



"Water & Wastewater International is the perfect platform for us when it comes to both print and online advertising. Our marketing strategy revolves around generating sales leads so it is vital that our products are seen by those who control budgets in the Water industry. We know that WWi is read by the most influential professionals in the industry, so we are more than happy to continue to work with WWi."

- Steffen Koehler, International Sales Manager
SIPOS Aktorik

WaterWorld

Industrial
WaterWorld



WASTE
management world

VIRTUAL  H₂O

WaterWorld
MIDDLE EAST
FOCUSING ON WATER AND WASTEWATER
تركيز على مواضيع المياه ومياه الصرف الصحي

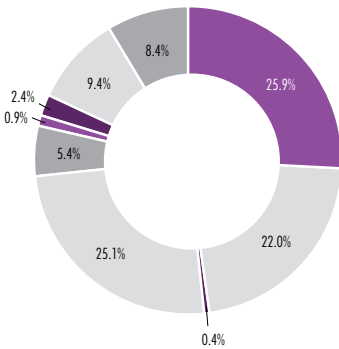


An Audience of Industry Decision Makers

Water & Wastewater International provides practical knowledge and insight that saves time and money for water system operators, wastewater engineers and other professionals in the water and wastewater industry. Addressing the ever-changing demands of the water and wastewater industry requires up-to-date information on market trends, major projects, and problem-solving technology. Our subscribers count on *Water & Wastewater International* for all the news, analysis and information they need to succeed in this complex and competitive arena.

Water & Wastewater International offers many opportunities to reach an audience of 25,378 industry professionals throughout the world—from advertising new product / company announcements to guest commentaries and feature or case history articles. After more than 20 years in publication, *Water & Wastewater International* has earned an excellent reputation among subscribers for high-quality editorial.

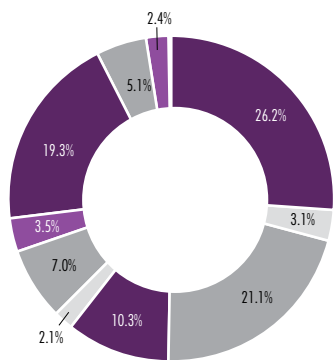
Geographical Circulation



- 25.9%** — Asia
- 25.1%** — North America
- 22.0%** — Europe
- 9.4%** — Middle East
- 8.4%** — Africa
- 5.4%** — South America
- 2.4%** — Asia Pacific
- 0.9%** — Caribbean
- 0.4%** — Central America

Source: Apr / May 2011 Publisher's Sworn Statement of Circulation

Business & Industry

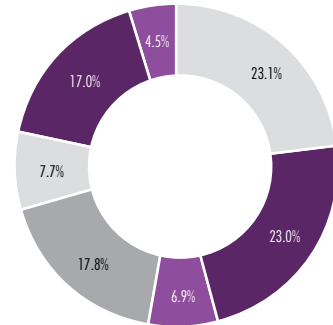


- 26.2%** — Consulting Firms
- 21.1%** — Water & Wastewater Systems
- 19.3%** — Others Allied to the Field
- 10.3%** — Manufacturers / Distributors of Equipment
- 7.0%** — Industrial Water / Wastewater Facilities
- 5.1%** — Educational Institutions
- 3.5%** — Government Agencies / Development Agencies
- 3.1%** — Water Only Systems / Plants
- 2.4%** — Research / Analytical Laboratories
- 2.1%** — Wastewater Only Systems / Plants

* *Water & Wastewater International* has a total circulation of 25,378.

Source: Publisher's Sworn Statement of Circulation, Apr / May 2011

Job Function



- 23.1%** — Engineering & Operations Management
- 23.0%** — Executive / Admin. Management / Env. Management
- 17.8%** — Engineering & Design
- 17.0%** — Other
- 7.7%** — Scientific & Research
- 6.9%** — Purchasing / Marketing / Sales
- 4.5%** — Operations

Source: Apr / May 2011 Publisher's Sworn Statement of Circulation

"We have been advertising regularly with *Water & Wastewater International* over the past several years. Our product range has potential around the globe, so we chose WWi due to its vast international readership of high quality decision makers which provides us with an excellent route to market. The quality editorial ensures that subscribers continue to read the journal, giving us maximum exposure in every issue."

