

WaterWorld.

WaterWorld.

WaterWorld.

**Industrial
WaterWorld**

WWi
WATER & WASTEWATER INTERNATIONAL

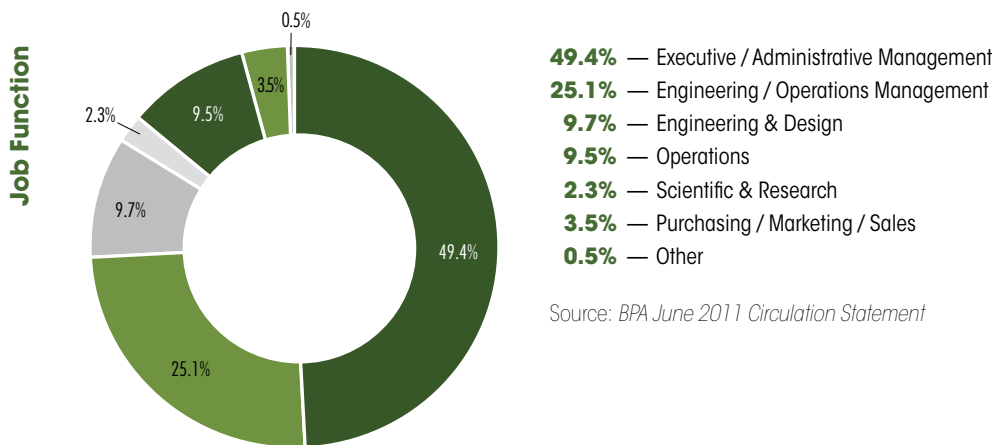
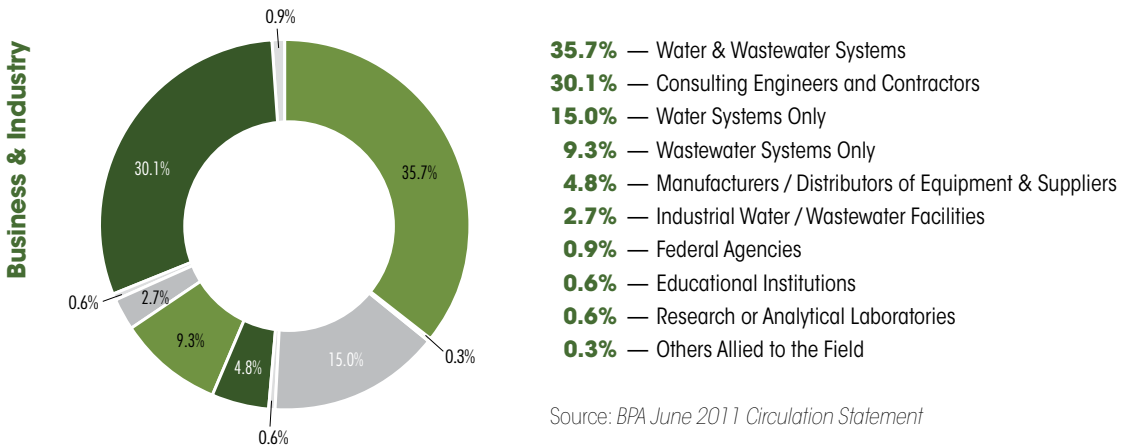
WASTE
management world

VIRTUAL  **H₂O.**

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

Communication That Delivers

WaterWorld serves 60,002 engineers, managers, consultants, contractors and operations professionals in the municipal water/wastewater industry. Each month, WaterWorld delivers information about products and services, technology, applications, legislation and regulations to help these water industry pros successfully plan, design, operate and maintain their systems.



FREQUENCY

Respondents report that 73% have read at least 3 of the 4 most recent issues of WaterWorld.

SHELF LIFE

Respondents report that 73% read their issues multiple times. 10% reported they read it 4 or more times.

Source: Baxter Research Corp., April 2011 Readership Study

"Advertising with WaterWorld allows us to reach out to the decision makers in our industry – both in print and online."

