



MEDIA KIT 2019

asian
WATER

ASIA'S LEADING WATER & WASTEWATER, PUMPS,
VALVES AND FILTRATION TECHNOLOGY MAGAZINE

WHY advertise in ASIAN WATER ?

Get attention of water industry decision makers in Asia

Asian Water enables you to reach an audience of more than 7,000 industry professionals throughout Asia who read the new product announcements, company news, feature articles and case studies. After 34 years in publication, Asian Water has garnered an excellent reputation for high quality editorial content that is well regarded by industry professionals.

An authoritative and useful publication

Asian Water, in articles by renowned professionals, suggests workable solutions and insights that save time and cut costs for water system practitioners, wastewater engineers and other professionals in the water and wastewater industry. Solving problems in the ever-changing scenario of the water and wastewater industry requires up-to-date information on market trends, big projects and new technology. Our readers welcome Asian Water for all the news, analyses and information they need to succeed in this competitive field.

News, views and articles of interest

For 34 years, Asian Water has been an impartial, interesting and trusted source of information covering every country in Asia. Asian Water

continues to be an unbeatable source of the very information that Asia's water professionals are keen to read about. Regional news, country focuses, technology updates, product information, case studies, market trends and coverage of exhibitions and conferences. Regular features on specific products such as pumps, valves, pipes, filtration membranes, treatment equipment, software and other related equipment make sure that advertisers get their money's worth.

Asia - home to the world's largest population

Rapid economic growth and industrialisation is making Asia, particularly Southeast Asia, one of the world's fastest growing markets for water and wastewater treatment technology. Investments in the water and wastewater sectors are rising in Asia which is home to the largest number of people in the world. There are vast opportunities waiting to be tapped here. Asian Water, the leading water and wastewater magazine in Asia since 1984 has been an active partner to companies around the world in reaching out to professionals and executives in industries and governments in 20 countries in Asia.

Experienced and long established publisher

Asian Water is published by SHP Media Sdn Bhd, a veteran in the publishing industry in Asia. Now more than ever, Asian Water has committed itself to excellence.

Editorial

Timely commentary from the Editor of Asian Water that highlights issues in the water and wastewater industry.

World News

Coverage of company acquisitions, major projects, market trends, industry events and legislative or regulatory actions.

Country Focus

Provides a topical look at a specific country's water and wastewater projects, including analysis of the problems and solutions.

Techno Focus

An in-depth scrutiny of a specific type of product, technology or service.

ExpertSpeak

A newly introduced column in which experts from different water disciplines are invited to share knowledge or express views on various aspects of water and wastewater. A treat for readers!

Making Waves

Information about products that are new to the industry, or products that have been redesigned or have new features.

Calendar of Events

Listings of conferences, exhibitions and seminars held by reputable professional organisations.

MECHANICAL REQUIREMENTS

Printing Specifications

Printing: Offset sheetfed Binding: Perfect binding

Important Points

- Colour files must be in CMYK (No Pantone colours).
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.

Closing Dates

There will be 6 bi-monthly issues starting with the January-February issue. All advertising materials must be sent to the publisher two weeks before printing.

Accepted Digital Files

We accept your final artwork in JPEG, TIFF and EPS files with a (resolution of 300dpi in actual size). For advertisement that is less than full page, please supply in JPEG or TIFF files only. If fonts are not being supplied then embedded fonts within the file will print successfully.

Acceptable Media

We accept CD, compress files as necessary or a self-extracting file. We also accept actual size high-resolution PDF files with a colour proof, but not without prior liaison/ approval of the Production Manager.

Transmission Methods

E-mail-before sending please contact the Production Department. Please ensure all files are in CMYK format and in actual size. Please send in compressed format. Prior notification would be appreciated on large files exceeding 6MB.

Cancellation & Late Materials

Notification of cancellation must be made at least three weeks before publication date. The publisher reserves the right to use previous material if copy is not received by copy deadline and to charge for space booked if not cancelled before deadline.

Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Storage

Digital file is stored for 2 years and then destroyed.

