

Australian Water Association

2018 Media Kit

The Australian Water Association is Australia's biggest water network promoting sustainable water management and connecting members through information, networking and recognition. With a comprehensive range of communication platforms, and over 5000 members, the Australian Water Association provides the industry with independent, engaging and relevant content. It is a trusted environment for advertisers to get their products, services and brands in front of this highly targeted and engaged audience and be seen as the solution of choice.

**AUSTRALIAN
WATER**
—
ASSOCIATION

WHAT IS THE AUSTRALIAN WATER ASSOCIATION AND WHO ARE ITS MEMBERS?

THE ASSOCIATION:

The Australian Water Association is Australia's biggest water network promoting sustainable water management and connecting members through information, networking and recognition.

THE MEMBERS:

The Australian Water Association provides the platform for water experts, practitioners and businesses to share information, grow expertise and collaborate effectively. Its members include professionals and practitioners working in utilities, science and research, energy and resources, manufacturing and agriculture.

THE AUDIENCE:

The Australian Water Association has 4500 individual members, 600 corporate members and 100 water utility organisations.

AUSTRALIAN
WATER
ASSOCIATION



Advertising enquiries:
Val Glendinning



phone
02 9556 9118



email:
val@mahlab.co

ADVERTISING PLATFORMS

The Australian Water Association offers a comprehensive range of regular publications including Current Magazine and e-newsletter Source. The website provides a searchable, interactive compendium of all up-to-date water information.



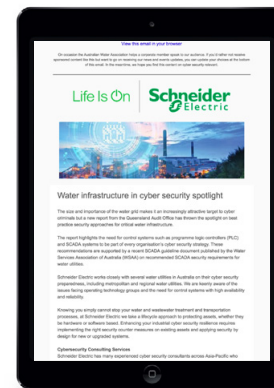
3 x quarterly magazine
Feb 18, Aug 18, Nov 18
Circulation: 3895
Readership: 15,000

1 x bumper Ozwater magazine
May 2018
Circulation: 3895
Readership: 15,000

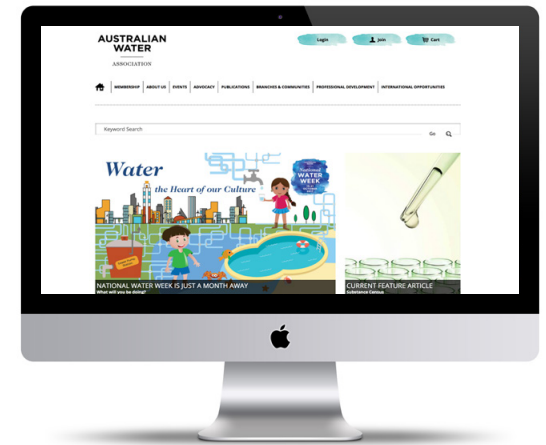
MEMBER



Source – Weekly
eNewsletters
Circulation: 9300



Solus EDM
Distribution: 4240



Australian Water Association
website
Average
monthly unique
users: 8891
Average
monthly page
impressions: 117,927



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Current

The Australian Water Association's magazine is the perfect reflection of today's vibrant water sector, presenting a comprehensive overview of the industry including scientific, research and other technical papers, industry reports, news and happenings in a high-quality magazine format. The magazine is a trusted authority and resource for the water industry, keeping readers informed about developments both in Australia and overseas.

Published quarterly, the publication is a highly effective place to market your services to a highly targeted and engaged audience of decision-makers.

RATES, SERIES INCENTIVE AND LOADING FEES

RATES	CASUAL	3x	6x
Double page spread	5300	5035	4770
Full page	3300	3135	2970
Half page horizontal	2500	2375	2250

LOADING FEES:

Outside back cover.....	30%
Inside front cover	25%
Inside back cover.....	20%
Right-hand first half	20%
Right-hand page	15%

Creative print options including gatefolds, barn doors, tip-ons.

Print content options including advertorials and sponsored content. Price on application. See page six for more detail.

SCHEDULE AND ISSUE THEMES:

COVER DATE	BOOKING DEADLINE	INSERT DEADLINE	ARTWORK DEADLINE
February 2018	15-Jan	29-Jan	23-Jan
May 2018	2-Apr	16-Apr	10-Apr
August 2018	9-Jul	23-Jul	17-Jul
November 2018	1-Oct	15-Oct	9-Oct

Please note prices are non-inclusive of GST. Issue content is subject to change without notice.

INSERTS

Full page rate up to 20g.

Quotes are available on request for larger booklets.

