



**H<sub>2</sub>O**

APPLYING THOUGHT  
TO WATER IN THE  
MIDDLE EAST

**MEDIA INFORMATION 2011**

[www.h2ome.net](http://www.h2ome.net)



# The magazine

Water evokes a deep sense of responsibility among the governments, people and businesses in the Middle East & North Africa (MENA) region, which is the most water-scarce region of the world. Since 2006, *H2O* has been catering to this growing sensibility with insightful content that promotes the stewardship of this scarce resource. As water crises hit even hitherto water-rich countries, the sourcing, conservation, treatment and reuse of water is being accorded high priority by the countries in the MENA region. *H2O* is committed to serving the region's water sector with relevant news, interviews, technical articles, case studies and innovative solutions for municipal, industrial and build environment water/wastewater applications. In *H2O*, you will find key regional and international players coming together to discuss and share their thoughts for water management in the MENA region and closing the loop between production and recycling/re-use.

> FREQUENCY: MONTHLY

## Supplements

### H2O Desal Digest

*H2O* Desal Digest has been conceived as a focused, authoritative resource for desalination industry, capturing and analysing market and technology trends, highlighting new business and R&D opportunities, tracking key projects, and presenting implementation and operating experiences through news, features, case studies, interviews, graphs/charts, country reports, company and product profiles with an emphasis on the MENA region.

> FREQUENCY: BI-ANNUAL (JUNE AND DECEMBER)

### Retrofit News & Chronicle

Driven by a need to reduce power and water consumption and by existing market conditions that don't seem as conducive to new construction, retrofitting has emerged to become quite a frontline activity. Already, examples abound of retrofitting activities in various GCC entities. *Retrofit News & Chronicle*, a quarterly, 12-page inbound supplement, addresses the need for information and exchange of perspectives relating to the retrofitting industry. A typical issue contains profiles and case-studies on retrofitted buildings and those that are receiving attention. It also lists retrofit projects around the globe, and retrofit products and services. The supplement is a part of *Climate Control Middle East* and its sister publications, *H2O* and *MEGAWHAT*. At the end of the year, the quarterly supplements will be stitched and edited into a *Retrofitting Report*, so they tell a complete and compelling story of the year's retrofitting initiatives.

> FREQUENCY: QUARTERLY

### Wastewater Annual

Establishing sustainable water management practises requires a responsible use of water resources while, at the same time, assuring sufficient water supply to different users. Resolving competing demands for a scarce resource calls for expansion of supply and managing demand more wisely. As a result, wastewater recycling and re-use is definitely getting more attention from governments in the Middle East, keen to manage their scarce and costly water resources. The *H2O Wastewater Annual* has been conceived as a compilation of topical features, case studies, technical papers, research and interviews across the wastewater spectrum, which will provide insights into the sunrise water sector of the 21st century.

> FREQUENCY: ANNUAL (NOVEMBER)



### AUDIENCE

Water and wastewater utilities, consultants, manufacturers and distributors of water and wastewater equipment & supplies, contractors (EPC, MEP), property developers, facility managers, government & regulatory bodies, testing laboratories, educational and R&D organisations, financial institutions, industrial & commercial water consumers, IT & automation specialists and system integrators.

### DISTRIBUTION

*H2O* is in A4 format and saddle-stitched. The print edition reaches in excess of 10,500 readers. The magazine is distributed at relevant water industry trade shows. In addition, it is distributed in digital (Zinio) format to a database spanning the entire MENA region. The magazine has also established its strong presence online through [www.h2ome.net](http://www.h2ome.net)

