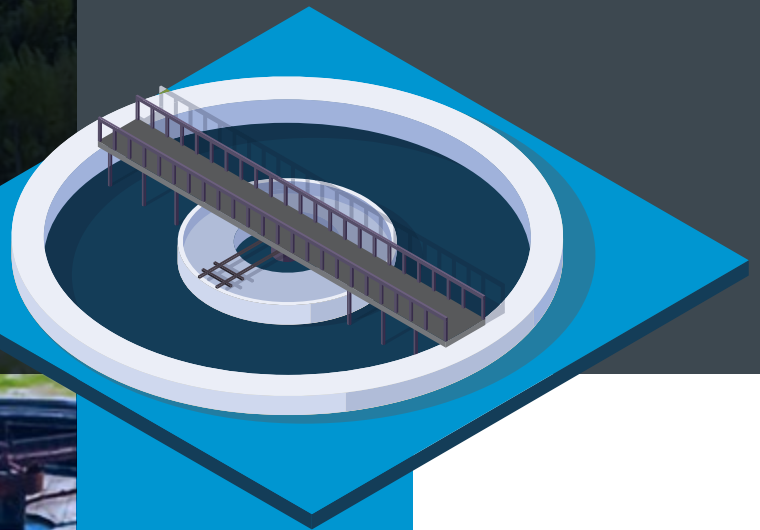


Media Info  
2020

Quenching  
World  
Thirst

Since 1977



# waterHQ: A Leading & Trusted Industry Platform!

*Deep in the Water Community Since 1977*

For more than four decades waterHQ (previously 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.

waterHQ is the focal point where industry professionals meet their needs. The magazine is published monthly in print and digital formats and provides 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.

## New Industry Platform

In 2020, waterHQ website will be part of industryHQ an industry platform that reaches and serves decision makers, manufacturers, and buyers across all industries. [industryhq.com](http://industryhq.com) brings you the latest industry trusted news from around the world, covering business news, analysis, trends, technologies, products, projects, and latest events spreading across multiple industry sectors.

We have created a dynamic community for industry executives, decision makers, influential thought leaders, and buyers through industryHQ platform, waterHQ monthly magazine (digital & print), social media, targeted business newsletters, and events. Visit [www.industryhq.com](http://www.industryhq.com) and discover today's latest news, development, and trends!