MAGAZINE SPECIFICATIONS

Double Page Spread
281 (H) x 426 (W)
with bleed size

Text Area:
Less 15mm from trim size

One-Quarter Page
125 (H)
x 95 (W)

Half-Page (Horizontal)

125 (H) x 190 (W)

Two-Third Page

250 (H)
x
125 (W)

Full Page
281 (H) x 216 (W)
with bleed size

Text Area:
Less 15mm from
trim size

Half-Page (Vertical)

250 (H)
x
95 (W)

One-Third Page

250 (H)
x
60 (W)

(Trim Size): 275mm (H) x 210mm (W)

- ♦ 1 sheet - 2,620
- ♦ 2 sheet - 8,385
- ♦ 4 sheet - 4,715
- ♦ 6 sheet - 11,005
- ♦ 8 sheet - 12,580
- ♦ 12 sheet - 15,725

Bound Inserts :
Add 15% to rates

* Rates in EURO

CIRCULATION

Asean	5158
Brunei	42
Cambodia	38
Indonesia	588
Laos	3
Malaysia	2519
Myanmar	54
The Philippines	347
Singapore	1201
Thailand	275
Vietnam	91
South Asia	477
Bangladesh	49
India	388
Pakistan	21
Sri Lanka	19

NorthEast Asia	1175
China	617
HongKong SAR	137
Japan	121
South Korea	102
Taiwan	198
West Pacific	344
Australia	291
New Zealand	53
Rest of The World	298
WORLD WIDE TOTAL	7452
Bonus Circulation	2500
Online Readers	7170

By Industry	2018
Water/Wastewater Authority	2577
Sewage Authority	1579
Other Governmental Agencies	59
Engineering/Procurement etc	1032
Consultancy	131
Project Sponsors	19
Banking/Legal	78
Manufacturing Industry	756
Equipment Manufacturers	501
Trade Associations	22
Research Institution/Agencies	233
Bottling	265
Others	180

ADVERTISING SALES OFFICE

AUSTRALIA

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JAPAN

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USA & CANADA

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MALAYSIA/REST OF THE WORLD

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Issue	Booking Deadline	Material Deadline	Country Focus	Technology Emphasis	Bonus Distribution
January/ February	Jan 10, 2019	Jan 15, 2019	Southeast Asia	Used Water Treatment/ Disinfection/ Desalination developments/ Pumps and Valves/ Energy- Water Nexus/ Water Loss Management	INTERAQUA JAPAN 2019 30 JANUARY – 1 FEBRUARY 2019 TOKYO BIG SIGHT, JAPAN
March/ April	Mar 10, 2019	Mar 15, 2019	West Asia	Industrial Water Treatment/ Stormwater management/ Aeration/Biological Treatment Systems/Storage Systems/Pumps	WEX GLOBAL 2019 4-6 MARCH 2019 LISBON, PORTUGAL WATERPHILIPPINES 2019 20-22 MARCH 2019 SMX CONVENTION CENTER, PASAY CITY, METRO MANILA, PHILIPPINES
May/ June	May 10, 2019	May 15, 2019	India	Distribution systems/ Water Resources Management/ Asset Management/ Climate Change/ Flow monitoring and measurement	IE EXPO CHINA 2019 15-17 APRIL 2019 SHANGHAI NEW INTERNATIONAL EXPO CENTER, SHANGHAI, CHINA AQUATECH CHINA 2019 3-5 JUNE 2019 SHANGHAI NATIONAL EXHIBITION AND CONVENTION CENTER, SHANGHAI, CHINA
July/ August	Jul 10, 2019	Jul 15, 2019	North Asia	Measurement and Analysis Systems/ Instrumentation/ Membrane Technology Developments/ Energy conservation/ Contaminants of Emerging Concern	AQUA TAIWAN 2019 AUGUST 2019 KAOHSIUNG, TAIWAN
September/ October	Sep 10, 2019	Sep 15, 2019	China	Computer & Automation Technology/ Modelling and Optimization/ GIS	AQUATECH AMSTERDAM 2019 5-8 NOVEMBER 2019 RAI AMSTERDAM CONVENTION CENTRE, AMSTERDAM, NETHERLANDS
November/ December	Nov 10, 2019	Nov 15, 2019	Southeast Asia	Disinfection/ Chemicals/ Sewage & Effluent Treatment Systems/ Biosolids/ Water- Related Education	For up to date events, please refer to our website : www.shpmedia.com.my



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