

A large, dynamic splash of clear blue water dominates the background, starting from the top right and cascading down towards the bottom left. The water is captured in mid-air, creating a sense of movement and freshness. The splash is composed of many individual droplets and streams, with some water splashing outwards at the bottom.

# WaterWorks



The official publication of the Water Industry Operators Association of Australia

## Media Kit 2016

## Background

The Water Industry Operators Association of Australia (WIOA) is a national not-for-profit association and leader in Australia's water sector. The association has a primary function of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water, wastewater and recycled water industries. One way in which the organisation achieves this goal is through its member technical journal, *WaterWorks*.

### Vision

To be a leading industry association promoting excellence in water operations.

### Mission

To develop and support people in water operations.

As a leading water sector association, WIOA has close ties with key industry bodies, including:

- Water utilities and service providers in all Australian states and territories
- State government departments
- Water Industry Skills Taskforce (WIST)
- Water Industry Advisory Committee (WIAC)
- Registered Training Organisations in all Australian states
- Trade and consulting companies supplying equipment and services to the industry.



There are currently more than 2450 operations practitioners holding membership to WIOA, and numbers are rapidly growing. WIOA members come from both the public and the private sectors, and include individuals working in the water or allied industries, along with suppliers of goods and services to the water and allied industries.

More information on the association can be obtained from the WIOA website: [www.wioa.org.au](http://www.wioa.org.au).



## The publication

*WaterWorks* is the official journal of WIOA, and is printed twice per year (in May and November). This national journal is a key resource for those working in operational roles in the water and allied industries, and is distributed to all organisation members, as well as to key decision-makers in Australia's local governments and councils.

A comprehensive publication for water industry operations practitioners with content supplied by WIOA, *WaterWorks* provides insight into a range of water issues in a high-quality journal format, and will present the latest news, trends, major projects and solutions in all the key areas affecting the sector.

Climate variability and extremes of drought and flood has impacted the Australian urban sector in the past decade. The operational side of the water industry is also coming under closer scrutiny from a cost, efficiency and customer affordability point of view. Publishing the technical articles in *WaterWorks* provides the opportunity for readers to keep abreast of the latest technology, products and improved operational practices, making it a vital resource for those in the sector.

The technical content of *WaterWorks* covers a large variety of aspects of the industry such as:

- Management of large dams and storages
- Treatment and distribution
- Water supply
- Wastewater collection and treatment
- Use of reclaimed water or biosolids
- Project management
- Consultation and public education
- Asset management
- Development and application of new technologies
- Training and safety issues
- Efficiency and productivity gains

This makes *WaterWorks* a vital resource for those within the sector.

### Water supply in Australia – a snapshot

Revenue \$11 billion	Annual Growth 2011–16 6.5%
Employment 20,490	Businesses 624

\*Source: IbisWorld, Water Supply Market Research Report, Feb 2016

#### Readership:

The readership of *WaterWorks* is vast and varied, and includes:

- WIOA members
- Water utility staff
- Local government employees
- All WIOA conference attendees.

## Circulation

*WaterWorks* reaches a wide and varied readership of water professionals and key decision-makers. Each edition has a circulation of approximately 7500, and the publication is also distributed to delegates and visitors in satchels at WIOA conferences throughout the year. Furthermore, each edition will be direct mailed to key industry decision-makers in business and councils, at mine sites, and in water corporations and landcare groups.

## Print and file specifications

### File types accepted:

- Advertisement must be supplied as press-ready high-resolution (300DPI) PDF files
- Editorial must be supplied as a Microsoft Word file, not in the body of an email
- Images must be supplied as high-resolution (300DPI) JPEG or TIFF files. Images must not be embedded in Microsoft Word documents.

### We do not accept:

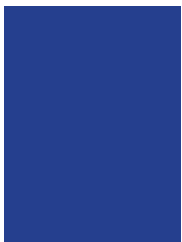
- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents
- Images obtained from, or created for websites
- Software such as Corel Draw, Publisher, Microsoft Office applications, these files must be converted to PDFs
- Spot colours (all colours to be CMYK).

## Prices

Outside Back Cover	\$3,520
Inside front cover	\$3,410
Inside back cover	\$3,000
Full page (Colour)	\$2,750
Half page (Colour)	\$1,870
Quarter page	\$1,430

\* All rates include GST and exclude agency commissions

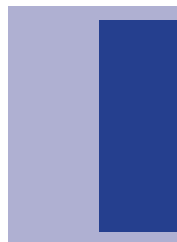
### Full page



**Bleed Size:**  
220mm wide x 307mm high

**Page Size:**  
210mm wide x 297mm high

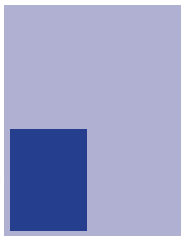
**Live Area:**  
177mm wide x 260mm high



### Half page

**Vertical:**  
85mm wide x 260mm high

**Horizontal:**  
177mm wide x 125mm high



### Quarter page

**Vertical:**  
85mm wide x 125mm high

**Horizontal:**  
177mm wide x 60mm high