## Content

### Reports

In-depth water reports

### Business

Feature articles including interviews with key players

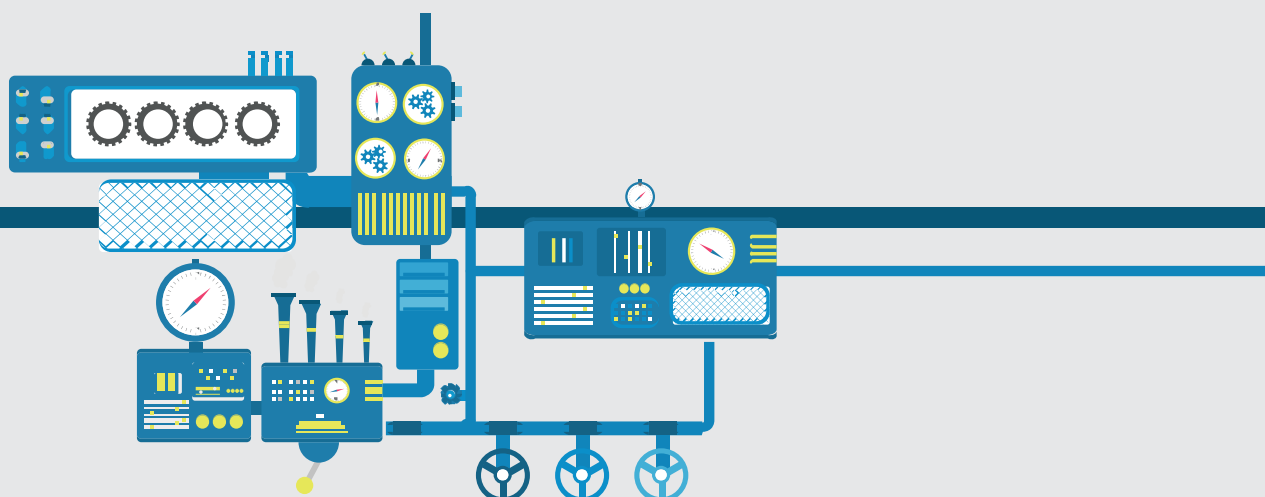
### News

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

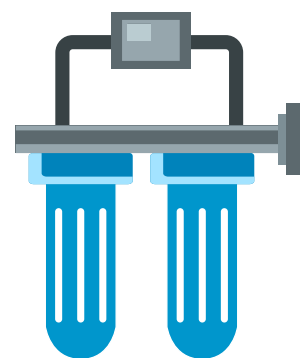
## Water Treatment

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



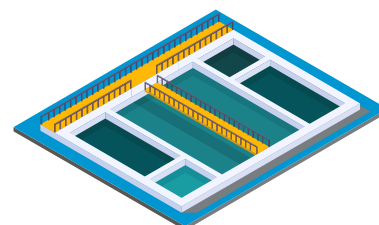
## Wastewater Treatment

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

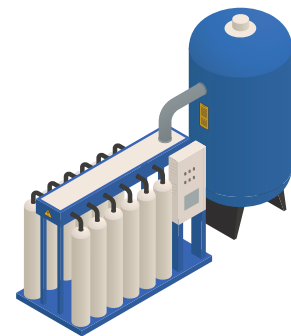
## Desalination

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 2020

Issue	January	February	March	April	May	June
Water Treatment	Water Disinfection	Chemicals	Projects & Trends	Ion Exchange	Filtartion	Industrial Water Treatment
Wastewater Treatment	Sludge Dewatering Equipment	Sewage Treatment Plants	Wastewater Treatment Systems	Mixers, Aereators & Odor Control	Effluent Treatment	Biological Waste-water Treatment
Desalination	Projects	Reverse Osmosis	Distillaton	Nanofiltration	Solar Desalination	Desalination Membranes
Cover Story	Information Technology	Case Study /Project Focus	Trenchless Technology	Case Study /Project Focus	Bottled Water	Case Study /Project Focus
Pumps & Flow Meters	Drainage Pumps	Industrial Pumps	Flow Meters	Submersible Pumps	Magnetic Flow Meters	Chemical Metering Pumps
Pipes & Valves	Check Valves	Leak Detectors	Irrigation Pipes	Industrial Valve Actuators	Pipes & Fittings	Butterfly Valves
Country Reports	- UAE - France - China	- Kuwait - Japan - USA	- Saudi Arabia - Germany - Singapore	- Turkey - Scandinavia - India	- Oman - Italy - China	- Lebanon - Russia - Japan
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	December 22, 2019	January 24, 2020	February 21, 2020	March 23, 2020	April 22, 2020	May 25, 2020
Advertising Due	December 27, 2019	January 27, 2020	February 25, 2020	March 26, 2020	April 24, 2020	May 27, 2020
Publishing Date*	December 31, 2019	January 31, 2020	February 28, 2020	March 31, 2020	April 30, 2020	June 1, 2020

\* 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 2020

Issue	July	August	September	October	November	December
Water Treatment	Projects & Trends	Water Softeners	Water Treatment Equipment	Demineralizers	Filters	Ozone & UV Systems
Wastewater Treatment	Sludge & Biosolids	Agitators & Mixers	Sludge Disposal	Wastewater Treatment Equipment	Industrial Effluent Treatment Plants	Project & Trends
Desalination	Multi-Stage Flash	Sea Water & Brackish Water Treatment	Desalination Equipment	Desalination Systems	Reverse Osmosis	Filtration
Cover Story	Irrigation	Case Study /Project Focus	Well Drilling	Case Study /Project Focus	Environmental Technology	Case Study /Project Focus
Pumps & Flow Meters	Leveling	Water Flow Monitoring	Industrial Pumps	Electromagnetic Flow Meters	Borhole Pumps	Water Metering
Pipes & Valves	Corrosion Protection	Pipes Manufacturing	Industrial Valves	Leak Detectors	Valves & Control	Joints & Fittings
Country Reports	- Saudi Arabia - USA - Taiwan	- UAE - UK - Benelux	- Qatar - South Korea - Australia	- GCC - Germany - South America	- North Africa - Italy - Russia	- Egypt - Iran - USA
Events Bonus Distribution	"To be announced per issue"					
Editorial Due	June 22, 2020	July 22, 2020	August 24, 2020	September 23, 2020	October 23, 2020	November 24, 2020
Advertising Due	June 27, 2020	July 27, 2020	August 26, 2020	September 28, 2020	October 26, 2020	November 26, 2020
Publishing Date*	June 30, 2020	July 31, 2020	August 31, 2020	September 30, 2020	October 30, 2020	November 30, 2020

\* 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.