- Debra Causey
Marketing Services Manager
Neptune Technology Group

Supplemental Data

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011

This is an analysis of the 53,563 or 89.3% recipients who responded to the question "please check below all products or systems that you recommend, specify, purchase or approve purchase." Since any one recipient may have checked more than one response, the totals of these categories may exceed the total qualified circulation. These data are presented for statistical and marketing purposes

PRODUCTS	TOTAL RESPONSES
Aeration	18,041
Chemicals / biochemicals	22,871
Corrosion control	23,287
Computers / software	20,073
Customer information systems	15,844
Desalination / brackish water	8,061
Detectors, monitors, recorders	22,729
Disinfection equipment	22,289
Engineering & construction services	27,595
Filtration equipment	24,126
Flow, pressure & level measuring equipment & accessories	25,786
Groundwater treatment	21,564
Laboratory equipment, supplies & services	19,301
Membranes	15,531
Meters & meter reading equipment	25,030
Odor control	18,368
Pipes, fittings & related products	25,848
Process control equipment	21,108
Pumps	29,682
Safety equipment	25,409
Sampling & analyzing equipment & instrumentation	23,353
Scada (supervisory control & data acquisition)	18,102
Security equipment, systems	15,142
Sludge dewatering & processing equipment	20,899
Stormwater equipment & services	22,688
Tanks & structures	21,612
Trenchless equipment / technology	17,908
Valves, seals, packing & related products	12,298
Wastewater treatment equipment	22,776
Water treatment equipment	25,048
Water well drilling, maintenance & monitoring	15,220
None of the above	4,892
Total qualified circulation	60,002

Supplemental Data

FOR WATER / WASTEWATER PLANTS, THE LOCATION OR FACILITY IS

LOCATION / FACILITY	TOTAL RESPONSES	PERCENT OF TOTAL
Municipally owned & operated	25,590	42.6%
Investor owned & operated	16,274	27.1%
Municipally owned / investor operated	948	1.6%
Other	5,390	9.0%
None / not applicable	4,893	8.2%
No answer	6,907	11.5%

Total qualified circulation	60,002	100.0%
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FOR WATER / WASTEWATER PLANTS, THE POPULATION SERVED BY WATER SYSTEMS IS

POPULATION	TOTAL RESPONSES	PERCENT OF TOTAL
500 Or less	6,804	11.3%
501 - 3,300	6,535	10.9%
3,301 - 10,000	5,788	9.6%
10,001 - 100,000	9,271	15.5%
Greater than 100,000	7,636	12.7%
None / not applicable	13,798	23.0%
No answer	10,170	16.9%

Total qualified circulation	60,002	100.0%
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Source: BPA June 2011 Circulation Statement



Inside Each Issue

WaterWorld Magazine reports on timely product, project, regulatory and business news in a non-technical format, specifically targeted at the municipal drinking water and wastewater markets in the US and Canada. Our editorial reaches beyond "straight coverage" into analysis of innovations, applications, future market trends and resulting implications for the industry.

EDITORIAL FEATURES

Viewpoint — Timely opinion pieces focus on the hottest topics in the municipal water / wastewater industry.

Pump Tips & Techniques — A monthly column focused on improving the performance and lifecycle costs of pumping systems. Written by a specialist in pump system efficiency and troubleshooting, the column offers tips and techniques designed to help water and wastewater utilities improve energy efficiency, streamline maintenance, and optimize pump performance.

Automation Technology — Each month, *WaterWorld* spotlights interesting projects and new technologies in the rapidly evolving world of automation technology. Articles for the column can include monitoring and control technologies, advanced communication systems, management software, SCADA, GIS / GPS, CIS, modeling systems, and more.

Product Focus — A comprehensive look at a specific new product, technology or service in non-commercial terms, offering subscribers hard facts about how the product would be used in a municipal water / wastewater setting.

Washington Update — A topical review of the latest actions by Congress, the White House and federal regulators, written by *WaterWorld* correspondent Patrick Crow, a professional journalist specializing in regulatory issues and congressional activities.