# 2011 Editorial programme *(subject to change)*

Months	Editorial Focus	Country/Region reports	Product/services focus	Supplements	Guides & Directories	Events* (with extra distribution)
January	Top Trends	Saudi Arabia	Pumps			WFES
February	Environment	Oman	Drives			C <sup>3</sup> Al Khobar
March	Water treatment	Qatar	Pipes	Retrofit News & Chronicle	H2O Buyer's Guide	WETEX Arabian Power & Water ME Waste Summit
April	Wastewater	UAE	Waste Management			
May	Industrial Water	Bahrain	Membranes			
June	Water Quality	Kuwait	Lab Instrumentation	Desal Digest Retrofit News & Chronicle		
July	Environment	North Africa	Control & Automation			
August	Automation	Rest of Africa	Valves			IDA World Congress
September	Project Finance	USA	Chemicals	Retrofit News & Chronicle		
October	Build Water	China	Disinfection			Power-Gen, SWPF, WETEC
November	Utility Management	EU (UK, Germany, Italy)	Filtration	Wastewater Annual Retrofit News & Chronicle	CCG&D	The Big 5 <b>H2O Water Awards</b>
December	Wastewater	India	Tanks	Desal Digest		

\*Regularly updated | Events in bold being organised by CPI Industry

## Advertising rates (1 insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

Normal page rates	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 3,900	
Double-page spread	USD 6,900	
Gatefold	USD 7,900	
Fake cover	USD 6,500	
Centrefold DPS	USD 7,500	
2/3 page	USD 3,700	
1/2 page - island	USD 3,500	
1/2 page	USD 2,900	
1/3 page	USD 1,900	
1/4 page	USD 1,600	

### Cover positions (Zinio compulsory)

Outside back cover	USD 4,900
Inside front cover	USD 4,900
Inside back cover	USD 4,900
Belly band	USD 5,000

### Company profile

Full page	USD 4,500
Two pages	USD 7,500
Three pages	USD 9,500
Four pages	USD 11,500
Four pages (centrefold)	USD 12,500
Four pages (thick paper, centrefold)	USD 13,500

### Classified ads **NEW!**

3 issues	USD 500/issue
6 issues	USD 400/issue
12 issues	USD 300/issue

FREE online listing on 6 issues and above bookings!



Only **USD 600 extra** for a digital ad on all sizes!

What is Zinio?  
See "Global Reach" on page 6

Zinio only available with print

Guaranteed position: **+10%**

PAYMENT:  
On receipt of invoice

Size:  
**9cm x 6cm**

## LOOKING TO RECRUIT A WATER INDUSTRY PROFESSIONAL? **NEW!**

Advertise your requirements in **H2O Magazine**

Send your CV to [cv@cpi-industry.com](mailto:cv@cpi-industry.com)

Call +971 4 3756834 / (055) 8644831  
or e-mail [vedran@cpi-industry.com](mailto:vedran@cpi-industry.com)

**SPECIAL OFFER!** Print ads will be repeated online for free for 3 months on [www.h2ome.com/classifieds](http://www.h2ome.com/classifieds)

### Profile:

- Contractors, Consultants **24%**
- Industry professionals **22%**
- Developers **12%**
- Commercial consumers (Hotels, Hospitals, Retail etc) **11%**
- Government & regulatory bodies, municipalities **7%**
- Industrial consumers (Oil & Gas, Manufacturing, Food & Beverage, etc) **10%**
- Equipment & service suppliers **10%**
- R&D, Educational organisations **2%**
- Trade associations **2%**

### GEOGRAPHIC CIRCULATION

Saudi Arabia	2,979
UAE	2,660
Kuwait	1,157
Qatar	1,102
Bahrain	1038
Oman	984
North Africa	261
Iran	422
The Levant	509
International	382
<b>TOTAL</b>	<b>11,494</b>

## Magazine page specifications *(in centimeters, W x H)*

<p>Bleed: <b>22 x 30.7</b> Trim: <b>21 x 29.7</b> Type area: <b>18.5 x 27</b></p> <p>Full page (FP)</p>	<p>Bleed: <b>43 x 30.7</b> Trim: <b>42 x 29.7</b></p> <p>Double-page spread (DPS)</p>	<p>12.3 x 27</p> <p>Two-thirds page vertical (2/3V)</p>
<p>18.5 x 18</p> <p>Two-thirds page horizontal (2/3H)</p>	<p>12 x 18</p> <p>Half-page island (HPI)</p>	<p>9 x 27</p> <p>Half page vertical (HPV)</p>
<p>6 x 27</p> <p>One-third page vertical (1/3V)</p>	<p>18.5 x 9</p> <p>One-third page horizontal (1/3H)</p>	<p>18.5 x 7</p> <p>Quarter page strip (QS)</p>
		<p>9 x 13</p> <p>Quarter page portrait (QP)</p>

