



## 2025 MEDIA KIT FOR **OPERATOR MAGAZINE**

The triannual magazine for all members of Water Industry Operations Association of Australia



The Water Industry Operations 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 triannual magazine, *Operator*.

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
- Australian Industry Standards (AIS)
- Registered Training Organisations in all Australian states
- Trade and consulting companies supplying equipment and services to the industry.







## WIOA Vision

To achieve excellence in water operations nationally, through knowledge sharing, networking and personal development.

## WIOA Mission

To develop and support people in water industry operations.

## Our membership base

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.



WIOA's membership currently exceeds

# 4,250

and numbers are rapidly growing.



# Operator Magazine

**Operator** is WIOA's triannual publication which includes individual and corporate member news, general interest stories, water industry news and more.

In 2025, WIOA will produce three editions of **Operator**, to be published in April, July and November. Operator is an effective way of keeping the WIOA community in touch.

- ✓ Highly loyal readership base.
- ✓ Members rated Operator Magazine at a 4.3 out of 5 (source: 2023 Members Survey)
- ✓ Strong recognition amongst the industry due to over 20 years of credible and relevant publishing

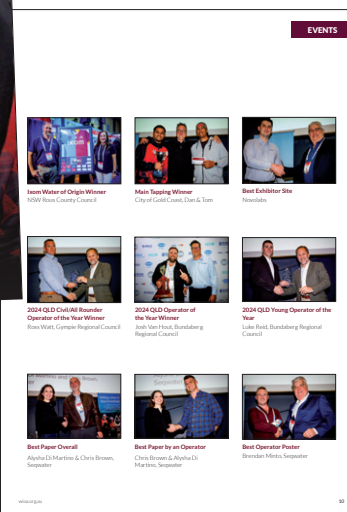
## Who is Operator for?

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 **Operator** magazine does just that. It regularly acknowledges the work undertaken by the operators and celebrates their success.



WIOA Members  
rated Operator  
Magazine  
**4.3/5**





# Advertise in *Operator*

Advertising will be limited to the equivalent of 5 full pages for each edition. There are 10 ad opportunities in each edition of *Operator*. Three editions will be published in 2025.

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 as an e-book available to read on the platform [issuu.com](https://issuu.com) and this link is emailed out to all WIOA members.
- Members can also opt-in for a hard copy of the magazine at no extra charge.

## Advertising material

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

A half-page advertisement for Prominent Fluid Systems. The ad is divided into three main sections. The top left section, titled 'Share your jobs with our network', features a QR code and text about job listings. The top right section, titled '2025 Membership Renewals', features another QR code and text about membership benefits. The bottom section, titled 'Focus on SERVICE', features a photograph of two white Prominent service vans and a list of services: Technical Support & Training, On-site Service & Maintenance, Spare Parts & Repairs, Installation & Commissioning, and Local Customer Service. The Prominent logo is visible on the right side of the bottom section.

Half page ad example

View digital  
publication on  
ISSUU

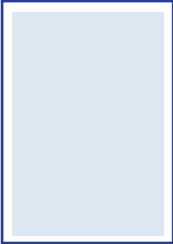
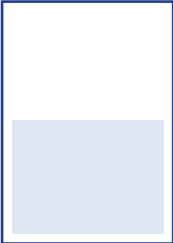

Receive 10% off  
if you advertise in  
all 3 editions  
in 2025

A full-page advertisement for Blackline Safety. The top section features the headline 'SAFE WATER BEGINS WITH SAFE TEAMS' and the tagline 'Essential connected safety for water and wastewater workers'. Below this is a photograph of a worker in a hard hat and safety vest using a tablet. The bottom section features a photograph of a Blackline safety device and a list of features: Detect (Up to 5 gases with 20+ sensor options), Alert (No motion, fall, gas, missed check-ins), Locate (GPS integration for live awareness), Activate (Emergency SOS latch), and Use (Real-time data, heatmaps and live compliance dashboards). The ad also includes a QR code to learn more and contact information for authorized distributors in Australia and New Zealand. The Thermo Fisher Scientific logo is in the bottom right corner.

