



**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.

# **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**

H20 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**

H20 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.



#### 7INIO

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.



## **DISTRIBUTION FIGURES**

Saudi Arabia 2.770 UAE 2,560 1,050 Kuwait Bahrain 950 Qatar 900 **Oman** 870 Egypt 250 Iran 241 232 Lebanon Other 152 **Total circulation** 9.975

#### **PROFILE:**

- Contractors (MEP...), engineering consultants (34%)
- Industry professionals (25%)
- Property developers, real estate, facilities and energy management companies (20%)
- Hotels, tourist facilities (10%)
- Municipalities/government bodies (9%)
- Trade bodies/associations in the Middle East (2%)

## **ADVERTISING RATES (1 insertion)**

Normal page rates:	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	\$ 3,900	\$ 5,500
Double-page spread	\$ 6,900	\$ 7,900
2/3 page	\$ 3,700	\$ 4,700
Half-page colour island	\$ 3,500	\$ 4,500
Half-page colour	\$ 2,900	\$ 3,900
1/3 page	\$ 1,900	\$ 2,800
Quarter-page colour	\$ 1,600	\$ 2,500
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## **Cover positions:**

Outside back cover \$ 4,900 \$4,900 \$4,900 \$5,900 Inside front cover Inside back cover \$4,500 \$ 5,500

· Series discounts available

· Advertising agency commission: 15%

· Zinio only available with print

Guaranteed position: +10%

**PAYMENT:** On receipt of invoice

**ADVERTISING RATES EFFECTIVE 1ST JANUARY** 2008

# **SPECIFICATIONS** (In centimetres / w x h):

**FULL PAGE (FP) Bleed:** 22 x 30.7 Trim: 21 x 29.7

> Type area: 18.5 x 27

**DOUBLE-PAGE SPREAD (DPS)** 

**Bleed:** 43 x 30.7 Trim: 42 x 29.7

HALF-PAGE (HPI) Island: 12 x 18

2/3-PAGE (2/3V) Vertical: 12.3 x 27

**2/3-PAGE** (2/3H)Horizontal: 18.5 x 18

HALF-PAGE (HPV) Vertical: 9 x 27

HALF-PAGE (HPH) Horizontal: 18.5 x 13

1/3-PAGE (1/3V) Vertical: 6 x 27

**1/3-PAGE** (1/3H) Horizontal: 18.5 x 9

**QUARTER (QP)** Portrait: 9 x 13

18.5 X 7

QUARTER (QS) Bottom Strip:

Other/special sizes and loose inserts are available by request.

# **MATERIAL:**

-in-point, Contracts Corr

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.

Advertisements can be designed. Cost to be advised

#### 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 fi Itration 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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