- Jorgen Bo Nielsen
Managing Director, DHI Software Products

Inside Each Issue

Perspective — Timely commentaries from the chief editor of *Water & Wastewater International* that highlight key issues in the global water and wastewater industry.

Worldwide News — Comprehensive global coverage of newsworthy acquisitions, major projects, market trends, industry events and legislative/regulatory actions.

Editorial Focus — Focuses on a specific topic—such as groundwater remediation, infrastructure improvement, privatization—and includes feature articles written by experts in the field.

Regional Spotlight — Provides a topical look at a specific region's water and wastewater projects, including analyses of water/wastewater-related problems and tried-and-tested solutions.

Technology Roundup — An in-depth look at a specific type of product, technology or service. This section includes case histories, technology overviews and detailed reports on new products and services written in a non-commercial, informative style.

Product Review — Includes non-commercial information about products that are new to the industry, redesigned or offer new features.

Diary — Comprehensive calendar listings of conferences, exhibitions and seminars held by reputable professional organizations and institutions.



2012 Editorial Calendar

| | DEC 2011 / JAN 2012 | FEB / MAR 2012 | APR / MAY 2012 |
|--|---|--|---|
| EDITORIAL FEATURES AND CASE STUDIES | Worldwide Project Report <ul style="list-style-type: none"> Water and wastewater markets and company progress in Asia, Australasia, Europe and Latin America Lab, sampling & analytical Filtration systems Water reuse & zero liquid discharge Desalination - energy efficiency WaterWorld Middle East | Public-Private Partnerships <ul style="list-style-type: none"> Metering & Water demand management Urban rehabilitation & leak detection Trenchless technologies IFAT Entsorga | Municipal Water Systems <ul style="list-style-type: none"> Treatment, distribution, and security issues Groundwater treatment Integrated water resources management Singapore International Water Week |
| REGIONAL SPOTLIGHT | Asia-Pacific Water supply and sanitation strategies, and river basin management restoration / plans | Middle East/Africa Solving water scarcity problems; investment, tariffs and finance; water reuse and conservation | Europe Water Framework Directive: River Basin Management plans & the daughter directives |
| TECHNOLOGY ROUNDUP | Water Sampling & Analytical Equipment | Corrosion Control | Sludge Treatment |
| PRODUCT REVIEW | Valves, Fittings & Controls | Valves, Fittings & Controls | Sensors, Monitors & Meters |
| TARGETED BONUS DISTRIBUTION | WaterWorld Middle East | <ul style="list-style-type: none"> Arabian Water & Power Summit CIWEM Annual conference IFAT Entsorga Asia Water POWER-GEN India & Central Asia IWEX/Sustainabilitylive! | <ul style="list-style-type: none"> ECWATECH Moscow Aquatech China POWER-GEN Europe AWWA ACE12 Singapore Int'l Water Week |
| READERSHIP STUDY | | | Baxter Readership Study (see box below) |
| EDITORIAL DEADLINE | 11/30/11 | 1/31/12 | 3/30/12 |
| AD SPACE CLOSE | 12/9/11 | 2/15/12 | 4/13/12 |
| MATERIALS DUE | 12/21/11 | 2/22/12 | 4/20/12 |

Each issue will include a focus on water leaders, as well as a finance-based article. Editors will also try to include articles on: Desalination / Membranes, Industrial / Municipal Issues, Water Recycling / Reuse, Sludge Processing, Pumps, & Distribution / Pipeline Systems.

Waste and WasteWater International provides our clients with Baxter Research Center Inc.'s MediaView ad study programs conducted via e-mail using accepted advertising and editorial reader research methods and practices. Baxter Research Inc.'s MediaView studies focus on providing information on Total Ad Recall, Audience Engagement and Total Buying Action. Call your sales rep today to find out how you can participate in these leading edge media studies.

