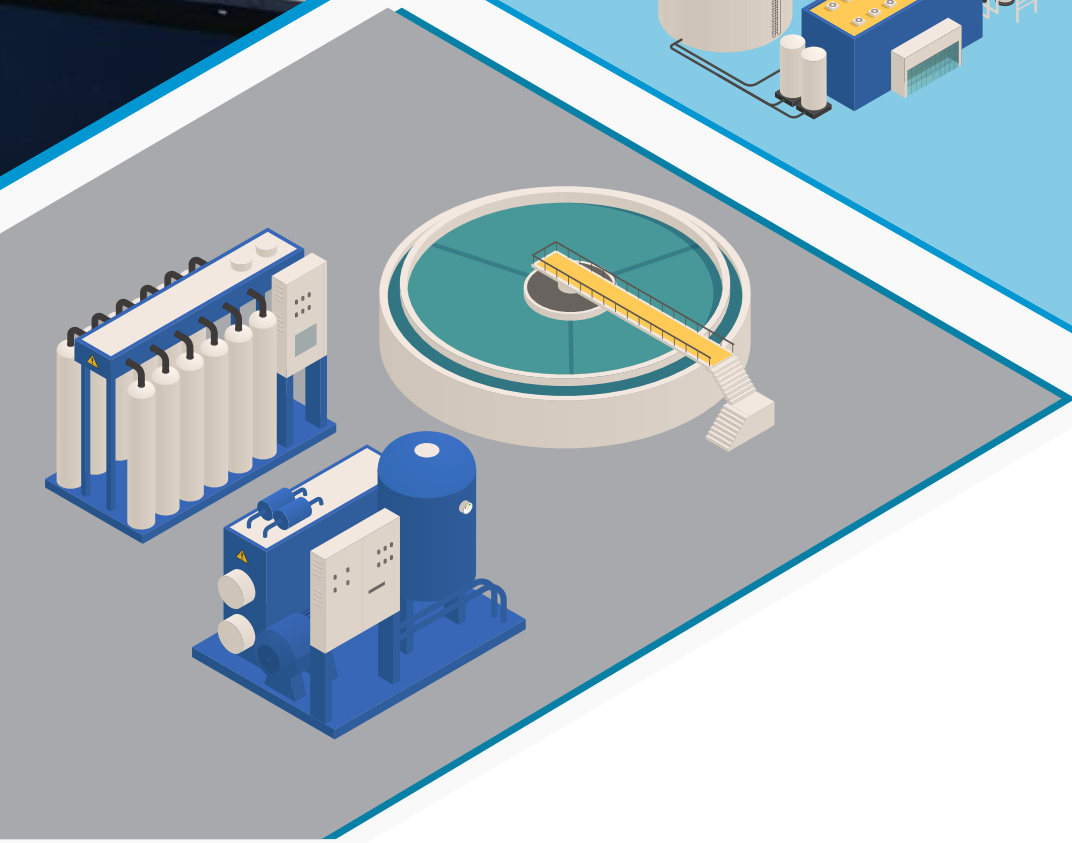
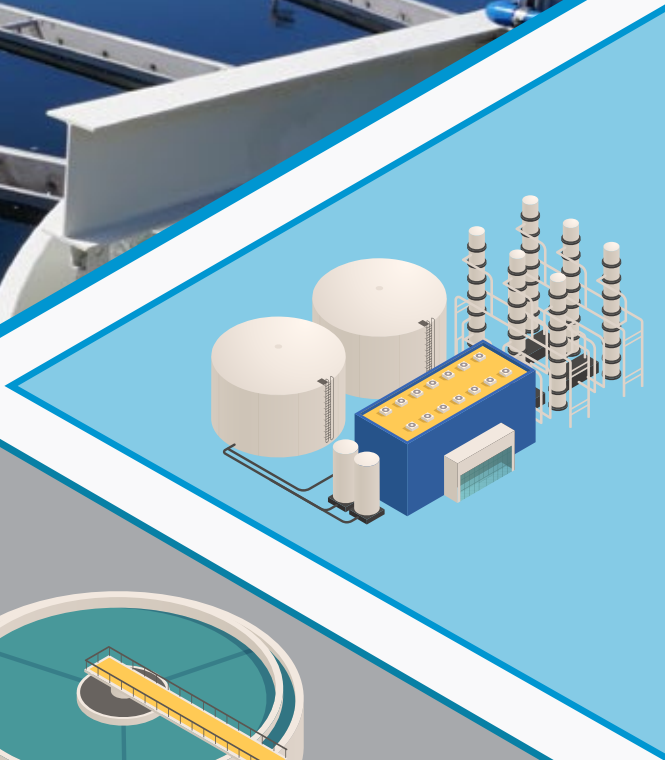
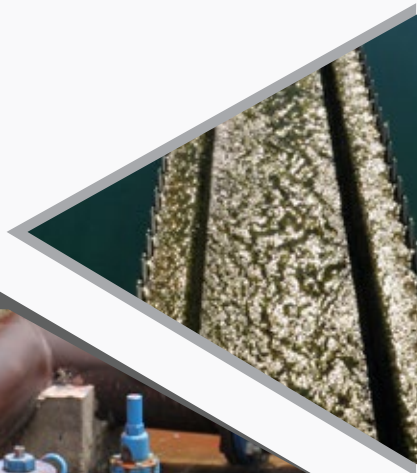