*Please note there may be additional charges if your insert takes the mailing weight into another post bracket.



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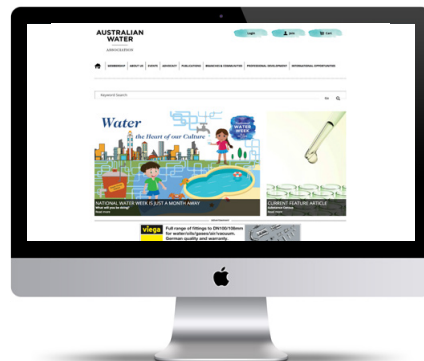


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WEBSITE AND ENEWSLETTER

THE AUSTRALIAN WATER ASSOCIATION WEBSITE

The Australian Water Association site was relaunched in December 2015. The site contains a wealth of content and resources for water industry professionals, including daily news updates. Advertising on the site allows your business or brand to communicate your services to 9000 unique visitors, with an average of 117,000 impressions per month.



ADVERTISING ON THE WEBSITE IS SOLD ON A MONTHLY BASIS

AD POSITION	AD SIZE	MIN SPEND
1	BANNER	\$3000
2	MREC	\$2500
3	MREC	\$2000
4	MREC	\$1800
Sponsored Content	Content	\$4000

Creative and native advertising opportunities are available on the website. See page six for more detail.

Please note prices are non-inclusive of GST.

SOURCE ENEWSLETTER

Source is a weekly newsletter reaching 9300 water industry professionals, with an average open rate of 37%. Advertising is available on the positions below with a minimum booking period of one month.

Sponsored content is sold on a monthly basis. Sponsored content in Source newsletter: 6 word headline, 40-50 words body copy plus high res image and URL. Copy may be edited for tone and grammar to fit the platform.



POSITION	AD UNIT SIZE	MONTHLY RATE
POSITION 1	LEADERBOARD	\$3200
POSITION 2	MREC	\$2400
POSITION 3	MREC	\$2000
POSITION 4	MREC	\$1300
Sponsored & Advertorial Posts	40 words and an image with links to your site	\$5600

Please note prices are non-inclusive of GST.

SOLUS EDM

The Australian Water Association has introduced a new opportunity to get your advertising message directly to the inbox of members. EDM's will use an established template and be restricted to 10 per year. Content (200-300 words) needs to be relevant to members and will be subject to approval by the Association prior to sending.

Rate per EDM: \$6,000



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SMARTER MARKETING

Mahlab are experts in helping your advertising campaign work hard in the Australian Water Association platforms. You know your services and products but we can make recommendations to make sure you stand out as much as possible to our audiences. This means more leads for you and better ROI for your advertising dollars. Across print and digital platforms, creative advertising solutions and native advertising are ways to do this.

CREATIVE ADVERTISING

Use the latest in print and digital technology to help your ad stand out as soon as someone picks up a magazine, visits the website, or reads the enewsletter. This means the reader spends more time on your ad and so has deeper engagement with your brand and message.

In print we can offer:

- Belly-bands
- Cover wraps
- Barnddoors
- Tip-ons
- Gatefolds

Online we can offer:

- Skins that take over the website, expandable ad units and in-ad videos.
- Rich media so that the ad interacts with the users and the ad changes when the users' mouse passes over it.

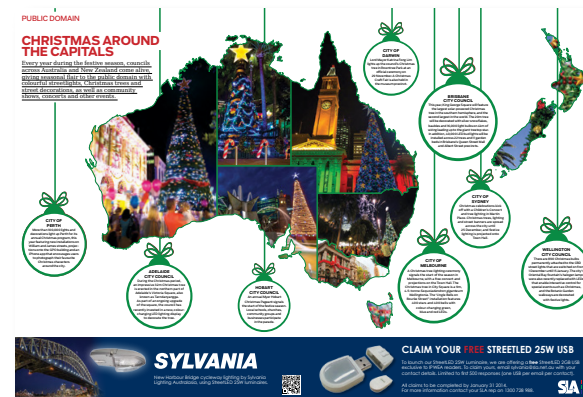
Prices for print and digital creative and native advertising are available on application. Mahlab can also offer design services.

SPONSORED CONTENT

Sponsored content, or native advertising is where you use the trusted environment of the Australian Water Association content platforms (the magazine, website and enewsletter) to share your own useful, engaging and informative content such as research and case studies. We will edit this content and help maximise your opportunity to show leadership and expertise in your sector.

SUPPORTED BY

Align your brand with an Australian Water Association feature relevant to your marketing objectives.



ADVERTORIAL

This is your chance to talk directly about your products and services. You can include calls to action, logos and contact details.