TOTAL AD RECALL Audience Exposure

- Recall seeing the ad (reader exposure)
- Began reading the ad (reader engagement)
- Read more than half (reader involvement)

AUDIENCE ENGAGEMENT

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

TOTAL BUYING ACTION Audience Involvement

Preliminary Buying Action

- Save the ad for future reference
- Discuss with colleagues
- Visit advertiser website
- Contact advertiser salesperson

Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

2012 Editorial Calendar

| | JUN/JUL 2012 | AUG/SEP 2012 | OCT/NOV 2012 |
|-------------------------------------|---|---|---|
| EDITORIAL FEATURES AND CASE STUDIES | Desalination-Energy Efficiency <ul style="list-style-type: none"> Water well development Flow level measurement Aeration systems Special Section: Global Buyers Guide 2011-2012 | Industrial Water/Wastewater <ul style="list-style-type: none"> Energy management Stormwater management Collection & distribution systems Sludge processing | Power & Water Treatment Needs <ul style="list-style-type: none"> UV, ozone & advanced oxidation Groundwater development & flow modeling Rainwater harvesting green infrastructure Pollutec |
| REGIONAL SPOTLIGHT | Latin America Increasing provision of water and sanitation services and investing in water and wastewater infrastructure | Eastern Europe Upgrading water/wastewater infrastructure: flooding prevention and sewage overflow risks and solutions | America/Caribbean Developing a mature market - water recycling & reuse technology and infrastructure rehabilitation |
| TECHNOLOGY ROUNDUP | Membrane Technology | Computer Software & Automation Technology | Pumps, Motors & Drive Systems |
| PRODUCT REVIEW | Pumps, Mixers & Agitators | Water Storage | Ion Exchange & Filtration Systems |
| TARGETED BONUS DISTRIBUTION | | • WEFTEC. 12 | • Pollutec • POWER-GEN Int'l |
| READERSHIP STUDY | | | Baxter Readership Study (see box below) |
| EDITORIAL DEADLINE | 5/31/12 | 7/29/12 | 9/30/12 |
| AD SPACE CLOSE | 6/15/12 | 8/15/12 | 10/15/12 |
| MATERIALS DUE | 6/22/12 | 8/22/12 | 10/22/12 |

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2012 Rate Data

DISPLAY RATES (Gross)

| USD Rates | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 36x |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Full Page Spread | 9,590 | 9,180 | 8,730 | 8,325 | 7,880 | 7,475 | 7,035 | 6,615 |
| 1/2 Page Spread | 6,735 | 6,450 | 6,135 | 5,850 | 5,535 | 5,255 | 4,945 | 4,645 |
| Full Page | 6,520 | 6,120 | 5,825 | 5,555 | 5,260 | 4,990 | 4,700 | 4,310 |
| 2/3 Page | 5,350 | 5,125 | 4,870 | 4,640 | 4,390 | 4,165 | 3,915 | 3,690 |
| 1/2 Page | 4,160 | 3,980 | 3,785 | 3,605 | 3,410 | 3,235 | 3,045 | 2,870 |
| 1/3 Page | 2,850 | 2,725 | 2,590 | 2,470 | 2,335 | 2,215 | 2,085 | 1,960 |
| 1/4 Page | 2,240 | 2,145 | 2,040 | 1,940 | 1,835 | 1,740 | 1,635 | 1,545 |

| GBP | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 36x |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Full Page Spread | 6,115 | 5,855 | 5,570 | 5,310 | 5,025 | 4,770 | 4,490 | 4,220 |
| 1/2 Page Spread | 3,975 | 3,805 | 3,620 | 3,455 | 3,270 | 3,105 | 2,920 | 2,740 |
| Full Page | 3,495 | 3,295 | 3,175 | 3,080 | 2,965 | 2,870 | 2,755 | 2,410 |
| 2/3 Page | 2,925 | 2,800 | 2,665 | 2,545 | 2,410 | 2,290 | 2,160 | 2,040 |
| 1/2 Page | 2,270 | 2,175 | 2,070 | 1,970 | 1,865 | 1,770 | 1,665 | 1,565 |
| 1/3 Page | 1,635 | 1,540 | 1,435 | 1,335 | 1,235 | 1,140 | 1,040 | 1,130 |
| 1/4 Page | 1,315 | 1,255 | 1,195 | 1,140 | 1,080 | 1,025 | 960 | 905 |

