lebanon

Communication

Tel : +961 (01) 748333
Mobile : +961 (70) 100094
Fax : +961 (01) 352419
Email : info@waterhq.com

Circulation, Marketing & Sales Department: marketing@waterHQ.world

Content & Research Department: content@waterHQ.world

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About CPH World Media

With more than four decades of experience in providing innovative media products and serving its sustainable vision "Helping Advance MENA & Beyond!", CPH World Media is constantly evolving to keep its rank as an industry icon in media at the regional and international levels alike. 2018 will mark a major leap forward in the company's milestone achievements. We will launch an online industry portal "industryHQ" that covers all business and industrial news, analysis and trends. Our print & digital media products Arab Water World (AWW), Arab Construction World (ACW), Middle East Food (MEF), and MENA Health World (MHW) are aligned now under one brand (HQ): WaterHQ, ConstructionHQ, Food HQ and HealthHQ (which will be relaunched starting January 2018).

industryHQ portal covers a broad spectrum of business news, technical articles, market research reports, analysis, trends and events spreading across multiple industry sectors. For more details log on to www.industryhq.com

constructionHQ a sister publication for waterHQ serving the Building, Machinery, Road & Power Generation sectors in the MENA region & beyond. constructionHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the construction industry bringing its readers in-depth insights and information. The total brand readership is 33.148 of decision makers or decision influencers for their companies. For more details log on to www.constructionhq.world

foodHQ a sister publication for waterHQ serving the Food Processing, Ingredients, Packaging, and Catering sectors. foodHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the food industry bringing its readers in-depth insights and information. The total brand readership is 30.626 of decision makers or decision influencers for their companies. For more details log on to www.foodhq.world

healthHQ a sister publication for waterHQ serving the Medical, Laboratory, Pharmaceuticals & Fitness sectors. healthHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the health industry bringing its readers in-depth insights and information. The digital edition only of the magazine will be relaunched starting January 2018. For more details log on to www.healthhq.world

Subscription Form

Kindly Complete the Entry Form Below - It's as easy as ABC!

I wish to: Subscribe (fill A>C) Renew my subscription (fill A>C) Update my information (fill A)

Receive sample copy to:

- constructionHQ magazine
- waterHQ magazine
- foodHQ magazine
- Get contacted by my nearest agent to discuss my advertising needs (fill A)
- Submit my Article / Press Release / Product / news to be published in the next issue (fill A)
- Receive a specially promotional offer for advertising (fill A)

Publication of Editorial material is subject to the editor's discretion and space availability

A Entity Details - (Fields marked with a (*) should be filled. Kindly specify if not available by typing/printing N/A)

Personal Details	Name*:	Position*:
	Direct Tel: (+)-() () Ext:	Mobile: (+)-() ()
	Direct Fax: (+)-() () Ext:	Email:
Company Details	Name*:	Year Established*:
	Tel (s): (+)-() ()	Fax (es): (+)-() ()
	Business Activity / Description*:	
	Email*:	http*://
	Export Markets:	Import Markets:
	# of Employees*:	Annual Turnover:
Address	Brands / Trademarks:	
	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

B Subscription Rates - (choose your preferred subscription)

	Lebanon	Arab Countries, Cyprus, Iran	Africa (Excluding Arab Countries), Europe, Turkey	Other Countries
One Year	<input type="checkbox"/> \$25	<input type="checkbox"/> \$65	<input type="checkbox"/> \$95	<input type="checkbox"/> \$120
Two Years	<input type="checkbox"/> \$50	<input type="checkbox"/> \$105	<input type="checkbox"/> \$160	<input type="checkbox"/> \$210
Three Years	<input type="checkbox"/> \$75	<input type="checkbox"/> \$145	<input type="checkbox"/> \$230	<input type="checkbox"/> \$305

C Payment Methods

Cheque made payable to CPH World Media - Cheque must be drawn on any U.S. Bank

Please charge my credit card: MasterCard / Visa / AMEX

Your Credit Card Details: Type: AMEX MasterCard Visa

Number:

Card Holder Name : Card Expiry Date: / / (dd/mm/yyyy) Signature:

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subscriptions@waterHQ.world