waterHQ

www.waterhq.world

Media Info 2021



**Quenching
World
Thirst**

Since 1977

waterHQ | A Leading and Trusted Industry Platform!

Hello and welcome,

For more than 43 years waterHQ, previously known as Arab Water World, has been serving the Water, Wastewater, Desalination & Energy sectors, striving to provide a central platform to its readers, subscribers & clients through which cutting-edge high-quality news, information and data pertaining to water industry is presented.

By providing an unrivalled resource for industry professionals, waterHQ has evolved from a B2B print magazine to become an integrated and innovative platform composed of multi-media channels available in print, digital & online formats, hence providing 360 exposure to subscribers and clients in the water industry.

waterHQ Media Channels

• MAGAZINE

Each issue of waterHQ takes an in-depth and investigative look into special topics and issues impacting the water industry. The magazine is published monthly in print and digital formats and is available online of waterHQ's website, it provides news, analysis, concepts and trends, product reviews & interviews with leading players in the water industry.

• WEBSITE

www.waterhq.world delivers industry news as it breaks, keeping our audience informed and up-to-date. It is your one-stop portal for water sector news. Visit www.waterhq.world and subscribe to our monthly magazine and newsletters to keep ahead on the latest news in the water sector.

• NEWSLETTERS

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement, and helps build loyalty to your company.

• SOCIAL

An engaged niche community across Facebook, LinkedIn and Twitter. We provide your company with the opportunity of posting its products or services on waterHQ's social media channels.

• EVENTS

waterHQ also enjoys a close decades-old partnership with leading & major water-related event organizers worldwide where it holds the status of official, regional or supporting media-brand. In select industry events bonus copies of waterHQ's magazine are distributed to exhibitors, visitors and conference attendees and a specific targeted newsletter is sent on a daily basis to event participants and attendees.

Major water companies & manufacturers have long trusted waterHQ as their promotional platform of choice to have maximum exposure for their products & services and to help increase their market share.

We hope to welcome you & your company onboard as a valued and trusted partner and look forward to hear from you soon.

