

Industrial WaterWorld®



Industrial
WaterWorld

WaterWorld.

Industrial
WaterWorld

WWi
WATER & WASTEWATER INTERNATIONAL

WASTE
management world.

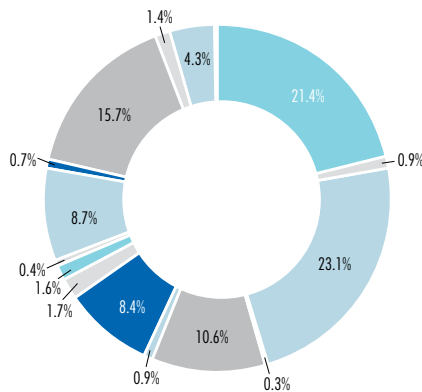
VIRTUAL  H₂O.

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

Positioned for Success

Industrial WaterWorld reaches 26,003 industrial process water and wastewater decision makers in management, operations, engineering and consulting positions. Six times per year, *Industrial WaterWorld* reports timely product, project, contract and business news in a non-technical format, reaching past "straight coverage" to analyze innovations, predict future market trends and comment on their potential implications for the industry.

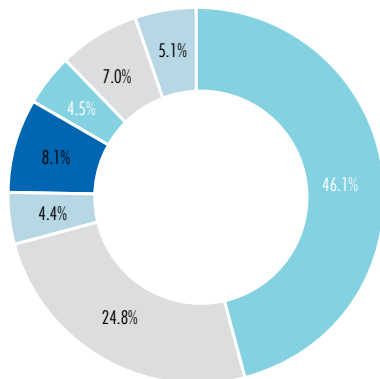
Business & Industry



- 23.1%** — Utility (Power / Gas / Water)
- 21.4%** — Beverages and Food & Kindred Products
- 15.7%** — Consultants / Contractors / Engineers
- 10.6%** — Chemicals & Allied Products
- 8.7%** — Manufacturing Facility / Industrial Systems, Water Wholesalers, Waste Treatment & Disposal, Recycling, Service Firms
- 8.4%** — Petroleum Refining & Related Industries
- 4.3%** — Manufacturer / Supplier of Water & Wastewater Equipment & Supplies
- 1.7%** — Paper & Allied Products
- 1.6%** — Pharmaceuticals
- 1.4%** — Federal, State & County Agencies
- 0.9%** — Primary and Fabricated Metal Products Processing
- 0.9%** — Agriculture, Feedlot & Animal Processing
- 0.7%** — Research / Analytical Laboratories
- 0.4%** — Microelectronics
- 0.3%** — Mining
- 0.0%** — Others Allied to the Field

Source: BPA, June 2011 Circulation Statement

Job Function



- 46.1%** — Executive / Administrative Management
- 24.8%** — Engineering / Operations Management
- 8.1%** — Engineering & Design Staff
- 7.0%** — Operations
- 5.1%** — Purchasing / Marketing / Sales
- 4.5%** — Scientific & Research
- 4.4%** — Environmental & Safety Management
- 0.0%** — Other

Source: BPA, June 2011 Circulation Statement

FREQUENCY

Respondents report that 76% have read at least 3 of the 4 most recent issues of *Industrial WaterWorld*.

SHELF LIFE

Respondents report that 75% read their issues multiple times. 10% reported they read it 4 or more times.

Source: Baxter Research Study, March / April 2011

Supplemental Data

SUPPLEMENTARY DATA FOR ISSUE OF MAY/JUNE 2011

This is an analysis of the 24,002 or 92.3% recipients who responded to the question "please check below all products or systems that you recommend, specify, purchase or approve purchase." Since any one respondent may have checked more than one response, the totals for each of these categories may exceed the total circulation. These data are presented for statistical and marketing purposes.

PRODUCTS	TOTAL RESPONSES
Boilers, feed water treatment equipment, supplies and services	6,598
Chemicals and handling equipment	11,456
Computer hardware and software	7,339
Cooling towers, heat exchangers and related equipment	6,551
Corrosion control systems and materials	8,401
Desalination / brackish water	4,742
Detectors, monitors, records	9,631
Disinfection equipment	6,933
Electrical and mechanical equipment	10,069
Engineering, construction services and equipment	10,239
Filtration equipment	9,743
Flow, pressure and level measuring equipment and accessories	11,413
Laboratory and analyzing equipment, instrumentation, supplies and services	8,933
Membranes	6,820
Meters and meter reading equipment	9,828
Odor control	6,695
Operational and maintenance services and equipment	10,646
Piping, fittings and related products	12,011
Pollution control and abatement equipment	7,618
Process systems and control equipment	12,470
Pumps	13,093
Safety equipment	10,092
Sample collection equipment and supplies	10,056
Scada (supervisory control and data acquisition)	7,478
Sludge dewatering, processing and application/disposal	7,025
Stormwater equipment and services	8,463
Structures, storage facilities, tanks and related products	10,473
Valves, seals, packing and related products	8,216
Wastewater treatment equipment	9,060
Water well drilling, maintenance and monitoring	5,472
Water treatment equipment	9,885
None of the above	2,199
Total qualified circulation	26,003

Source: BPA, June 2011 Circulation Statement

Inside Each Issue

Every issue of *Industrial WaterWorld* contains quality and timely content for all sectors of the industrial water industry. Whether it's spotlighting hot topics, keeping a pulse on trends and technologies, or providing in-depth case studies – *Industrial WaterWorld*'s focus goes beyond coverage by analyzing and predicting the industry's next move.