| Euro | 1x | 3x | 6x | 9x | 12x | 18x | 24x | 36x |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Full Page Spread | 7,755 | 7,425 | 7,055 | 6,725 | 6,365 | 6,035 | 5,680 | 5,350 |
| 1/2 Page Spread | 5,050 | 4,835 | 4,600 | 4,385 | 4,155 | 3,940 | 3,710 | 3,485 |
| Full Page | 4,440 | 4,250 | 4,040 | 3,855 | 3,650 | 3,460 | 3,260 | 3,065 |
| 2/3 Page | 3,720 | 3,560 | 3,390 | 3,230 | 3,060 | 2,900 | 2,730 | 2,565 |
| 1/2 Page | 2,890 | 2,765 | 2,630 | 2,510 | 2,375 | 2,255 | 2,125 | 1,990 |
| 1/3 Page | 2,220 | 2,130 | 2,025 | 1,935 | 1,835 | 1,745 | 1,645 | 1,535 |
| 1/4 Page | 1,785 | 1,710 | 1,625 | 1,550 | 1,465 | 1,390 | 1,310 | 1,235 |

Subtract \$500 for 2-color | Subtract \$1,000 for b/w

STANDARD PAGE SPECIAL

ISSUE POSITIONS

| | |
|------------------------|-------------------|
| Outside Back Cover | Earned Rate + 25% |
| Inside Front Cover | Earned Rate + 15% |
| Inside Back Cover | Earned Rate + 10% |
| Opposite Contents Page | Earned Rate + 10% |
| Island Advertisement | Earned Rate + 15% |
| Facing Matter | Earned Rate + 10% |

ADDITIONAL SPECIAL POSITION

ADVERTISING

Also available are a number of "special ways" to promote your company and make a big impact on existing and potential clients. These include:

- Belly Bands—Paper band wrapped around the magazine
- Book Marks—Markers inserted within the pages
- Barn Doors—Opening front cover to reveal your advertisement
- Gate Fold—Opening inside front cover
- Poly Bag Advertising—Your message on the magazine envelope
- Loose Leaf Inserts
- Tipped Inserts



2012 Rate Data

CLASSIFIED DISCOUNT RATES AVAILABLE

WaterWorld, Industrial WaterWorld and Water & Wastewater International packaging and/or frequency rates qualify you for per insertion classified discount rates.

- Run in all three magazines and receive a 10% discount per insertion in each
- Run in two of these publications and receive a 5% discount per insertion
- Run three to six months and receive a 5% discount
- Run more than six months with a single insertion and qualify for a 10% discount rate

DISPLAY RATES (Gross)

| USD Rates | 1x | 3x | 6x |
|------------------|-------|-------|-------|
| Full Page | 2,200 | 2,050 | 1,900 |
| 1/2 Page | 1,250 | 1,150 | 1,050 |
| 1/4 Page | 800 | 750 | 700 |
| 1" Column | 100 | - | - |

| GBP | 1x | 3x | 6x |
|------------------|-------|-------|-------|
| Full Page | 1,375 | 1,280 | 1,185 |
| 1/2 Page | 780 | 720 | 660 |
| 1/4 Page | 500 | 470 | 440 |
| 1" Column | 65 | - | - |

| Euro | 1x | 3x | 6x |
|------------------|-------|-------|-------|
| Full Page | 1,570 | 1,465 | 1,355 |
| 1/2 Page | 890 | 820 | 750 |
| 1/4 Page | 570 | 535 | 500 |
| 1" Column | 70 | - | - |

BULLETIN BOARDS

Highlight your news, product information and more to subscribers throughout the municipal water and wastewater industry. Each Bulletin Board includes a 4-color photo and short description (60 words) of the literature item. Rate: \$595 gross each (4-color and production charges included). For more information, contact Tonya Hobson at tonyah@pennwell.com.

Send Ad Material to: admaterial@pennwell.com

AD SALES TEAM

For information on advertising, including special package availability, please contact your regional sales representative.