Best wishes,

Nizar Aker
Editor-in-Chief
info@waterhq.world

Content

Reports

In-depth water reports

Business

Feature articles including interviews with key players

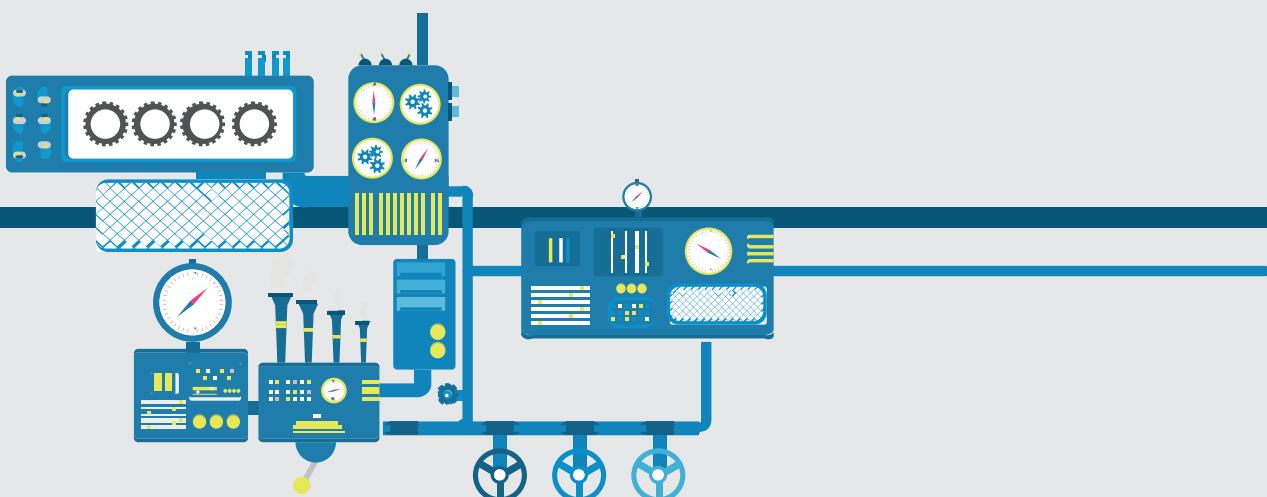
News

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!



Clients

Below are some of the leading companies who trusted waterHQ (previously Arab Water World) 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



Franklin Electric S.A. (Pty) Ltd
South Africa



inge GmbH
Germany



Lubi Industries LLP
India



National Water Works Company (NWWC)
Saudi Arabia



Badger Meter Europa GmbH
Germany



Blue White Industries
USA



ESTRUAGUA Water Technology
Spain



Castflow Valves S/L
Spain



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

The Global Water Industry

Water Treatment

The **WATER TREATMENT** technology market size is expected to witness a steady growth to reach USD192,715 million by 2022

One of the **KEY DRIVERS** for this market will be the rise in awareness about water scarcity

One of the **RESTRAINTS** will be the high cost of equipment

NORTH AMERICA accounted for the largest share in this market, owing to rise in investments by various organizations and governments in the improvisation of water treatment



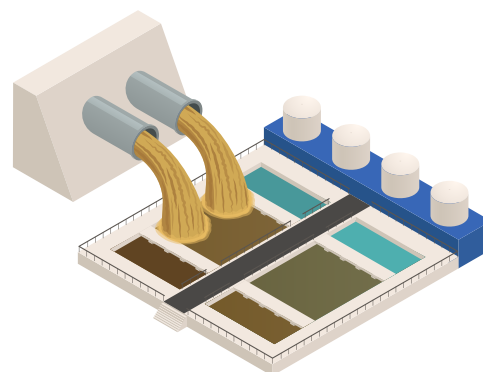
Wastewater Treatment

The **WASTEWATER TREATMENT** services market is projected to grow to USD 97 Billion by 2022

One of the **KEY DRIVERS** for this market will be the Increasing population

One of the key **RESTRAINTS** escalating market growth will be the high cost of wastewater treatment technologies

ASIA PACIFIC accounted for the largest share of the wastewater treatment services market in 2018



The Global Water Industry

Desalination

The global water **DESALINATION** market is projected to witness healthy growth with CAGR 7.8 percent by 2025

One of the **KEY DRIVERS** for this market will be the rising water crisis across the globe

One of the **TRENDS** will be the renewable power sources

The **MIDDLE EAST** and **AFRICA** region leads this market



Bottled Water

The global **BOTTLED WATER** market will attain a valuation of USD307 billion by 2024

One of the **KEY DRIVERS** for this market will be the threat of waterborne diseases such as diarrhea, malaria, and typhoid

