

# WATER CANADA

# 2021 MEDIA KIT

- + Drinking Water
- + Wastewater
- + Stormwater

**COVERING  
THE COMPLETE  
WATER CYCLE.**

**FROM THE  
SOURCE,  
TO THE TAP,  
AND BACK  
AGAIN.**

## 2021 Editorial Calendar

IN EVERY ISSUE: **Drinking Water** – **Wastewater** – **Stormwater**



### JANUARY/ FEBRUARY

- Project Focus – Drinking Water
- Wastewater Systems Effluent Regulations
- Business Case for Stormwater Retention
- Atlantic Canada's New Water Leadership

ADVERTISING CLOSURES: NOV 27

AD CREATIVE DUE: DEC 4

### MARCH/ APRIL

- Project Focus – Wastewater
- Urban Stormwater Solutions
- Amending the Canada Plumbing Code
- Diverting Water for Power

ADVERTISING CLOSURES: FEB 9

AD CREATIVE DUE: FEB 16

### MAY/ JUNE

- Project Focus - Stormwater
- Pipeline Leak Detection
- Managing Water Assets
- COVID-19 – One Year Later

ADVERTISING CLOSURES: APR 9

AD CREATIVE DUE: APR 16

### JULY/ AUGUST

- Project Focus - Wastewater
- Industrial Nutrient Management
- Smart Water for Smart Cities
- Canada's Success in Eliminating DWAs

ADVERTISING CLOSURES: JUN 17

AD CREATIVE DUE: JUN 24

### SEPTEMBER/ OCTOBER

- Project Focus – Drinking Water
- Managing Stormwater in Vulnerable Neighbourhoods
- Detecting Contaminants in Wastewater
- The Health of our Oceans

ADVERTISING CLOSURES: AUG 13

AD CREATIVE DUE: AUG 20

### NOVEMBER/ DECEMBER

- Project Focus - Stormwater
- The Benefits of Water Data Analysis
- Cleaning Contaminated Water Resources
- Water and the Circular Economy

ADVERTISING CLOSURES: OCT 15

AD CREATIVE DUE: OCT 22

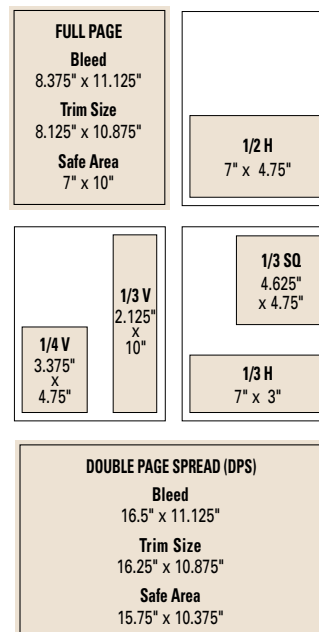
(Editorial lineup is at the discretion of the editor and is subject to change.)

## Print Advertising Rates

STANDARD	1x	3x	6x
Full Page	\$2,985	\$2,685	\$2,425
Half Page	\$1,945	\$1,745	\$1,575
Third Page	\$1,645	\$1,485	\$1,335
Quarter Page	\$1,345	\$1,215	\$1,085
SPECIAL	1x	3x	6x
Outside Cover	N/A	N/A	\$3,495
Inside Cover	N/A	N/A	\$3,145
Double Page Spread	\$4,935	\$4,435	\$3,995

NOTE: All rates are effective September 1, 2020. All advertising rates are net and are based on receiving complete electronic artwork. Taxes are extra. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. GST# 87301 2900 RT001

## Print Advertising Dimensions



## Print Material Submissions

Please provide all ad art as a high quality, full colour PDF at 300 dpi resolution. There must be a minimum 1/4" safe area from the trim edge for all primary content. All content that is meant to bleed off the page must be pulled out to 1/8" from the trim edge on all four sides for DPS and FULL PAGE ads.

For questions or art submission, contact **Donna Endacott**, art director and senior designer at [donna@actualmedia.ca](mailto:donna@actualmedia.ca)

# DIGITAL MEDIA

**WATER  
CANADA**

- 23,000 average monthly page views
- 12,000 average monthly unique visitors
- 3,900 e-newsletter subscribers
- 17,500 Twitter followers
- 230,000 average monthly Twitter impressions
- 2,500 average monthly LinkedIn impressions

**WaterCanada.net**  
1200 x 200 Leaderboard Sample

## Digital Rates

Platform	Ad Unit	Size (pixels)	Min. Mon. Impressions	Rate
WaterCanada.net	Leaderboard	1,200 x 200	5,000/month	\$1,000/month
WaterCanada.net	Box Ad	300 x 250	2,500/month	\$500/month
E-newsletter	Sponsored Story	1,000 words	3,900 recipients	\$1,500/story
E-newsletter	Banner	600 x 200	3,900 recipients	\$500/e-newsletter
E-newsletter	Dedicated E-blast	NA	3,900 recipients	\$1,500/deployment



## Webinar Series: The Blue Economy

- Online panel series via Crowdcast platform
- \$10,000 'turn-key' Sponsorship

### Webinars are an opportunity to:

- 1 Demonstrate thought leadership
- 2 Generate sales leads
- 3 Build brand visibility and awareness



## Canadian Water Summit

**June 9 to 11 • Ottawa, Ontario**  
Delta Ottawa City Centre

### *The Keys to a Blue Economy*

*Unlocking Water Policy, Governance and Technology in Canada*

The industry's premier event, attended by hundreds of key players and stakeholders.