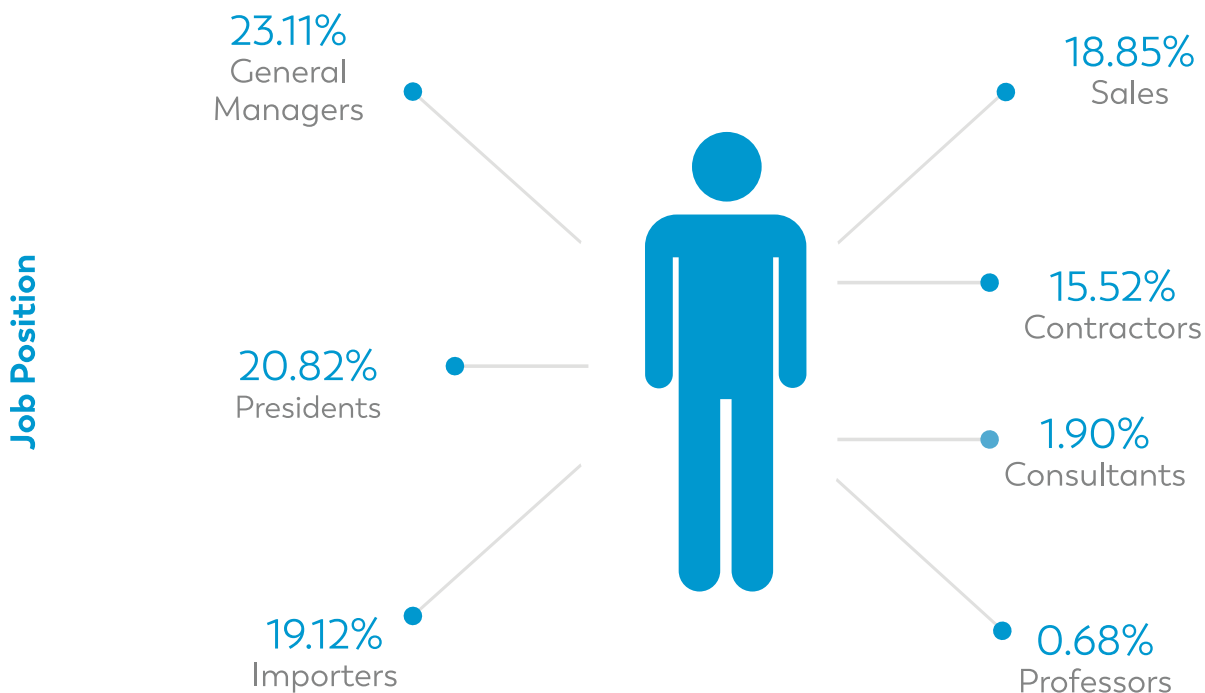
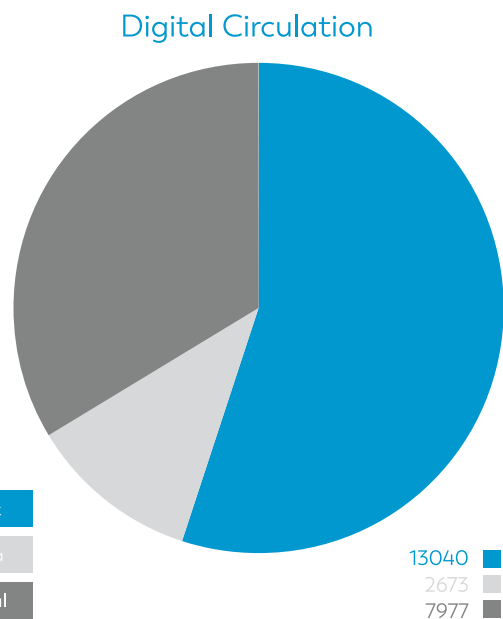
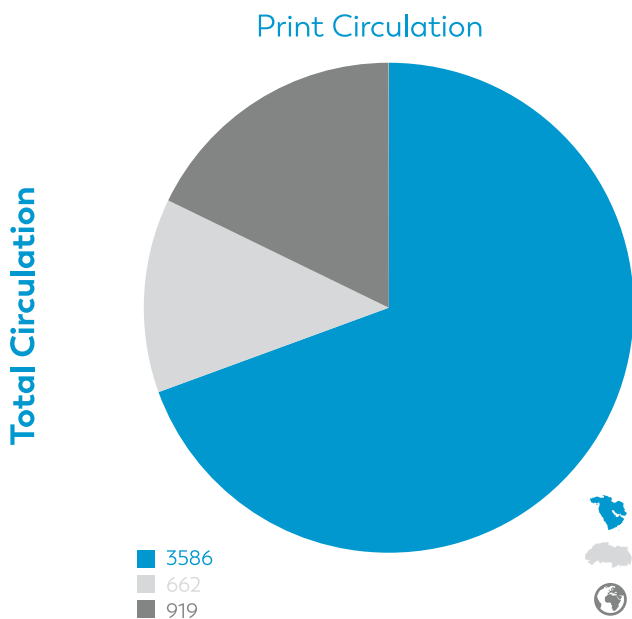