One of the **RESTRAINTS** will be the environmental impact of plastic bottles

ASIA PACIFIC is foreseen to overtake the position of the leading regional market from North America by 2024



Editorial Program 2021

Issue	January	February	March	April	May	June
Water Treatment	Ion Exchange	Projects & Trends	Industrial Water Treatment	Water Disinfection	Filtration	Chemicals Treatment
Wastewater Treatment	Mixers, Aereators & Odor Control	Wastewater Treatment Systems	Biological Wastewater Treatment	Sludge Dewatering Equipment	Effluent Treatment	Sewage Treatment Plants
Desalination	Nanofiltration	Distillation	Desalination Membranes	Projects	Solar Desalination	Reverse Osmosis
Cover Story	Case Study/ Project Focus	Trenchless Technology	Case Study/ Project Focus	Information Technology	Case Study/ Project Focus	Bottled Water
Pumps & Flow Meters	Submersible Pumps	Flow Meters	Chemical Metering Pumps	Industrial Pumps	Magnetic Flow Meters	Water Metering
Pipes & Valves	Industrial Valve Actuators	Irrigation Pipes	Check Valves	Pipes & Fittings	Butterfly Valves	Leak Detectors
Country Reports	- Turkey - Scandinavia - India	- Saudi Arabia - Germany - Singapore	- Lebanon - Russia - Japan	- UAE - France - China	- Oman - Italy - Canada	- Kuwait - Japan - USA
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 25, 2020	January 25, 2021	February 22, 2021	March 24, 2021	April 22, 2021	May 25, 2021
Advertising Due	December 28, 2020	January 28, 2021	February 25, 2021	March 26, 2021	April 26, 2021	May 27, 2021
Publishing Date*	December 30, 2020	January 30, 2021	February 27, 2021	March 30, 2021	April 30, 2021	May 31, 2021

* 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

Editorial Program 2021

Issue	July	August	September	October	November	December
Water Treatment	Water Treatment Equipment	Water Softeners	Demineralizers	Projects & Trends	Ozone & UV Systems	Filters
Wastewater Treatment	Sludge Disposal	Agitators & Mixers	Wastewater Treatment Equipment	Sludge & Biosolids	Project & Trends	Industrial Effluent Treatment Plants
Desalination	Desalination Equipment	Sea Water & Brackish Water Treatment	Desaliantion Systems	Multi-Stage Flash	Filtration	Reverse Osmosis
Cover Story	Case Study/ Project Focus	Well Drilling	Case Study/ Project Focus	Irrigation	Case Study/ Project Focus	Environmental Technology
Pumps & Flow Meters	Industrial Pumps	Water Flow Monitoring	Electromagnetic Flow Meters	Drainage Pumps	Leveling	Borhole Pumps
Pipes & Valves	Industrial Valves	Pipes Manufacturing	Leak Detectors	Corrosion Protection	Joints & Fittings	Valves & Control
Country Reports	- Qatar - South Korea - Australia	- UAE - UK - Benelux	- GCC - Germany - South America	- Saudi Arabia - USA - Taiwan	- Egypt - Iran - China	- North Africa - Italy - Russia
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 22, 2021	July 23, 2021	August 24, 2021	September 23, 2021	October 23, 2021	November 24, 2021
Advertising Due	June 25, 2021	July 26, 2021	August 27, 2021	September 28, 2021	October 26, 2021	November 26, 2021
Publishing Date*	June 30, 2021	July 30, 2021	August 31, 2021	September 30, 2021	October 29, 2021	November 30, 2021

* 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

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

84% of readers are decision makers or influence purchasing decisions.	16,379 Print Readership (Multiplier 3.17)	23,690 Digital Circulation	40,069 Total Brand Readership
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Digital Options

- ⦿ **e-Newsletters:**
 - **Promoted Content:** Content included in the e-Newsletter along with image, with a read more link which would take recipient to waterHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.
 - **Banner, Content, & Background:** Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.
 - **Banner Advertising:**
Hyperlinked Banner size 728 x 90 Px (WxH)
 - **Sponsorship:** By considering this option, the entire e-Newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content can be included in said e-Newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo e-Newsletter dedicated to your products/services.
- ⦿ **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.
- ⦿ **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 construction 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.