WaterWorld Showcase — Strategically located within the beginning pages of each issue, our Showcase section outlines useful information on new products for the municipal water and wastewater markets.

Products and Services — Every issue highlights new and existing products within a broad array of categories that span the water and wastewater industry—from pumps and valves to odor control and much more.

New Products — This is where subscribers turn for product news, including products new to the magazine or to the industry, and those sporting a redesign or relaunching with new features. (Products may appear in this section only once and must be new or have undergone a recent design update for consideration.)

New Literature — A handy resource guide for water industry decision makers, this section touts catalogs, brochures, bulletins, software, technical publications, Internet sites, and other free materials of interest to various segments of the water industry.

EPA Regional Round-Up — Each month, *WaterWorld's* editors take an in-depth look at one of the ten EPA regions, exploring the water-related challenges faced -- and successes achieved -- across the nation.

Special Report — Each issue of *WaterWorld* includes an exclusive special report, researched and written by *WaterWorld* editors. Every month, our staff tackles a hot water industry topic, speaking to experts and water industry players to bring you up to date with the latest trends, tools and technologies. Topics include AMR, water quality monitoring, sewer rehabilitation and many more.

Special Sections: Periodically throughout the year, *WaterWorld* gives special attention to two important water industry topics.

Urban Water Management: Our Urban Water Management section, published four times a year, comprises technical articles, case studies, product information, and news briefs focused on the challenges of managing stormwater runoff in an urban environment. Topics include green infrastructure, wetland / watershed management, low impact development, and more.

Water Utility Management: In our Water Utility Management section, published three times a year, the focus turns to improving operational efficiency at water / wastewater facilities. Topics include energy management, metering, billing, customer service and more.

2012 Editorial Calendar

	JANUARY 2012	FEBRUARY 2012	MARCH 2012
EDITORIAL FOCUS	Water Resource Management	Sewer Systems	Ground Water
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Meters & Meter Reading • Wastewater Treatment • Detectors, Monitors & Recorders 	<ul style="list-style-type: none"> • Biosolids Treatment & Disposal • Filtration Systems • Process Control Systems 	<ul style="list-style-type: none"> • Energy Efficiency • Tanks & Structures • Lab, Sampling & Analytical
SPECIAL SECTIONS	DistribuTech 2012 Exhibitor Preview	Urban Water Management	Water Utility Management
PRODUCT FEATURES	<ul style="list-style-type: none"> • SCADA & Process Control • Lab, Sampling & Analytical 	<ul style="list-style-type: none"> • Valves • Meters & Meter Reading 	<ul style="list-style-type: none"> • Pipe Installation & Maintenance • Membrane & Related Systems
TARGETED BONUS DISTRIBUTION	<ul style="list-style-type: none"> • DistribuTech 2012 • Underground Construction • Pumper Cleaner Expo 	<ul style="list-style-type: none"> • Globe 2012 	<ul style="list-style-type: none"> • Globe 2012
READERSHIP STUDY	1st Quarter Baxter Readership Study (see box below)		
EDITORIAL DEADLINE	11/15/11	12/15/11	1/16/12
AD SPACE CLOSE	12/1/11	1/2/12	2/1/12
MATERIALS DUE	12/9/11	1/10/12	2/10/12

	APRIL 2012	MAY 2012	JUNE 2012
EDITORIAL FOCUS	Monitoring & Security	ACE '12	Energy Management
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Pipe Installation & Maintenance • Pump Projects • Recycle Reuse 	<ul style="list-style-type: none"> • AWWA Show Preview • Valves • Chemicals & Application Equipment 	<ul style="list-style-type: none"> • Wastewater Treatment • Trenchless Technology • Odor Control
SPECIAL SECTIONS	Urban Water Management		Water Utility Management
PRODUCT FEATURES	<ul style="list-style-type: none"> • Wastewater Treatment • Odor Control 	<ul style="list-style-type: none"> • Corrosion Control • Pumping Equipment 	<ul style="list-style-type: none"> • Sludge Dewatering & Processing • Software & Systems
TARGETED BONUS DISTRIBUTION	<ul style="list-style-type: none"> • CS Week 	<ul style="list-style-type: none"> • AWWA ACE 12 	
READERSHIP STUDY	2nd Quarter Baxter Readership Study (see box below)		
EDITORIAL DEADLINE	2/15/12	3/15/12	4/16/12
AD SPACE CLOSE	3/1/12	4/2/12	5/1/12
MATERIALS DUE	3/19/12	4/10/12	5/10/12