# Guides and directories


## H2O Buyer's Guide

The *H2O Buyer's Guide* is your gateway into the MENA water market. It is the first ever comprehensive and dedicated reference book for the water and wastewater sector in this region, and serves as a one-stop industry resource for the region's top product and service suppliers in potable water, wastewater, desalination & plumbing and sanitation industries. Listing in the *H2O Buyer's Guide* is FREE. The guide's circulation profile includes a MENA-wide readership of decision makers in the water business. It is targeted for distribution in leading water and wastewater events throughout the region (including WETEX) and CPI Industry-led events, too. *H2O Buyer's Guide* will be distributed with the March 2010 issue of H2O.



> MONTH OF PUBLICATION: MARCH 2011

## The Guide's advertising rates

Normal page rates	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 3,900	 <p><b>SPECIAL OFFER!</b> Only USD 600 extra for a digital ad on all sizes!</p> <p>Zinio only available with print.</p> <p>Guaranteed position: <b>+10%</b></p> <p>PAYMENT: On receipt of invoice</p>
Double-page spread	USD 6,900	
Gatefold	USD 7,900	
1/2 page	USD 2,900	
1/4 page	USD 1,600	
Cover positions (Zinio compulsory)		
Outside back cover	USD 4,900	
Inside front cover	USD 4,900	
Inside back cover	USD 4,900	
Belly band	USD 5,000	
Company profile		
Full page	USD 4,500	
Two pages	USD 7,500	
Three pages	USD 9,500	
Four pages	USD 11,500	
Four pages (centrefold)	USD 12,500	
Four pages (thick paper, centrefold)	USD 13,500	

### A typical company profile will include:

- Vision Statement
- Profile of projects/products
- Profile of company
- Contact information
- Interview with CEO

## Page specifications (in centimeters, W x H)

<p><b>Bleed:</b> 17.5cm x 24.5cm</p> <p><b>Trim:</b> 16.5cm x 23.5cm</p> <p><b>Type area:</b> 14.7cm x 22cm</p>	<p><b>Bleed:</b> 34cm x 24.5cm</p> <p><b>Trim:</b> 33cm x 23.5cm</p>
<b>Full page (FP)</b>	<b>Double-page spread (DPS)</b>
14.7cm x 10.7cm	7.4cm x 22cm
<b>Half-page horizontal (HPH)</b>	<b>Half-page vertical (HPV)</b>
14.7cm x 5.3cm	5cm x 16cm
<b>Quarter-page strip (QS)</b>	<b>Bookmark</b>
	7.4cm x 10.7cm
	<b>Quarter-page portrait (QP)</b>
	7cm x 5.3cm
	<b>Business card</b>

### OTHER OPTIONS (includes print+digital editions)

Bookmark (one only for complete print run)	USD 7,000
Section dividers (printed on thicker paper)	USD 7,000
Directory listing (company name, address, contact person and e-mail address under the relevant product/service categories)	FREE
Business card format	USD 1,000
Company logo	USD 500
Enhanced listing	USD 300

Please contact Sri Vidya ([vidya@cpi-industry.com](mailto:vidya@cpi-industry.com)) to be listed in the next edition for free.

# Events

## H2O Water Awards 2011

H2O Water Awards 2010 celebrates the outstanding achievements of the Middle East & North Africa (MENA) water industry. These awards recognise projects and programmes, big and small that have made significant contributions to the advancement of the region's water industry. The projects and programmes are expected to demonstrate a high standard of excellence and quality as well as processes and innovations that promote sustainability. The selection of the winners from amongst the nominations received will be made by expert panel of jurors. Award winners and nominees are recognised at the H2O Water Awards Ceremony & Gala Dinner to be held in November 2011.