Circulation

Middle East	Print	Digital
Saudi Arabia	1,004	3,437
UAE	973	3,240
Turkey	442	1,283
Kuwait	207	921
Iran	204	916
Oman	190	782
Qatar	175	733
Jordan	141	618
Bahrain	133	584
Lebanon	117	526
Total	3,586	13,040

North America	Print	Digital
USA	153	1,659
Canada	145	1029
Total	298	2,688

Far East	Print	Digital
China	65	542
South Korea	39	315
Japan	36	282
Taiwan	20	165
Malaysia	10	112
Rest of Far East	10	36
Total	180	1452

North Africa	Print	Digital
Egypt	296	988
Algeria	138	613
Morocco	121	575
Tunisia	107	497
Total	662	2,673

Europe	Print	Digital
Germany, Austria, & Switzerland	130	1128
Italy	104	795
France	71	499
UK	64	555
Spain	31	269
Scandinavia	27	237
Rest of Europe	14	354
Total	441	3,837

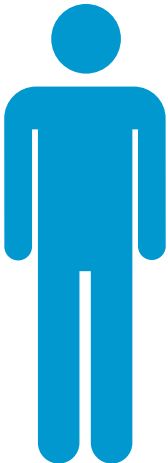
International	Print	Digital
Middle East	3,586	13,040
North Africa	662	2,673
Europe	441	3,837
North America	298	2,688
Far East	180	1,452
Total	5,167	23,690