**Contact us for further information and sponsorship opportunities.**

[WATERSUMMIT.CA](http://WATERSUMMIT.CA)



## Water's Next Awards

**June 10 • Ottawa, Ontario**  
Delta Ottawa City Centre

### *Celebrating Canadian Water Leaders & Champions*

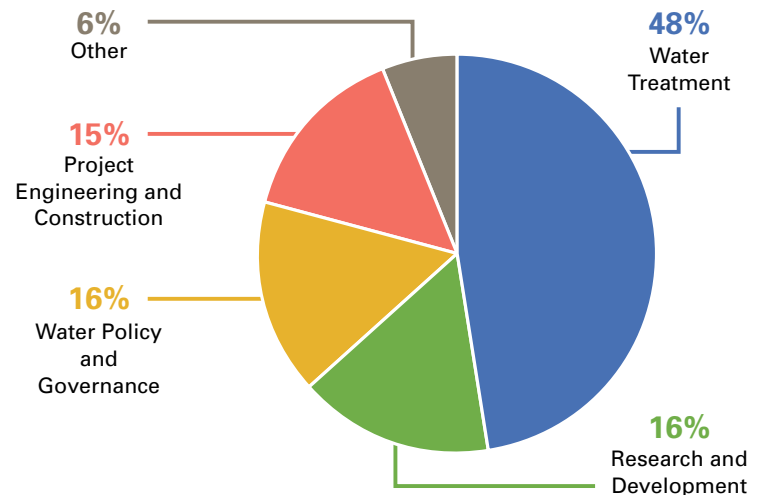
Align your brand with the next generation of innovators. **Profile your company by sponsoring an award category.**

[WATERSNEXT.CA](http://WATERSNEXT.CA)



## Audience & Demographics

Water Canada's audience represents every segment of the water industry: drinking water, industrial usage, distribution, and wastewater treatment. Our readers are on the frontlines of policy, investment, and innovation.



Contact **Nick Krukowski**, vice president and publisher at 416-444-5842 ext. 0101 or [nick@actualmedia.ca](mailto:nick@actualmedia.ca)

**WATERCANADA.NET**

# 2021 ENGAGEMENT PACKAGES



Engage with your target market across a variety of channels, ensuring your messaging is reaching the right audience, across the widest possible interface.

Engagement packages deliver:

- **Brand visibility** combining the impact of print, and the interactivity of digital.
- **Thought leadership** through content alignment.
- **Lead generation** through social media connectivity.

<b>PREMIERE PARTNERSHIP:</b> <b>\$24,625</b> (Value = \$33,205 Your savings = \$8,580)	<b>ELITE PARTNERSHIP:</b> <b>\$15,375</b> (Value = \$20,965 Your savings = \$5,590)	<b>SELECT PARTNERSHIP:</b> <b>\$13,800</b> (Value = \$17,075 Your savings = \$3,275)	<b>CHOICE PARTNERSHIP:</b> <b>\$9,340</b> (Value = \$11,675 Your savings = \$2,335)
<ul style="list-style-type: none"> <li>• 6 x Full Page ads in 2021 Water Canada magazine (value = \$17,910)</li> <li>• 12-months Leaderboard on WaterCanada.net (value = \$12,000)                             <ul style="list-style-type: none"> <li>• 60,000 impressions guaranteed</li> </ul> </li> <li>• Water's Next Category Sponsorship, or 2 x national e-blasts (value = \$3,000) Sponsorship includes                             <ul style="list-style-type: none"> <li>• Presentation of award at Gala</li> <li>• Corporate table for 8 at Gala</li> <li>• Social media promotion leading up to the Gala</li> <li>• Logo recognition on all pre-Gala promotion</li> <li>• Sponsor recognition in the post-Gala coverage</li> </ul> </li> <li>• Complete Buyer's Guide listing (value = \$295)</li> </ul>	<ul style="list-style-type: none"> <li>• 6 x Half Page ads or 3 x Full Page ads in 2021 Water Canada magazine (value = \$11,670)</li> <li>• 12-months Box Ad on WaterCanada.net (value = \$6,000)                             <ul style="list-style-type: none"> <li>• 30,000 impressions guaranteed</li> </ul> </li> <li>• Water's Next Category Sponsorship, or 2 x national e-blasts (value = \$3,000) Sponsorship includes                             <ul style="list-style-type: none"> <li>• Presentation of award at Gala</li> <li>• Corporate table for 8 at Gala</li> <li>• Social media promotion leading up to the Gala</li> <li>• Logo recognition on all pre-Gala promotion</li> <li>• Sponsor recognition in the post-Gala coverage</li> </ul> </li> <li>• Complete Buyer's Guide listing (value = \$295)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 x Half Page ads or 2 x Full Page ads in 2021 Water Canada magazine (value = \$7,780)</li> <li>• 12-months Box Ad on WaterCanada.net (value = \$6,000)                             <ul style="list-style-type: none"> <li>• 30,000 impressions guaranteed</li> </ul> </li> <li>• Water's Next Category Sponsorship, or 2 x national e-blasts (value = \$3,000) Sponsorship includes                             <ul style="list-style-type: none"> <li>• Presentation of Award at Gala</li> <li>• Corporate table for 8 at Gala</li> <li>• Social media promotion leading up to the Gala</li> <li>• Logo recognition on all pre-Gala promotion</li> <li>• Sponsor recognition in the post-Gala coverage</li> </ul> </li> <li>• Complete Buyer's Guide listing (value = \$295)</li> </ul>	<ul style="list-style-type: none"> <li>• 4 x Quarter Page ads or 1 x Full Page ad in 2021 Water Canada magazine (value = \$5,380)</li> <li>• 12-months Box Ad on WaterCanada.net (value = \$6,000)                             <ul style="list-style-type: none"> <li>• 30,000 impressions guaranteed</li> </ul> </li> <li>• Complete Buyer's Guide listing (value = \$295)</li> </ul>



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