## Membrane Bioreactors (MBR) for Wastewater Treatment

Membrane Bio-reactors (MBR) are becoming popular in the Middle East due to the growing focus on wastewater re-use. MBRs provide filtration at the micron level and deliver high-quality effluent in considerably less space than a conventional plant, making them best-suited for wastewater recycling and reuse applications. This seminar will focus on product and process innovations, research & development, design and optimisation and operational experiences, in the context of the Middle East region.

## Chemicals for water treatment

Substantial investment in water treatment infrastructure in the region, including recycling/re-use, holds tremendous growth prospects for water treatment chemicals. This seminar will focus on the selection and use of 'green' water treatment chemicals, environmental safeguards, market trends for water treatment chemicals, regulatory guidelines, and global practices.

# Web sites and online solutions

## www.h2ome.net

It is important for water professionals in the MENA region to remain informed and up-to-date on the latest developments in the industry, whether it is business, project or technology-related. Our objective is to make www.h2ome.net as the leading online information resource for decision makers in the water sector, a credible networking and business exchange platform where they can share ideas, data, tools and practices to promote sustainable water management in one of the most water-scarce regions in the world.

## ONLINE ADVERTISING RATES & SPECS

Monthly rates; discounts available on series

Position	Size (PIXELS)	Rate
<b>A</b> Top banner 1	550 x 60	USD 1,900
<b>B</b> Top banner 2	120 x 90	USD 1,500
<b>C</b> Main box	300 x 250	USD 2,400
<b>D</b> Rectangle 1	300 x 100	USD 1,200
<b>E</b> Rectangle 2	300 x 50	USD 1,000
<b>F</b> Square box	140 x 140	USD 1,300
<b>G</b> Button	170 x 50	USD 900

Please contact us for rates for exclusive advertising.

## Weekly e-mail newsletter advertising

Per issue rates; discounts available on series

Position	Size (PIXELS)	Rate
Main banner	550 x 60	USD 1,200
Button box	120 x 90	USD 900
Skyscraper	120 x 500	USD 1,450

Please contact us for rates for exclusive advertising.

## Additional advertising opportunities

Monthly rates; discounts available on series

Position	Rate
Classified ads	40% of print
Appointments	40% of print
Company logo	USD 200
Section sponsorship	USD 1,400

**E-blast** USD500 per 1,000 names with a minimum order of \$1,000; HTML design: \$500 extra

The screenshot shows the H2O website homepage. At the top, there are two banner positions labeled A and B. Below the navigation bar, there are several content blocks: a main article area with a large image and text, a 'Happenings' sidebar with a list of news items, and an 'Opinions' section with a list of articles. On the right side, there are several rectangular and square boxes labeled C, D, E, F, and G, representing different advertising spots. The website has a clean, professional layout with a blue and white color scheme.



# GLOBAL REACH

## Innovative digital solution

CPI Industry will convert *H2O* and *H2O Buyer's Guide* into a digital e-book, which will be available for sale through the popular ZINIO™ format (a feature it has pioneered in the region), at no extra cost to the advertiser. This interactive format will be e-mailed to a Middle East-wide database of product buyers, with direct on-line links to your Web sites for direct orders. This online solution offers a direct and instant interaction between supplier and buyer.

Please check <http://www.cpi-industry.com/digital>



The magazines of CPI Industry reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.

### Key benefits include:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.
- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.



Please click on [www.cpi-industry.com/digital](http://www.cpi-industry.com/digital) for digital access

# ADVERTISING MATERIAL

## Print advertisement:

All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

- Other/special sizes and loose inserts are available by request.
- Advertisements can be designed. Cost to be advised

## Online advertisement:

- All banners to be provided as JPEG or GIF (in case of animation) along with the links
- Please ensure maximum filesize for all these banners (except small button - 20k) are not more than - 40k
- If flash banner, then maximum animation time to be 15 secs and embed link should be set with target = “\_BLANK” attribute (i.e. the link opens in a new browser window)

For editorial enquiries, please contact: **Anoop K Menon** | [anoop@cpi-industry.com](mailto:anoop@cpi-industry.com) | +971 50 281 6075

For advertising opportunities, please contact - MENA: **Vedran Dedic** | [vedran@cpi-industry.com](mailto:vedran@cpi-industry.com) | +971 50 557 4019

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