EDITORIAL FEATURES

Spotlight Articles — *Industrial WaterWorld* offers specific application and project-oriented features covering several different topics in each issue. These offer non-commercial views of how complex industrial water and wastewater treatment issues have been solved in specific applications.

Trends & Technologies — A spotlight article on one of *Industrial WaterWorld*'s targeted industries: power generation, chemical processing, pulp and paper, food and beverage, and high-purity water applications.

Regulatory Report — In-depth reports on the latest actions by the Environmental Protection Agency (EPA) and other agencies, covering new regulations, proposed rules and enforcement actions across the regulatory spectrum.

Pump Issues — A monthly column that features pump system maintenance tips, troubleshooting and the latest industry news.

Product Focus — An in-depth review of a specific new product, technology or service in a non-commercial presentation that offers specifications and technical facts for particular applications.

Product Showcase — Strategically located at the front of each issue, the product showcase highlights the newest and most exciting product innovations for industrial water and wastewater treatment.

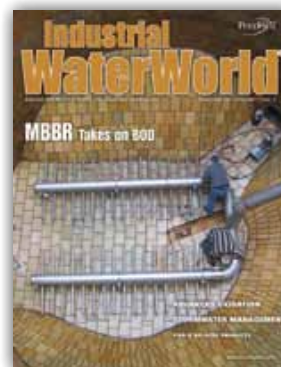
Viewpoint — Timely opinion pieces focus on the hottest topics in the industrial water and wastewater industry.

Products & Services — Turn here for up-to-the-minute product news within a broad array of specific equipment and services categories. Each issue surveys the latest as well as the tried-and-true of equipment, products and services crucial for industrial water and wastewater treatment.

New Products — Turn here for the latest product releases covering products new to the magazine or to the industry, those offering new features or redesigns and providing the most cutting edge industrial water/wastewater technology.

New Literature — Find and access the latest bulletins, brochures, catalogs, software, technical papers and other literature offering information available from various suppliers, regulators, associations and others in the industry.

Case Studies — Each issue offers one or two case studies that explore in a non-commercial way one specific instance where a particular problem has been solved by a new technology or a novel application of an existing technology.



2012 Editorial Calendar

	JAN/FEB 2012	MAR/APR 2012	MAY/JUN 2012
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Sampling & Monitoring • Process & Makeup Water • Corrosion Control 	<ul style="list-style-type: none"> • Desalination • Pumps, Motors & Drive Systems • Valve Systems 	<ul style="list-style-type: none"> • Disinfection & Advanced Oxidation • Flow, Level & Pressure Measurement • Stormwater Management
PRODUCT FEATURES	Ion Exchange / Filtration Equipment	Valve & Fluid Control Systems	Pipe & Related Products
TRENDS & TECHNOLOGIES	Ultrapure Water Industry	Oil, Gas & Petrochemical Industry	Pulp & Paper Industry
TARGETED BONUS DISTRIBUTION	<ul style="list-style-type: none"> • Corrosion/NACExpo • PittCon • WQA Aquatech USA 	<ul style="list-style-type: none"> • PaperCon 2012 • Offshore Technology Conference 	<ul style="list-style-type: none"> • AWWA ACE12
READERSHIP STUDY	Baxter Readership Study (see box below)		
EDITORIAL DEADLINES	12/28/11	2/24/12	4/27/12
AD SPACE CLOSE	1/13/12	3/15/12	5/15/12
MATERIALS DUE	1/20/12	3/22/12	5/22/12

	JUL/AUG 2012	SEP/OCT 2012	NOV/DEC 2012
EDITORIAL FEATURES AND CASE STUDIES	<ul style="list-style-type: none"> • Filtration & Membrane Separation Systems • Energy Management • WEFTEC Preview 	<ul style="list-style-type: none"> • SCADA & Process Control • Zero Liquid Discharge & Water Reuse • Tanks & Structures • POWER-GEN Water Treatment Preview 	<ul style="list-style-type: none"> • Ion Exchange & Deionization • Pipe Installation & Maintenance • Cooling Water
PRODUCT FEATURES	Pumps, Motors & Drive Systems	Sludge Handling & Processing	SCADA & Process Control
TRENDS & TECHNOLOGIES	Food & Beverage Processing Industry	Chemical Industry	Electric Power Industry
TARGETED BONUS DISTRIBUTION	<ul style="list-style-type: none"> • Interbev 2012 • WEFTEC.12 	<ul style="list-style-type: none"> • ISA Expo • International Water Conference • POWER-GEN International 	<ul style="list-style-type: none"> • International Poultry Expo
READERSHIP STUDY	Baxter Readership Study (see box below)		
EDITORIAL DEADLINES	6/28/12	8/27/12	10/26/12
AD SPACE CLOSE	7/13/12	9/14/12	11/15/12
MATERIALS DUE	7/20/12	9/21/12	11/22/12

