

Asia's
Preferred
Water
Media Partner

Media Kit 2009

asian
WATER

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 25 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 25 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 industrialization 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 sector 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 industry and government 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.

Asian Water's correspondents based in various parts of Asia are highly experienced writers with a good knowledge of the water industry.

These are a few of them:

- | | |
|----------------------------|----------------------------|
| ▲ Yu-Tzu Chiu - Taiwan | ▲ Shiv Kumar - India |
| ▲ Jet Damazo - Philippines | ▲ Razen Manandhar - Nepal |
| ▲ Ellen London - Thailand | ▲ Irfan Shahzad - Pakistan |



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. In 2003, she was one of the winners of the Water Media Network Journalists Competition conducted by World Bank, and was awarded during the 3rd World Water Forum.

Ms Singh's editorials and articles have been widely appreciated. She is also involved in a campaign to put water and sanitation high in the agenda of governments in the region so that the much-needed reforms in the sector can follow.



Tajul Muhammad Majidi
Deputy Editor,
Asian Water

Tajul Muhammad Majidi, a veteran journalist was a News Editor for Radio Television Brunei for 26 years, after which he worked with Tourism Radio Langkawi for a further eight years. He was the English Editor for a weekly publication "Langkawi Bulletin"; Editor and Feature Writer for "eProperty" and Feature Writer for "Selangor Excellence" before joining Asian Water.

WORLDWIDE 7,709

as at October 2008

ASEAN 4,888	
Brunei	: 27
Cambodia	: 42
Indonesia	: 573
Malaysia	: 2,143
Myanmar	: 8
Philippines	: 381
Thailand	: 91
Singapore	: 1,528
Vietnam	: 93
Laos	: 2

NORTHEAST ASIA 1,736	
China	: 997
Hong Kong SAR	: 201
Japan	: 147
South Korea	: 91
Taiwan	: 296
Macau	: 4

SOUTH ASIA 482	
Bangladesh	: 27
India	: 398
Pakistan	: 27
Sri Lanka	: 30

WEST PACIFIC 355	
Australia	: 298
New Zealand	: 57

REST OF THE WORLD 248	
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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!

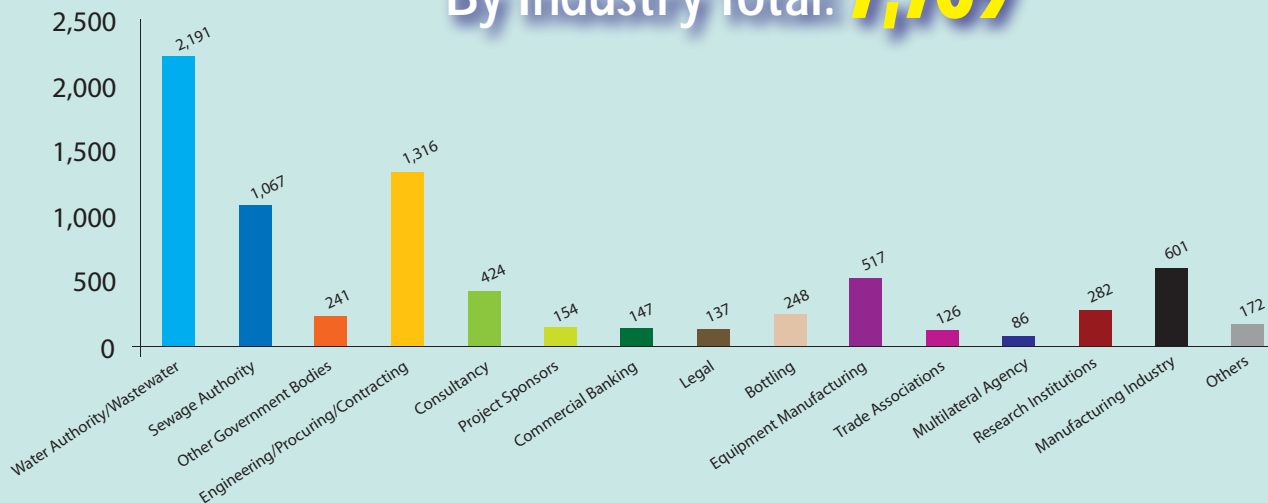
Making Waves

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

Calendar of Events

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

By Industry Total: 7,709



Total figure does not include copies distributed at exhibitions & trade shows.