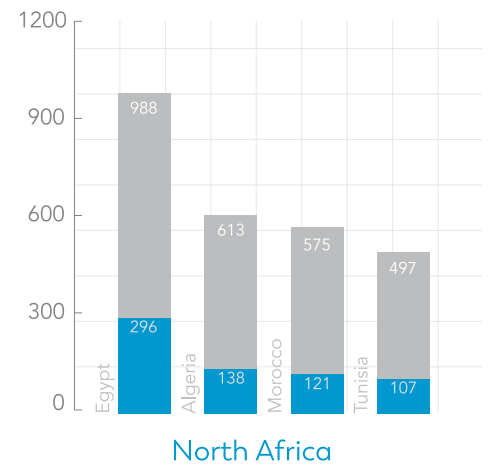
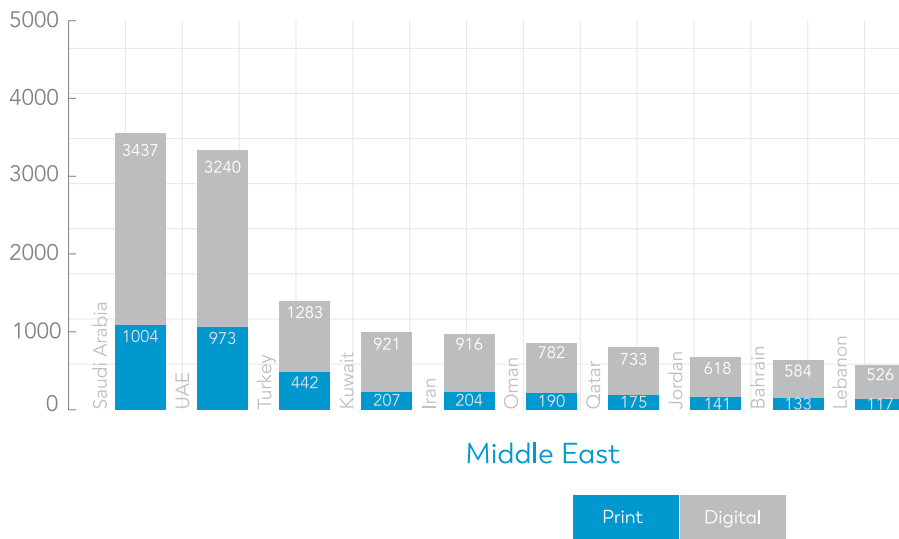
## Readership Summary