Industrial 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

Preliminary Buying Action Audience Involvement

- 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 Rate Data

DISPLAY RATES (Gross)

Four Color	1x	3x	6x	9x	12x	18x	24x	30x
Full Page Spread	10,405	9,885	9,345	8,880	8,395	7,975	7,540	7,160
1/2 Page Spread	6,465	6,140	5,805	5,515	5,215	4,955	4,685	4,450
Full Page	6,145	5,810	5,580	5,385	5,170	4,990	4,790	4,625
2/3 Page	4,155	4,010	3,850	3,715	3,570	3,445	3,305	3,190
1/2 Page	3,810	3,680	3,535	3,410	3,275	3,160	3,035	2,930
1/3 Page	2,865	2,765	2,655	2,560	2,460	2,375	2,280	2,200
1/4 Page	2,445	2,360	2,265	2,185	2,100	2,025	1,945	1,880
1/6 Page	2,110	2,035	1,955	1,885	1,810	1,750	1,680	1,620

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

Published the 15th of each issue 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") (discounts available 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.



**Universal Pipe Cutters
Now for Steel Pipe!**

Reed's Universal Pipe Cutters (UPC) now cut steel pipe! The UPC's new blade works for water, irrigation, or pre-fab steel pipe cuts. CAUTION: When cutting steel, the blade will spark; do not use with any flammable material or residual flammable material in the pipe. With different blades, Universal Pipe Cutters cut 6" - 48" OD (150-1300 mm) steel, ductile iron, cast iron, clay, concrete, PVC or PE pipe in one revolution. These pneumatic powered cutters are lightweight, easy to set-up and use, fast cutting, require only 12" (300 mm) clearance around the pipe, and provide a square cut virtually every time. Online video training available: http://www.reedmfco.com/index.html?screen=universal_pipe_cutters_training_videos Circle No. 26

Reed Manufacturing Company
800-666-3691 or 814-452-3691

www.reedmfco.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

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

Ad Upload

<http://digitalads.pennwell.com>

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South/South Central Region

Dottie LaFerney - Sales Manager
512.858.7927
dottiel@pennwell.com

Northeast Region

Craig Wiggins
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craigw@pennwell.com

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918.831.9863
tonyah@pennwell.com

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amyb@pennwell.com

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REPRINTS

Glenda Harp
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glendah@pennwell.com

Mechanical Data

Trim Size: 8" x 10.5" (203mm X 267mm). No charge for bleed.



Full Page Spread

Live Area: 15" x 9.5" (381mm x 241mm)
Trim: 16" x 10.5" (406mm x 267mm)
Bleed: 16.25" x 10.75" (413mm x 274mm)



Full Page

Live Area: 7" x 9.5" (178mm x 241mm)
Trim: 8" x 10.5" (203mm x 267mm)
Bleed: 8.25" x 10.75" (210mm x 274mm)



1/2 Page Island

Live Area: 4.5" x 7.375"
(114mm x 187mm)
Bleed: 5.25" x 8.25"
(133mm x 210mm)



1/2 Page Horizontal

Live Area: 7" x 4.875"
(178mm x 124mm)
Bleed: 8.25" x 5.5"
(210mm x 140mm)



1/2 Page Vertical

Live Area: 3.375" x 9.5"
(86mm x 241mm)
Bleed: 4.125" x 10.75"
(105mm x 274mm)



1/3 Page Square

Live Area: 4.5" x 4.875"
(114mm x 124mm)



1/3 Page Horizontal

Live Area:
7" x 3.3125"
(178mm x 84mm)



1/3 Page Vertical

Live Area:
2.25" x 9.5"
(57mm x 241mm)



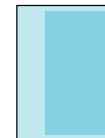
1/4 Page

Live Area:
3.375" x 4.875"
(86mm x 124mm)



1/6 Page

Live Area:
2.25" x 4.875"
(57mm x 124mm)



2/3 Page

Live Area: 4.5" x 9.5"
(114mm x 241mm)
Bleed: 5.25" x 10.75"
(133mm x 274mm)

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: 80 lb. text weight, Body Pages: 38 lb. text weight coated

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard sizebound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as

a complete 2 page insert. Consult the Production Manager at +1-918-831-9143 for ore 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 Industrial WaterWorld, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select Industrial WaterWorld 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.