WaterWorld 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

	JULY 2012*	AUGUST 2012	SEPTEMBER 2012
EDITORIAL FOCUS	Residual & Biosolids	AMR / AMI	WEFTEC
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Annual Buyers Guide • Membrane Systems • Leak Detection 	<ul style="list-style-type: none"> • Filtration Systems • Disinfection Technology • Collection Systems Issues 	<ul style="list-style-type: none"> • WEF Show Preview • Water Quality Monitoring • Valves
SPECIAL SECTIONS		Urban Water Management	
PRODUCT FEATURES	<ul style="list-style-type: none"> • Safety & Security • Flow, Level & Pressure Monitoring 	<ul style="list-style-type: none"> • Tanks & Structures • Aeration Systems 	<ul style="list-style-type: none"> • Chemicals and Application Equipment • Meters & Meter Reading Equipment
TARGETED BONUS DISTRIBUTION	• ESRI	• NRW	• WEFTEC.12
READERSHIP STUDY		3rd Quarter Baxter Readership Study (see box below)	
EDITORIAL DEADLINE	5/15/12	6/15/12	7/16/12
AD SPACE CLOSE	6/1/12	7/2/12	8/1/12
MATERIALS DUE	6/11/12	7/10/12	8/10/12

	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012
EDITORIAL FOCUS	Recycle & Reuse	Distribution Systems Issues	Construction & Projects Review
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Computers & Automation Technology • Flow, Level & Pressure Measurement • Aeration Systems 	<ul style="list-style-type: none"> • Corrosion Control • Pipe Maintenance • Drinking Water Treatment Systems 	<ul style="list-style-type: none"> • Desalination • Project Funding • Onsite Power
SPECIAL SECTIONS		Urban Water Management	Water Utility Management
PRODUCT FEATURES	<ul style="list-style-type: none"> • Pumps • Pipe Tools & Supplies 	<ul style="list-style-type: none"> • Disinfection Technology • Filtration Systems 	<ul style="list-style-type: none"> • Odor Control • Detectors, Monitors & Recorders
TARGETED BONUS DISTRIBUTION			
READERSHIP STUDY	4th Quarter Baxter Readership Study (see box below)		
EDITORIAL DEADLINE	8/15/12	9/17/12	10/15/12
AD SPACE CLOSE	9/4/12	10/1/12	11/1/12
MATERIALS DUE	9/11/12	10/10/12	11/9/12

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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

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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

*Special ad material specs. See your sales representative.

2012 Rate Data

DISPLAY RATES (Gross)

Four Color	1x	3x	6x	9x	12x	18x	24x	30x
Jr Full Page Spread	12,240	11,715	11,135	10,615	10,040	9,520	8,955	8,445
Jr 1/2 Page Spread	9,180	8,790	8,355	7,965	7,535	7,150	6,725	6,335
Full Standard Page	8,635	8,120	7,735	7,390	7,010	6,670	6,295	5,950
2/3 Page	6,775	6,510	6,215	5,950	5,660	5,395	5,110	4,840
1/2 Page	5,015	4,865	4,685	4,535	4,360	4,210	4,040	3,880
1/3 Page	3,750	3,650	3,530	3,430	3,310	3,210	3,095	2,985
1/4 Page	3,145	3,060	2,965	2,885	2,790	2,710	2,615	2,535
1/6 Page	1,920	1,835	1,750	1,675	1,595	1,525	1,455	1,390
Full Tabloid Page Spread	16,320	15,625	14,850	14,155	13,395	12,705	11,950	11,260
1/2 Tabloid Page Spread	11,220	10,745	10,215	9,735	9,215	8,740	8,225	7,740
Full Tab Page	9,290	8,960	8,585	8,255	7,885	7,555	7,195	6,860
2/3 Tab	7,870	7,600	7,295	7,025	6,725	6,455	6,160	5,875
1/2 Tab	6,825	6,645	6,425	6,245	6,030	5,850	5,640	5,460
1/3 Tab	4,445	4,315	4,170	4,040	3,895	3,770	3,625	3,475
1/4 Tab	3,660	3,560	3,450	3,350	3,240	3,145	3,035	2,915

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

Published the 15th of each month.