Full page ad example

# Schedule & Pricing

Artwork Deadlines
April Edition Due March 10, 2025
July Edition Due June 10, 2025
November Edition Due October 10, 2025

Pricing		Member Pricing (10% off)		Non-member pricing	
Size		1 Edition	3 editions	1 Edition	3 editions (10% off)
	<b>Full Page</b> 2 per edition 210mm wide x 297mm deep 3mm bleed on all sides	\$2,160 + GST	\$5,832 + GST	\$2,400 + GST	\$6,480 + GST
	<b>Half Page</b> 4 per edition 180mm wide x 135mm deep	\$1080 + GST	\$2,916 + GST	\$1,200 + GST	\$3,240 + GST
	<b>Quarter Page Horizontal</b> 4 per edition 180mm wide x 70mm deep	\$520 + GST	\$1,404 + GST	\$650 + GST	\$1,755 + GST

# Ad specifications

## Advertising material

- Preferred format is print ready PDF.
- Full page ads should include 3mm bleed on all sides, which would be trimmed after printing.
- Use process colour (CMYK) only.
- Avoid placing text within 10 mm of edge.

## Editorial content

- Please submit articles in Microsoft Word format
- Images can be TIFF, EPS or JPG and must be at least 300 DPI.
- Feel free to send a mockup, but please send images as separate files (not embedded in Word or any other file).
- Include a caption for each image.

**NOTE:** WIOA takes no responsibility for any colour discrepancy and variations as to how they appear on screen.

### ARTWORK

Please email your advertising artwork to [info@wioa.org.au](mailto:info@wioa.org.au)



## File types accepted:

- Advertisements 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 or PDF.
- Images to be supplied as high-resolution (300DPI) JPG or TIFF files.
- Images must not be embedded in Microsoft Word documents.
- Material placed outside the live area could appear incorrectly placed and it is recommended all critical content sits within this area.

## 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).

# Terms & Conditions

## All ads are subject to approval.

- Ads should be created by the advertiser and should be submitted in one of the following formats: JPEG, TIFF, EPS or PDF. PDF preferred.
- Artwork should include crop and bleed marks.
- The ad from the most recent insertion will run if new copy is not received by the deadline date.
- Rates are subject to change with a 90-day notice.
- Advertisers must sign a contract before an advertisement can be placed.
- Unsigned contracts will not be accepted.
- Publisher reserves the right to approve or disapprove of all ads at its discretion.
- The publisher reserves the right to reject or cancel any advertising at any time.
- The advertiser or advertising agency assumes liability for all content and claims made as a result of the ad.
- The publisher reserves the right for positioning of advertisements except where special positions are requested.

## Payments and discounts

- Payment for all advertisements is payable in full when you reserve your space, an invoice will be provided on receipt of booking.

## Cancellations

- Notice of cancellations must be received in writing, and must be received at least 14 days before the date artwork files are due.
- All cancellations will incur an administration fee of 10% of the cost of the advertisement.
- Cancellation (as well as changes in reservation orders) by an advertiser or its agency cannot be accepted by the publisher after the date artwork files are due. **Any cancellations after this date will not receive a refund.**

### TO ADVERTISE

Contact WIOA on 03 5821 6744 or email [info@wioa.org.au](mailto:info@wioa.org.au)







## Water Industry Operations Association of Australia Ltd

PO Box 1080, Mountain Gate, Victoria, 3156

P 03 5821 6744 | E [info@wioa.org.au](mailto:info@wioa.org.au) | W [www.wioa.org.au](http://www.wioa.org.au)

# 2025 WATER INDUSTRY OPERATIONS CONFERENCE & EXHIBITIONS

**VIC**

**2 & 3 FEB 2025**  
BENDIGO

**NSW**

**LATE JULY 2025**  
NEWCASTLE

**QLD**

**29 & 30 OCT 2025**  
BUNDABERG