Job Position

23.11%
General
Managers

20.82%
Presidents

19.12%
Importers

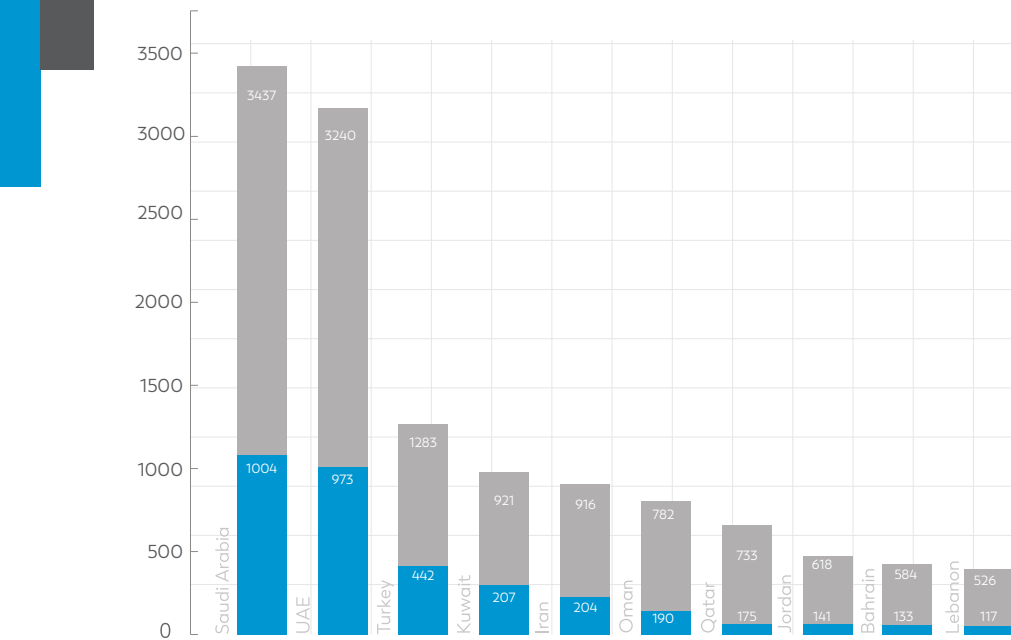


18.85%
Sales

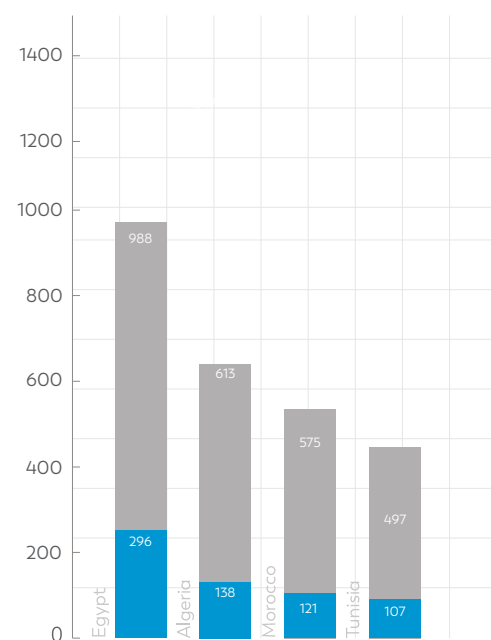
15.52%
Contractors

1.90%
Consultants

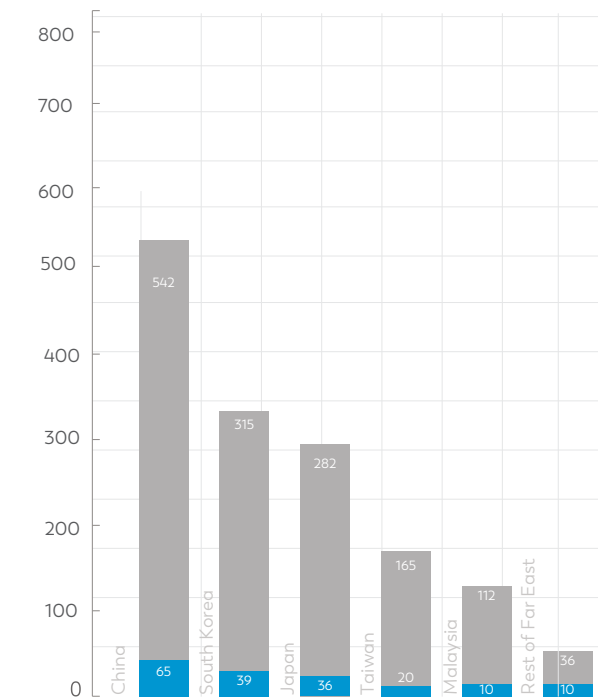
0.68%
Professors



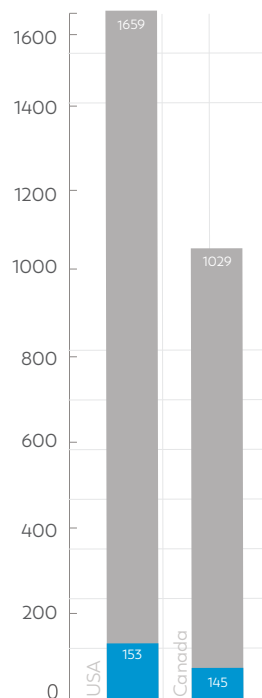
Middle East



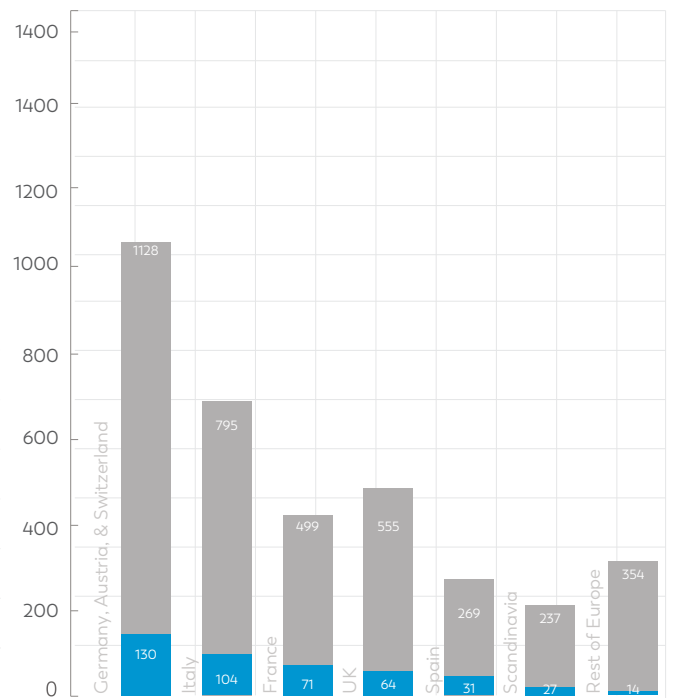
North Africa



Far East



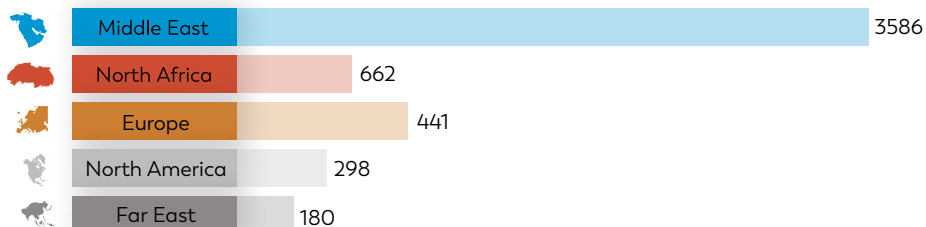
North America



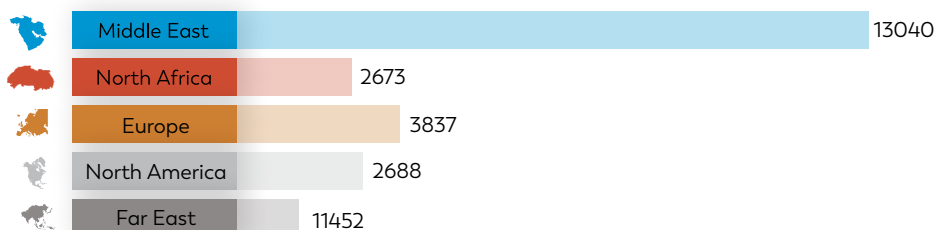
Europe

Total Circulation

International Print Circulation



International Digital Circulation



Print Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Gatefold	7,950	7,550	7,150	6,760
Double Page	5,670	5,390	5,100	4,820
1/2 Page Spread	3,520	3,340	3,165	2,990
2 nd Cover (IFC)	3,465	3,290	3,120	2,940
3 rd Cover (IBC)	3,150	2,990	2,835	2,680
4 th Cover (OBC)	3,675	3,490	3,310	3,125
Full Page	2,890	2,740	2,600	2,450
2/3 Page	2,205	2,095	1,985	1,875
1/2 Page	1,840	1,745	1,655	1,560
1/3 Page	1,470	1,395	1,325	1,250
1/4 Page	1,210	1,145	1,090	1,025

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Full Page	2,100	1,890	1,785	1,680
2/3 Page	1,525	1,365	1,290	1,210
1/2 Page	1,260	1,135	1,070	1,010
1/3 Page	945	850	805	755
1/4 Page	735	660	625	580

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 -6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	475	420	385	340
12 Times Prepaid				3,070

Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	200 x 280
Double Page	Print Size	400 x 280
Vertical 2/3 Page	Print Size	108 x 242
Vertical 1/2 Page	Print Size	80 x 242
Horizontal 1/2 Page	Print Size	164 x 120
Horizontal 1/2 page (Spread)	Print Size	200 x 130
Island 1/2 Page	Print Size	108 x 188
Vertical 1/3 Page	Print Size	99 x 165
Horizontal 1/3 Page	Print Size	165 x 99
Vertical 1/4 Page	Print Size	80 x 100
Horizontal 1/4 Page	Print Size	164 x 60

***Bleed Ads must be sent with 10 mm added on each side of the ad**

"Print advertisers will have their ad published in the digital issue as well at no additional cost. Clients may also opt for the digital only advertising where the ads appear in the digital issue and not the print; this is in order to cater for all budgets and ensure best exposure to all ads"