## Print 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.





# Print Advertising Rates

## Advertising 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	5,400	5,130	4,860	4,590
1/2 Page Spread	3,350	3,180	3,015	2,845
2 <sup>nd</sup> Cover (IFC)	3,300	3,135	2,970	2,800
3 <sup>rd</sup> Cover (IBC)	3,000	2,850	2,700	2,550
4 <sup>th</sup> 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

## Advertorial 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

## Buyer's Guide Rates (US\$)

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

## Print Advertising Dimensions

Space	Dimensions	(WxH)mm
Full Page	Trim Size	205 x 297
Double Page	Print Size	420 x 297
Vertical 2/3 Page	Print Size	116 x 260
Vertical 1/2 Page	Print Size	87 x 260
Horizontal 1/2 Page	Print Size	174 x 130
Horizontal 1/2 page (Spread)	Print Size	384 x 130
Island 1/2 Page	Print Size	120 x 188
Vertical 1/3 Page	Print Size	58 x 260
Horizontal 1/3 Page	Print Size	174 x 87
Vertical 1/4 Page	Print Size	87 x 130
Horizontal 1/4 Page	Print Size	174 x 65

**\*Bleed Ads must be sent with 5 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	3,365	3,195	3,030	2,860
1/2 Page Spread	2,300	2,185	2,070	1,955
2 <sup>nd</sup> Cover (IFC)	1,990	1,890	1,790	1,690
3 <sup>rd</sup> Cover (IBC)	1,850	1,760	1,665	1,570
4 <sup>th</sup> 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

## Advertorial 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

## Buyer's Guide Rates (US\$)

Frequency	1 - 3 Time(s)	4 - 6 Times	7 - 9 Times	10 - 12 Times
Buyer's Guide Ad	310	295	280	260
12 Times Pre-Paid				2,340

## 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

# 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

## Email Shots & Rates (US\$)

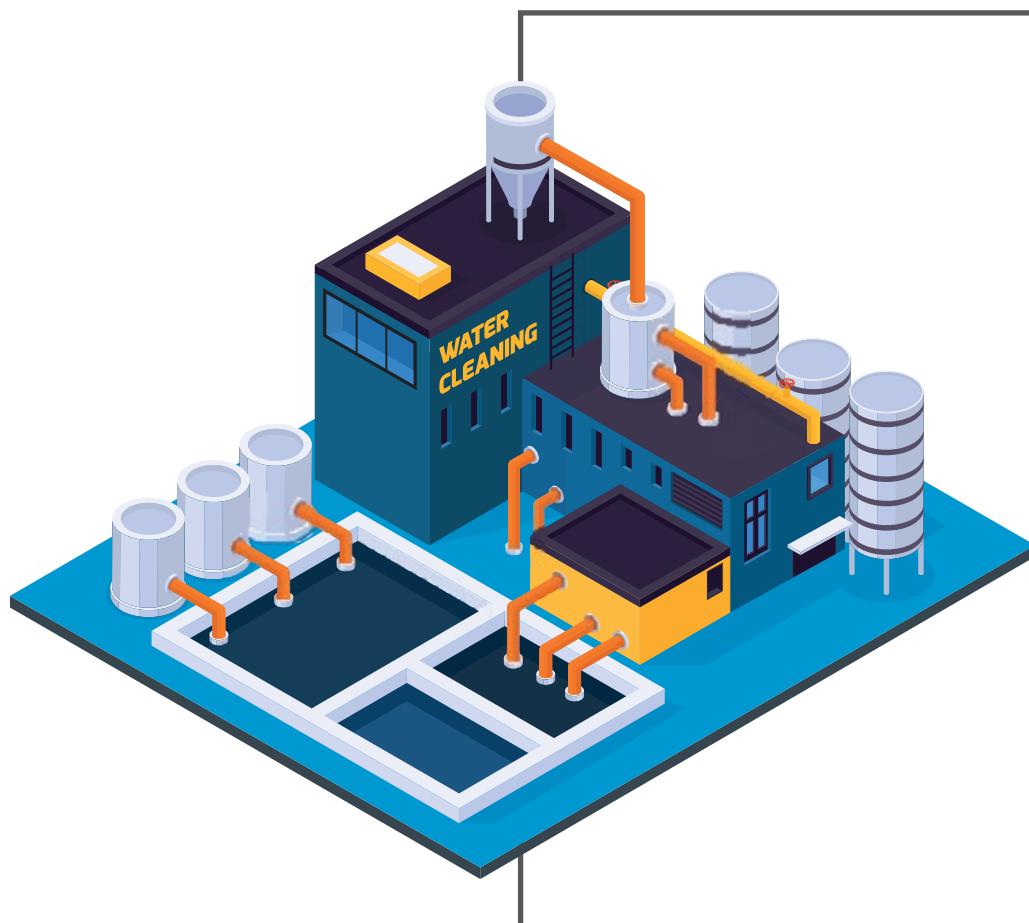
Format	Dimensions	File Size	Rate (US\$)
HTML	900 Pixels in Width	100 KBs	350/CPM

## 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](mailto:info@industryhq.com)

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**Marketing & Sales Department:** [marketing@industryhq.com](mailto:marketing@industryhq.com)

**Content & Research Department:** [content@industryhq.com](mailto:content@industryhq.com)

[www.waterhq.world](http://www.waterhq.world)

## Other CPH Brands

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](http://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](http://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](http://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](http://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)

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	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:		
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	Street / Postal Address*:	
	City*:	State / Province*:
	Country*:	Date*:

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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

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

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