



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?

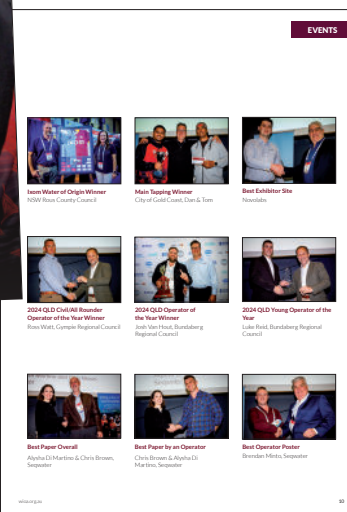
The operational employees serving the industry are involved in many aspects of the water, wastewater and recycled water industry.

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 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. The top section is divided into two columns. The left column is titled 'Share your jobs with our network' and includes a QR code. The right column is titled '2025 Membership Renewals' and includes a QR code. Below these columns is a large image of a white Prominent Fluid service van. To the right of the van is a blue box with the text 'Focus on SERVICE'. Below the van image is a list of services: 'Technical Support & Training', 'On-site Service & Maintenance', 'Spare Parts & Repairs', 'Installation & Commissioning', and 'Local Customer Service'. The Prominent Fluid logo is in the bottom right corner.

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 Blackline Safety logo and the headline 'SAFE WATER BEGINS WITH SAFE TEAMS'. Below the headline is a sub-headline 'Essential connected safety for water and wastewater workers' and an image of a worker in a hard hat and safety vest looking at a tablet. The bottom section features a large image of a Blackline Safety monitor. To the right of the monitor is a QR code and the text 'Empower your team with advanced safety solutions that ensure peace of mind and operational excellence. Thermo Fisher Scientific is a leading supply partner and can assist with your organizational needs. Scan QR Code to Learn More'. Below the QR code is 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', 'Communicate: Voice, text and Push-To-Talk options', and 'Use: Real-time data, heatmaps and live compliance dashboards'. The bottom of the ad includes contact information for authorized distributors in Australia and New Zealand, and the Thermo Fisher Scientific logo.

Full page ad example

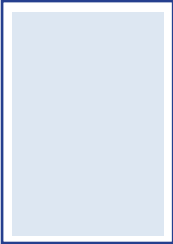
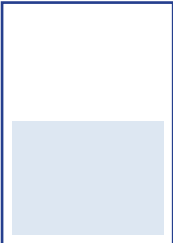

Schedule & Pricing

Artwork Deadlines

April Edition
Due March 10, 2025

July Edition
Due June 10, 2025

October Edition
Due September 5, 2025

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



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





Water Industry Operations Association of Australia Ltd

PO Box 1080, Mountain Gate, Victoria, 3156

P 03 5821 6744 | E info@wioa.org.au | W 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