



**2018**

**MEDIA KIT**

**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 31 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 33 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.



Sahana Singh  
Editor, Asian Water

Sahana Singh, Editor of Asian Water graduated from Delhi College of Engineering in India. She worked for some years as an engineer in the Environment Department of HPCL Refinery in Mumbai. After winning two national essay contests, she made a career-shift to writing.

Ms Singh has won several awards for journalism from the World Bank and Asian Development Bank Institute. Her editorials and articles have been widely appreciated and quoted. She is also involved in a campaign to put water and sanitation high in the agenda of governments in the Asian region so that the much-needed reforms in the sector can follow.

### 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.

## MAGAZINE SPECIFICATIONS

### Double Page Spread

281 (H) x 426 (W)  
with bleed size

Text Area:  
Less 15mm of rim size

### Full Page

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

Text Area:  
Less 15mm of  
trim size

### Half-Page (Vertical)

250 (H)  
x  
95 (W)

### One- Third Page

250  
(H)  
x  
60 (W)

### One- Quarter Page

125 (H)  
x 95 (W)

### Half-Page (Horizontal)

125 (H) x 190 (W)

### Two-Third Page

250 (H)  
x  
125 (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

## ADVERTISEMENT RATES

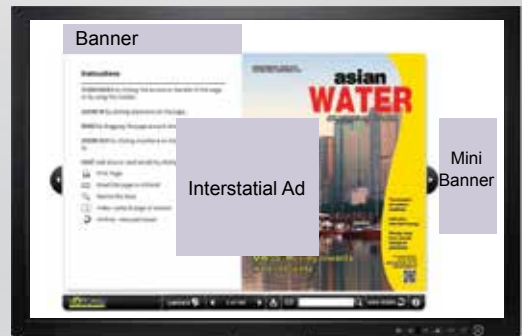
### Full Colour

	<b>1x</b>
Double-Page Spread	4,500
Outside Back Cover	3,500
Inside Front Cover	3,000
Inside Back Cover	2,750
Full Page	2,500
Two-Third Page	1,800
Half-Page Horizontal/Vertical	1,500
One-Third Page	950
One-Quarter Page	900
Classified Page-Product 87mm(W) x 65mm(H)	250
Classified Page-Appointment 87mm(W) x 25mm(H)	80

## CIRCULATION

<b>Asean</b>	<b>4927</b>	<b>NorthEast Asia</b>	<b>1264</b>
Brunei	31	China	735
Cambodia	47	HongKong SAR	112
Indonesia	601	Japan	98
Laos	9	South Korea	91
Malaysia	2433	Taiwan	228
Myanmar	39		
The Philippines	339	<b>West Pacific</b>	<b>350</b>
Singapore	1108	Australia	298
Thailand	213	New Zealand	52
Vietnam	107		
		<b>Rest of The World</b>	<b>316</b>
<b>South Asia</b>	<b>475</b>		
Bangladesh	55	<b>WORLD WIDE TOTAL</b>	<b>7332</b>
India	361		
Pakistan	26	<b>Bonus Circulation</b>	<b>2500</b>
Sri Lanka	33	<b>Online Readers</b>	<b>8350</b>
		<b>By Industry</b>	<b>2017</b>
Water/Wastewater Authority			2678
Sewage Authority			1429
Other Governmental Agencies			79
Engineering/Procurement etc			915
Consultancy			134
Project Sponsors			32
Banking/Legal			89
Manufacturing Industry			736
Equipment Manufacturers			523
Trade Associations			37
Research Institution			212
Multilateral Agencies			278
Bottling			190
Others			7332

## E-MAGAZINE ADVERTISEMENT RATES



\* Rates in EURO

Sizes in pixels	Banner (1280x480)	Mini Banner (100X200)	Interstitial Ad
<b>1 Month</b>	650	400	850
<b>3 Months</b>	500	380	810
<b>6 Months</b>	430	330	770
<b>12 Months</b>	310	280	690