What our Readers Say

"On my recent flights around Asia I had the pleasure to read the last few editions of your Journal. I must say I have found the articles most interesting and enjoyable. I particularly like the Interview, Expertspeak and the Special Feature sections of the Journal. You seem to be able to cover key water issues and new technological developments that would be of interest to both developed and developing countries.

I am pleased to inform you that I have personally taken up a 3 year subscription of the journal and will be encouraging my colleagues in all our Asian operations to do the same."

Nicholas Apostolidis
Director & Water Business Stream Leader, GHD, Australia

"Your magazine has provided our office with a lot of valuable information regarding the design and operation of water supply and sewage treatment plants. I have kept all my copies of Asian Water in our office files for reference."

Engr. Armando Miranda, Civil and Sanitary Engineer, Philippines.

Month	Country Focus	Technology Emphasis	Bonus Circulation
January/ February	Malaysia	≈Distribution Systems ≈Pipe Maintenance ≈Corrosion Control ≈Pipe Inspection ≈Non Revenue Water ≈Trenchless Technology	The Water & Energy Exchange Spain 28-29 Jan 2009 6th Everything About Water Expo 2009 New Delhi, India 28-30 Jan 2009
March	Nepal	≈Water Reuse Reclamation & Reuse ≈Pumps ≈Metering Solutions ≈Irrigation	
April	China	≈Measurement ≈Control ≈Analysis Systems ≈Instrumentation	China Water Show Shanghai, China 23-25 April 2009
May	Taiwan	≈Filtration ≈Membrane Technology ≈Energy Conservation	China Water Congress Beijing, China 11-13 May 2009 Water Malaysia 2009 Kuala Lumpur, Malaysia 19-21 May 2009 Aquatech China Shanghai, China 3-5 June 2009
June	India	≈Distribution Systems ≈Water Resources Management ≈Monitoring ≈Asset Management ≈Climate Change	Indowater 2009 Expo & Forum Jakarta, Indonesia 17-19 June 2009 Leading-Edge Technologies Singapore 23-25 June 2009 Singapore International Water Week Singapore 22-26 June 2009

What our Readers Say

"Asian Water has been able to maintain a high level of water sector information presented in a way that not only key players from the emerging water business are addressed and attracted, but also public utilities, regulators and academic opinion makers from universities and research institutions. Asian Water is well read all over the Asian region, and represents one of the most valuable media in the water sector not only for its readers, but also for authors and advertisers who contribute to the magazine."

Prof. Dr.-Ing. Dr. rer. pol. Karl-Ulrich Rudolph, Witten, Germany

"ASIAN WATER presents the latest news and insider views on key water projects and events in Asia and features high-quality technical articles. The magazine is truly Asia's window to the water technology of the 21st century."

Nikolay Voutchkov, Senior Vice-President
Technical Services, Poseidon Resources

Month	Country Focus	Technology Emphasis	Bonus Circulation
July/August	UAE/Saudi Arabia	≈Computer & Automation Technology ≈Modelling ≈GIS	World Water Week Stockholm, Sweden 16-22 Aug 2009
September	Thailand	≈Disinfection ≈Chemicals ≈Hazardous Substances in Wastewater	
October	Philippines	≈Sewage & Effluent Treatment Systems ≈Biosolids ≈Stormwater Management ≈Education in Engineering	WEFTEC Orlando, USA 10-14 Oct 2009
November	Indonesia	≈Aeration ≈Biological Treatment Systems ≈Storage Systems	Enviro Asia Singapore 1-4 Dec 2009
December	Vietnam	≈Desalination ≈Pumps and Valves ≈Biological Nutrient Removal	

Magazine specifications

Double Page Spread
275 (H) x 420 (W)

Bleed Size:
Add 3mm to all sides

Text Area:
Less 15mm of trim size

Full Page
275 (H) x 210 (W)

Bleed Size:
Add 3mm to all sides

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)

Bound & Loose Inserts

Printing materials & colour proof are to be supplied by clients. Inserts are printed on 128gsm glossy artpaper.