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

BASIC CLASSIFIED AD RATES

One column width (1" x 2 ⁵ / ₁₆ " (Add \$100 for each additional column inch)	\$125
Special Borders, one time charge	\$40
Logo Addition, one time charge	\$40
Reader Service Number inclusion*	\$40
Blind Box Ad*	\$40

Frequency/packaging rates apply.
*Per insertion.

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.

2012 Rate Data

SPECIAL 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%

COVER

15% premium on space for IFC, 25% OBC. Consecutive page placement: 5% premium on space after first placement. Special positions: Consult account executive.

DISCOUNTS (apply to space only)

New Advertisers: For 3x program or greater, 25% off last insertion. Current Advertisers: Increase your insertion schedule in 2012 over and above last year's schedule and qualify for the next highest frequency on all 2012 insertions.

RATE POLICY

See the Electronic Submission & Rate policy section at the back of the book for the complete rate policy.

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

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Ad Upload

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International Sales





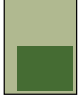













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REPRINTS

Glenda Harp
918.832.9301
glendah@pennwell.com

Mechanical Data

Trim Size: 10.375" x 13" (263mm X 330mm). No charge for bleed.

	Tabloid Page Spread Live Area: 20.25" x 12.5" (514mm x 317mm) Trim: 20.75" x 13" (527mm x 330mm) Bleed: 21" x 13.25" (533mm x 337mm)		Tabloid Page Live Area: 9.375" x 12" (238mm x 305mm) Trim: 10.375" x 13" (263mm x 330mm) Bleed: 10.625" x 13.25" (270mm x 337mm)		Junior Page Spread Live Area: 13" x 9.25" (380mm x 235mm)
	Junior Page Live Area: 6.875" x 9.25" (238mm x 305mm)		1/2 Junior Page Horizontal Live Area: 6.875" x 4.625" (175mm x 118mm)		1/2 Junior Page Vertical Live Area: 3.375" x 9.25" (86mm x 235mm)
	1/2 Tabloid Page Vertical Live Area: 4.625" x 12" (118mm x 305mm)		1/2 Tabloid Page Horizontal Live Area: 9.25" x 6" (235mm x 152mm) Bleed: 10.625" x 7" (270mm x 179mm)		1/2 Junior Page Island Live Area: 4.625" x 6.875" (118mm x 175mm)
	1/3 Junior Page Vertical Live Area: 2.25" x 9.25" (57mm x 235mm)		1/3 Tabloid Page Vertical Live Area: 2.25" x 12" (57mm x 305mm)		1/3 Tabloid Page Square Live Area: 6.875" x 6.875" (175mm x 175mm)
	1/3 Junior Page Square Live Area: 4.625" x 4.625" (118mm x 118mm)		1/4 Tabloid Page Square Live Area: 4.625" x 6" (118mm x 152mm)		1/4 Junior Page Vertical Live Area: 3.375" x 4.625" (86mm x 118mm)
	1/6 Junior Page Vertical Live Area: 2.25" x 4.625" (57mm x 118mm)		2/3 Junior Page Live Area: 4.625" x 9.25" (118mm x 235mm)		2/3 Tabloid Page Live Area: 6.875" x 12" (175mm x 305mm)

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

METHOD OF PRINTING: Web Offset

BINDING: Saddle Stitch

PAPER: Cover: 60 lb. text weight, Body Pages: 40 lb. text weight coated

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 PENNWELL 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 WaterWorld, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select w 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.