Digital Advertising Rates

Advertising Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Double Page	3,535	3,355	3,180	3,000
1/2 Page Spread	2,415	2,295	2,175	2,055
2 nd Cover (IFC)	2,090	1,985	1,880	1,775
3 rd Cover (IBC)	1,945	1,850	1,750	1,650
4 th Cover (OBC)	2,310	2,195	2,080	1,965
Full Page	1,800	1,710	1,620	1,535
2/3 Page	1,515	1,435	1,360	1,290
1/2 Page	1,225	1,160	1,100	1,040
1/3 Page	1,000	945	900	845
1/4 Page	840	800	755	715

Advertorial Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Full Page	1,445	1,370	1,295	1,225
2/3 Page	1,155	1,100	1,040	980
1/2 Page	865	825	785	735
1/3 Page	690	655	620	585
1/4 Page	540	515	485	455

Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	325	310	295	275
12 Times Pre-Paid				2,460

Digital Advertising Dimensions

Space	Format	(WxH)pixels
Full Page	JPG, PNG, PDF	2479 x 3508
Double Page	JPG, PNG, PDF	4958 x 3508
Vertical 2/3 Page	JPG, PNG, PDF	1371 x 3067
Vertical 1/2 Page	JPG, PNG, PDF	1029 x 3067
Horizontal 1/2 Page	JPG, PNG, PDF	2054 x 1533
Horizontal 1/2 page (Spread)	JPG, PNG, PDF	4533 x 1533
Island 1/2 Page	JPG, PNG, PDF	340 x 533
Vertical 1/3 Page	JPG, PNG, PDF	1417 x 2221
Horizontal 1/3 Page	JPG, PNG, PDF	2054 x 1021
Vertical 1/4 Page	JPG, PNG, PDF	1029 x 1533
Horizontal 1/4 Page	JPG, PNG, PDF	2054 x 767

"Digital advertisers will have their advert published in the digital edition of the issue and not in the print edition"

Digital & Online Advertising Rates

Web Banners & Rates (US\$)

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

Social Media Posting & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Rate Per Post	100	80	60	40
Twelve Times Prepaid				400

e-Newsletter Participation & Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Promoted Content	1,000	900	775	650
Banner, Content, & BG Color	850	750	650	550
Banner Advertising	600	550	500	450
Sponsorship	5,000	4,000	3,500	3,000

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 Buyer's Guide /Month	300	275	250	225
Twelve Times Prepaid				2,025

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				1,600



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
Email : info@industryhq.com

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 @water_HQ
 water HQ

Marketing & Sales Inquiries: marketing@waterhq.world

Content & Research Inquiries: content@waterhq.world

www.waterhq.world

Other CPH Platforms

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.

constructionHQ serves 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 41,670 of decision makers or decision influencers for their companies. For more details log on to www.constructionhq.world

foodHQ serves 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 39,740 of decision makers or decision influencers for their companies. For more details log on to www.foodhq.world

healthHQ serves 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. Starting January 2020, healthHQ will be published in print and digital formats. For more details log on to www.healthhq.world

industryHQ serves the Construction, Energy, Food, Health, Water and other industry sectors. industryHQ provides news, analysis, concepts and trends, product reviews & interviews with leading players in the industry bringing its readers in-depth insights and information. For more details log on to www.industryhq.com



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:
	Brands / Trademarks:	
Address	P.O. Box:	Zip Postal Code:
	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

B Subscription Rates - (choose your preferred subscription)

	Lebanon	Arab Countries	MENA (Excluding Arab Countires)	Europe	Other Countries
One Year	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Two Years	<input type="checkbox"/> \$180	<input type="checkbox"/> \$285	<input type="checkbox"/> \$360	<input type="checkbox"/> \$540	<input type="checkbox"/> \$720
Three Years	<input type="checkbox"/> \$240	<input type="checkbox"/> \$360	<input type="checkbox"/> \$480	<input type="checkbox"/> \$720	<input type="checkbox"/> \$960

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)

Choose any method below to return your order...

Signature:

Scan & E-mail to:
subscriptions@industryhq.com