\* Rates in EURO

Issue	Booking Deadline	Material Deadline	Country Focus	Technology Emphasis	Bonus Distribution
January/ February	Jan 10, 2018	Jan 15, 2018	South East Asia	Disinfection • Chemicals • POU Water Treatment Systems • Sewage & Effluent Treatment Systems • Biosolids	<ul style="list-style-type: none"> <li>• <b>INTERNATIONAL WATER SUMMIT 2018</b> 15-18 JANUARY 2018 ABU DHABI NATIONAL EXHIBITION CENTRE, UAE</li> </ul>
March/ April	Mar 10, 2018	Mar 15, 2018	South East Asia	Stormwater management • Aeration • Biological Treatment Systems • Storage Systems • Distribution systems • Pipe Maintenance • Trenchless Technology • Pipe Inspection • Non Revenue Water Management	<ul style="list-style-type: none"> <li>• <b>INTERAQUA JAPAN 2018</b> 14-16 FEBRUARY 2018 TOKYO BIG SIGHT, TOKYO, JAPAN</li> <li>• <b>WEX GLOBAL 2018</b> 13-14 MARCH 2018 LISBON, PORTUGAL</li> </ul>
May/ June	May 10, 2018	May 15, 2018	China	Desalination • Pumps and Valves • Education in Engineering • Water reuse reclamation • Water reclamation and reuse • Pumps • Energy-Water Nexus	<ul style="list-style-type: none"> <li>• <b>ASIA WATER 2018</b> 10-12 APRIL 2018 KLCC, KUALA LUMPUR</li> <li>• <b>IE EXPO CHINA 2018</b> 3-5 MAY 2018 SHANGHAI, CHINA</li> </ul>
July/ August	Jul 10, 2018	Jul 15, 2018	North Asia	Computer & Automation Technology • Modelling • GIS	<ul style="list-style-type: none"> <li>• <b>IE Expo Guangzhou</b> 18-20 September 2018 CHINA IMPORT AND EXPORT FAIR COMPLEX, GUANGZHOU, CHINA</li> <li>• <b>AQUA TAIWAN</b> 19-21 SEPTEMBER 2018 KAOHSIUNG, TAIWAN</li> </ul>
September/ October	Sep 10, 2018	Sep 15, 2018	India	Distribution systems • Water Resources Management • Monitoring • Asset Management • Climate Change	<ul style="list-style-type: none"> <li>• <b>ECO EXPO ASIA 2018</b> 25-28 OCTOBER 2018 ASIAWORLD-EXPO, HONG KONG</li> </ul>
November/ December	Nov 10, 2018	Nov 15, 2018	West Asia	Measurement • Analysis Systems • Instrumentation • Membrane Technology • Energy conservation • Hazardous substances in wastewater • Control • Filtration	For up to date events, please refer to our website :  <a href="http://www.shpmedia.com.my">www.shpmedia.com.my</a>

## 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.

## ADVERTISING SALES OFFICE

### AUSTRALIA

The Globe Bridge Company  
**Gordon Durnford**  
Tel: 61-2-48834109  
Fax: 61-2-48834107  
Email: durnford@bigpond.com

### FRANCE

Defense & Communication  
**Emmanuel Archambeaud**  
Tel: 331-4730-7180  
Fax: 331-4730-0189  
Email: earchambeaud@wanadoo.fr

### ITALY

MediaPoint & Communications SRL  
**Fabio Potesta**  
Tel: 39-010-5704948  
Fax: 39-010-5530088  
Email: info@mediapointsr.it

### GERMANY/SWITZERLAND/AUSTRIA

Eisenacher Medien  
**Erhardt Eisenacher**  
Tel: 49-228-2499860  
Fax: 49-228-650076  
Email: info@eisenacher-medien.de

### JAPAN

Orient Echo  
**Mashy Yoshikawa**  
Tel: 81-3-32355961  
Fax: 81-3-32355852  
Email: mashy@fa2.so-net.ne.jp

Media Communications Inc

**Kimihito Tsuyuki**  
Tel: 81-3-6417-9011  
Fax: 81-3-6417-9012  
Email: tsuyuki@mcjapan.com

### UNITED KINGDOM

Media Network Europe  
**Richard Rozelaar**  
Tel: 44-020-78347676  
Fax: 44-020-79730076  
Email: media@dmain.demon.co.uk

### EUROPE

Eisenacher Medien  
**Sabine Rabus**  
Tel: 0228-2499860  
Fax: 0228-650076  
Email: sabine.rabus@eisenacher-medien.de

### USA & CANADA

**Tom Renich**  
Tel: +1 913 940 1150  
Contact: Tom Renich  
Email: trenich@me.com

### MALAYSIA/REST OF THE WORLD

SHP Media Sdn. Bhd. (767620-D)  
Syed Mohd Fazilla,  
Adeline Woon  
Tel: 603 7960 1148  
Fax: 603 7960 1152  
Email: adeline@shpmedia.com



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### Advertising

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