



APPLYING **THOUGHT** TO WATER IN THE MIDDLE EAST



MEDIA INFORMATION 2008

THE SITUATION

The population of the UAE and the Middle East, in general, is on an upswing. A focus on the UAE reveals that the country is the world's third largest per capita consumer of water after the US and Canada, and that water consumption is expected to increase by 44% to 3.2 billion cu m by 2025. Current annual water consumption is estimated to be 2.2 billion cu m, of which the agriculture sector consumes 67%, the domestic sector 24% and the industrial sector 9%. The UAE, with the full backing of its visionary leaders, is taking robust steps to meet the demand, be it in the areas of desalination, distribution or recycling. Such is the high level of activity and such is the speed of developments that it is often difficult for key decision makers, like contractors and consultants to leaf through general-interest industry magazines or guidebooks. As a result, much vital information that could attract them to your products and/or services goes unread.

SOLUTION

CPI Industry aims to resolve the situation through *H2O*.



ZINIO

The magazine reaches a worldwide audience through Zinio, a proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access *H2O* anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the title.

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 email 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.**

EDITORIAL PROFILE OF MAGAZINE

H2O carries focused information and data on the water industry in the form of news updates feature stories, case studies, white papers, product reviews, guest columns and personality profiles. Every issue also carries a cover story that provides fresh insights and analysis into water-related trends in the region.

TARGET AUDIENCE

H2O is aimed at contractors, construction companies, architects, designers, engineers, academics, researchers, regulators from municipalities, building industry officials, developers (heads of procurement), green building promoters, merchandisers, and independent and institutionalised consultants. With a targeted distribution to key decision makers across the Gulf and the Middle East, the magazine offers you a direct route to your buyers.

FORMAT AND DISTRIBUTION

H2O is in A4 format and saddlestitched. The print edition will reach in excess of 9,500 readers. The magazine will be distributed at relevant regional industrial shows. In addition, the magazine is distributed in digital (Zinio) format to a database spanning the entire region (see description, below).

INNOVATIVE DIGITAL SOLUTION

CPI Industry also offers the magazine as a digital e-book, a feature it has pioneered in the region. This interactive format will be e-mailed to a Middle Eastwide database of buyers and users, with direct on-line links to your Web sites for direct orders. This on-line solution offers a direct and instant interaction between supplier and buyer.

WHO WE ARE

CPI is the leading publisher of magazines and guidebooks in the UAE, on a range of issues that impact the region. CPI is regional partner of IDG (International Data Group), USA. Magazines from the CPI stable include:

- Climate Control Middle East
- MEGAWHAT
- The Big Project
- Banker Middle East
- Islamic Banking and Finance
- Private Equity & Venture Capital Middle East
- OK! Middle East
- BBC Good Food Middle East
- Computer News Middle East
- Network World Middle East
- Reseller World Middle East
- Security Advisor Middle East
- SMB Advisor Middle East
- PC World Middle East (Arabic)
- TAKE:1

THE TEAM

B Surendar

B Surendar is Editorial Director of CPI Industry. He has worked as a journalist covering the water industry since 1998. He has covered earlier Wetex exhibitions and has participated in the 3rd World Water Forum held in Kyoto, Osaka and Shiga in 2003.

Frédéric Paillé

Frédéric Paillé is Managing Director and Associate Publisher of CPI Industry. Frédéric started his career in industrial marketing at PALL Europe, the world's leader in filtration equipment. Over ten years ago, he moved into industrial publishing for various international publications covering the Middle East and Africa region.



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