GROUP PUBLISHER
Timm Dower
 918.832.9237
tdower@pennwell.com

Ad Services
 1421 South Sheridan Road
 Tulsa, OK 74112
 P: 918.831.9438, F: 918.831.9415
admaterial@pennwell.com

Ad Upload
<http://digitalads.pennwell.com>

SALES STAFF

South/South Central Region
Dottie LaFerney - Sales Manager
 512.858.7927
dottiel@pennwell.com

Northeast Region
Craig Wiggins
 610.430.8181
craigw@pennwell.com

CLASSIFIED SALES & BULLETIN BOARDS
Tonya Hobson
 918.831.9863
tonyah@pennwell.com

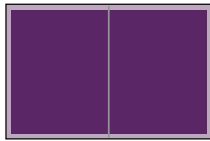
West/North Central Region
Amy Bailie
 918.832.9241
amyb@pennwell.com

International Sales
Roy Morris
 +44 (0)19 92656613
rmorris@pennwell.com

REPRINTS
Glenda Harp
 918.832.9301
glendah@pennwell.com

Mechanical Data

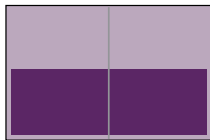
Trim Size: 210mm x 297mm (8 1/4 x 11 5/8). No charge for bleed.



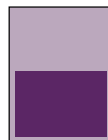
Full Page Spread
 Live Area: 390mm (w) x 267mm (h)
 (15.35" w x 10.51" h)
 Trim: 420mm (w) x 297mm (h)
 (16.54" w x 11.69" h)
 Bleed: 430mm (w) x 307mm (h)
 (16.93" w x 12.09" h)



Full Page
 Live Area: 184mm (w) x 270mm (h) (7.09" w x 10.51" h)
 Trim: 210mm (w) x 297mm (h) (8.27" w x 11.69" h)
 Bleed: 220mm (w) x 307mm (h) (8.66" w x 12.09" h)



1/2 Horizontal Spread
 Live Area: 390mm (w) x 92mm (h)
 (15.35" w x 3.62" h)
 Trim: 420mm (w) x 122mm (h)
 (16.54" w x 4.80" h)
 Bleed: 430mm (w) x 132mm (h)
 (16.93" w x 5.20" h)



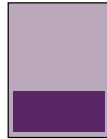
1/2 Page Horizontal
 Live Area:
 180mm (w) x 122mm (h)
 (7.09" w x 4.80" h)



1/2 Page Vertical
 Live Area:
 88mm (w) x 248mm (h)
 (3.46" w x 9.76" h)



1/2 Page Island
 Live Area:
 115mm (w) x 190mm (h)
 (4.53" w x 7.48" h)



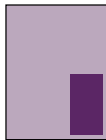
1/3 Page Horizontal
 Live Area:
 180mm (w) x 85mm (h)
 (7.09" w x 3.35" h)



1/3 Page Vertical
 Live Area:
 55mm (w) x 248mm (h)
 (2.17" w x 9.76" h)



1/3 Page Square
 Live Area:
 118mm (w) x 118mm (h)
 (4.625" w x 4.625" h)



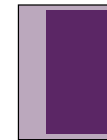
1/4 Page Vertical
 Live Area:
 88mm (w) x 122mm (h)
 (3.46" w x 4.80" h)



1/4 Page Horizontal
 Live Area:
 180mm (w) x 61mm (h)
 (7.09" w x 2.40" h)



1/6 Page
 Live Area:
 55mm (w) x 122mm (h)
 (2.17" w x 4.80" h)



2/3 Page
 Live Area:
 110mm (w) x 270mm (h)
 (4.33" w x 10.63" h)

All text, logos, borders and boxes that do not bleed should stay within the live area.

METHOD OF PRINTING: Web Offset

BINDING: Perfect Bound

PAPER: Cover: 70 gsm, Body Pages: 150 gsm

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Consult the Production Manager at +1-918-831-9143 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. **For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on instructions.**

SUPPLYING AD MATERIAL FOR PENNELL MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also accept ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the instructions at our ad upload site: <http://digitalads.pennwell.com>

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to *Water & Wastewater International*, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select *Water & Wastewater International* in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Ad Services, 918-831-9415. PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.