



Operator

Media Kit 2020



Operator, the members newsletter of WIOA is having a makeover. After 60 editions that have served WIOA well, the quarterly printed Operator newsletter provided to all members in undergoing a major makeover, including advertising opportunities and is also going digital.



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WIOA Vision

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

WIOA Mission

To develop and support people in water industry operations.

Operator

The operational employees serving the industry are involved in many aspects of the water, wastewater and recycled water industry.

It is important to be energised by the vital role all our members play in the provision of essential services to our Communities. The WIOA quarterly magazine does just that. It regularly acknowledges the work undertaken by the operators and celebrates their success.

The Publication

Operator is WIOA's quarterly publication which includes individual and corporate member news, general interest stories, water industry news and more. Produced in February, May, August and November each year, it is an effective way of keeping the WIOA community in touch.

- Highly loyal readership base.
- 99.1% of readers are satisfied with the quarterly newsletter when published (source: WIOA 2019 members survey)
- Strong recognition amongst the industry due to over 19 years of credible and relevant publishing

Background

The Water Industry Operators Association of Australia (WIOA) is a national not-for-profit association and leader in the operational side of 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 quarterly publication Operator.

As a leading water sector association, WIOA's membership currently exceeds 4,250, and numbers are 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 industry.





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Advertise in Operator

Advertising will be limited to the equivalent of 5 full pages for each edition.

To provide our corporate members with more opportunities to reach the operational employees, Operator includes a limited number of advertising opportunities in each edition.

Circulation

Operator reaches a wide and varied readership of water professionals, operational employees and key decision-makers. Each edition is sent to all WIOA members by email or by traditional mail, depending on the individual preference of each member.

Advertising material

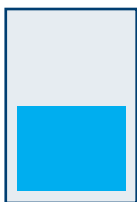
- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Use process colour (CMYK) only.
- Avoid placing text within 10 mm of edge

Full Page 2 per edition



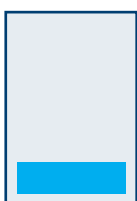
210mm wide x 297mm deep
3mm bleed on all sides

Half Page 4 per edition



180mm wide x 135mm deep

Quarter Page Horizontal 4 per edition



180mm wide x 70mm deep

BEST PRICE

Prices exclude GST

Size	1 edition	4 editions
Full Page 2 only per edition	\$1,500	\$5,000
Half Page 4 only per edition	\$ 750	\$2,500
Quarter Page Horizontal 4 only per edition	\$ 375	\$1,250

Artwork Deadlines

February Edition	January 31
May Edition	April 30
August Edition	July 31
November Edition	October 31

For further information or to make a booking contact Craig Mathisen at WIOA

craig@wioa.org.au | 0457 846 008