**Rates in Euro*

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

Bound Inserts : Add 15% to rates

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.
- △Supply a hard copy of colour proof to assist in production.

Closing Dates

There will be an issue of Asian Water every month of the year except in January/February and July/August when the months are combined for one issue making a total of 10 issues a year and are normally available to readers on the first week of the month of issue. All advertising materials (digital files, copy instructions, etc) must be sent to the publisher two weeks before printing.

Accepted Digital Files

We accept Illustrator, In-Design, Pagemaker, Photoshop, QuarkXPress files only. Graphic files should be supplied as 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. Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

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 (eg. No embedded RGB images and Pantone colours). 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.

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Has Asian Water given your company or your product editorial coverage?

Impressive, high quality customised reprints of your editorial coverage in Asian Water can be invaluable sales aid, adding credibility. If seeing your products or services described within the pages of Asia's leading water magazine impresses you, imagine the reaction your editorial mention will elicit from clients and prospective clients. Reprints of articles from the pages of Asian Water can help boost your marketing results and may play an integral role in achiev-

ing your communication goals—from product positioning and branding to lead generation and sales.

Asian Water offers the reprint services you need.

All reprints printed on 128gms Art Paper. For further exposure, current Asian Water advertisers may include their advertisement or logo as part of their editorial reprints if space permits. You'll receive your completed reprint order in approximately ten working days following your final approval of our proof. Minimum quantities for reprints are 500 copies. Quoted price excludes any transportation charge.

* Rates in Euro	1x	3x	6x	9x	12x	18x	24x
Full Colour							
Double-Page Spread	5,135	4,880	4,625	4,365	4,110	3,850	3,595
Outside Back Cover	2,855	2,715	2,570	2,430	2,285	2,140	2,000
Inside Front Cover	2,760	2,625	2,485	2,345	2,210	2,070	1,930
Inside Back Cover	2,490	2,370	2,240	2,120	1,995	1,870	1,740
Full Page	2,395	2,275	2,155	2,035	1,915	1,795	1,675
Two-Thirds Page	1,935	1,840	1,745	1,645	1,550	1,450	1,355
Half-Page Horizontal/Vertical	1,660	1,590	1,505	1,420	1,335	1,255	1,160
One-Third Page	1,385	1,315	1,250	1,180	1,110	1,040	970
*One-Quarter Page	555	530	500	470	445	415	385
*Classified Page-Product 87mm(w) x 65mm(H)	250	240	225	215	200	190	175
*Classified Page-Appointment 87mm(w) x 25mm(H)	80	75	70	65	60	55	50
Black & White							
Full Page	1,840	1,750	1,655	1,565	1,475	1,380	1,290
Two-Thirds Page	1,380	1,315	1,245	1,175	1,105	1,035	965
Half-Page Horizontal/Vertical	1,105	1,050	995	940	885	830	775
One-Third Page	830	790	750	705	665	625	580
Spot Colour							
For Process Colour/Per Page or Less 105	*For One-Quarter Page, Classified Pages-Product or Appointment Ad, the rate will be the same as full colour ♦ Right-hand page (+10%)						
For Matched Colour/Per Page or Less 165	♦ Pages 3,5,7 (+15%)						
	♦ Bleed for Two-Third Page Size and below (+10%)						
	Copies	1 pg Price €	2 pg Price €	4 pg Price €	6 pg Price €		
3 Colours	500	790	1,020	1,080	1,995		
4 Colours	600	815	1,040	1,110	2,030		
4 Colours	700	830	1,055	1,135	2,055		
4 Colours	800	845	1,075	1,165	2,090		
	900	865	1,095	1,200	2,125		
	1,000	885	1,115	1,225	2,155		
	2,000	1,060	1,290	1,440	2,445		
	3,000	1,245	1,465	1,660	2,745		
	4,000	1,420	1,650	1,880	3,035		
	5,000	1,595	1,825	2,095	3,335		
	10,000	2,485	2,715	3,190	4,800		
*Rates in Euro							

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