Mahlab can work with you to identify what it is you could say to this audience that will make them sit up and listen, as well as taking care of the writing and design.



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PRINT AND DIGITAL SPECIFICATIONS

PRINT SPECIFICATIONS

DOUBLE PAGE SPREAD		
Type area W 410mm x H 287mm	Trim size W 420mm x H 297mm	Full bleed W 430mm x H 307mm
FULL PAGE		
Type area W 200mm x H 287mm	Trim size W 210mm x H 297mm	Full bleed W 220mm x H 307mm
HALF PAGE HORIZONTAL		
Type area W 200mm x H 134	Trim size W 210mm x H 144mm	Full bleed W 220mm x H 154mm

PRINT ARTWORK*

- All artwork should be supplied with bleed.
- Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. Do not use Registration Black.
- PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.
- All images should be a minimum of 300 dpi at the size they're used and all fonts should be embedded.
- Print ready files can be supplied via dropbox or email.
- It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Charges apply for Mahlab Media to design your advertisement.
Ask your sales manager or the ad campaign coordinator for a quote.

*Please note: incorrectly supplied material will incur a minimum production charge of \$50.

INSERT/ONSERT SPECIFICATIONS

Please supply size**, weight, pagination, folding, and if required, specific page insert and varied state distribution requirements to your sales manager upon booking.



GOT A QUESTION ABOUT ARTWORK?

Contact Natasha Hancock
Phone: 02 9556 9100
Email: artwork@mahlab.co

INSERT - 200 X 287 MM MAXIMUM TRIM SIZE**

ONSERT - 210 X 297 MM MAXIMUM TRIM SIZE**

PLEASE NOTE: INSERTS MUST HAVE CORRECT DELIVERY LABEL ATTACHED TO EVERY BOX. ASK YOUR SALES MANAGER FOR A COPY OF THE LABEL.

**Additional Manual handling inserting charges apply to inserts supplied larger than max size specified.

Insert Delivery address:
Contact your Sales Manager for details.

PRINT ARTWORK REQUIREMENTS SNAPSHOT

COLOUR SPACE: CMYK
SPOT/PMS COLOURS: NO
FORMAT: PDF/X-1A:2001 PRINT PDF (WITH TRIM & BLEED)
RESOLUTION: MIN 300DPI

DIGITAL SPECIFICATIONS

MREC - W300 X H250 PIXELS
ENEWS LEADERBOARD - W650 X H90 PIXELS
WEBSITE BANNER - W728 X H90 PIXELS
200K FILE SIZE, FORMAT: JPG, GIF, PNG
FOR ANIMATED GIFS INCLUDE A STATIC IMAGE AS SAFEGUARD FOR UNSUPPORTED BROWSERS, ALL KEY INFORMATION SHOULD BE ON THE FIRST GIF PANEL
ONE CLICK-THROUGH URL PER ASSET MAXIMUM THREE-FRAME GIF
RECOMMENDED TOTAL ANIMATION LENGTH IS 15 SECONDS
ADS WITH WHITE BACKGROUNDS NEED TO HAVE A BOX AROUND THEM.
ASSETS MUST BE RECEIVED 10 WORKING DAYS IN ADVANCE FOR APPROVAL AND TESTING
SPONSORED CONTENT AND ADVERTORIAL - IMAGES TO BE RGB, JPG, 72DPI, 1197 PIXELS WIDE X 616 PIXELS HIGH, WITH 40-50 WORDS OF COPY PLUS URL. NOTE: SPONSORED CONTENT IMAGE IS TO BE A SINGLE IMAGE ONLY. DISPLAY ADS (WITH TEXT) SUPPLIED AS AN IMAGE OR MORE THAN ONE IMAGE IN A SINGLE JPG FILE WILL NOT BE ACCEPTED.

Artwork delivery:
Courier/Post: Mahlab, 369a Darling Street, Balmain, NSW 2041

SOLUS EDM - 1 X IMAGE: W 650 X H 200 PIXELS, 72DPI, RGB. COPY: 300 WORDS APPROX. LOGO: 300 X 300 PIXELS, 72DPI, RGB. SUBJECT LINE: 35 - 40 CHARACTERS. 1 X CTA URL



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MAHLAB PORTFOLIO

Mahlab has more than 15 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environments, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.

Australian Human Resources Institute



HR Monthly magazine
HRM Weekly
HRMTV
HRMonline.com.au

Probus



Active Retirees magazine
Probus enews
Probussouthpacific.org

Engineers Australia



create magazine
Engineersaustralia.org.au



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