

WATER CANADA

CANADA'S TOP SOURCE FOR WATER NEWS & BUSINESS

EDITORIAL MANDATE

Water Canada is a business-to-business news and information brand with national coverage. Solutions-oriented, we empower professionals in the water sector by casting light on the most innovative ideas, people, projects, and technologies that exist to improve Canada's water resources. We also highlight Canada's leadership and deployment in the marketplace, delivering thought leadership to keep the blue economy engaged. Every facet of the industry is covered, from the source to tap and back again.

OUR EDITORIAL COVERS

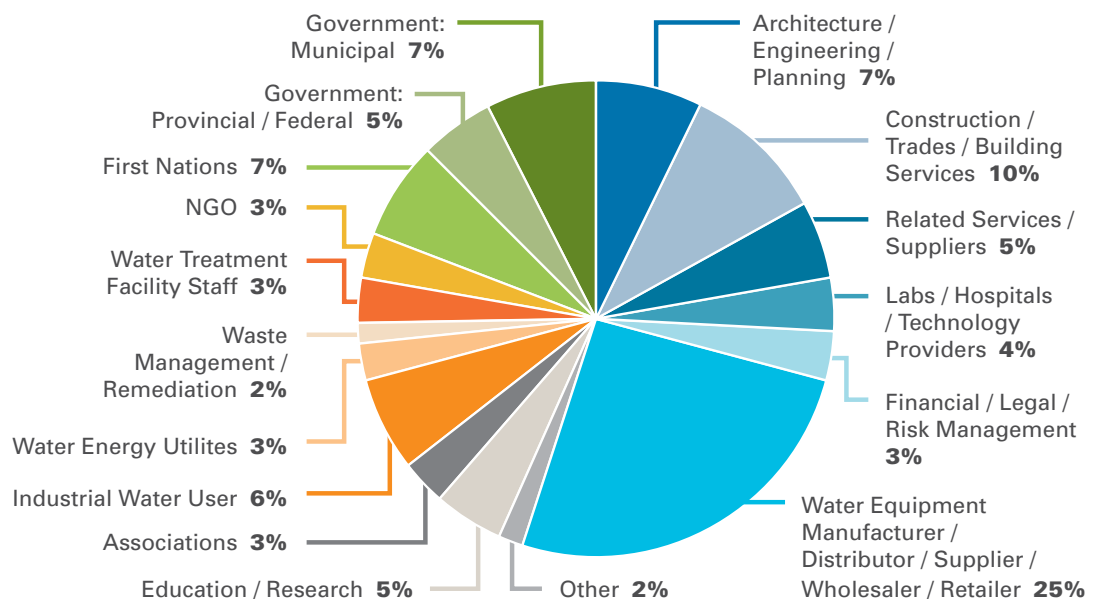
- Infrastructure
- Water technology
- Regulations & policy
- Freshwater research
- Watershed management
- Water governance



READERSHIP

Water Canada is published six times a year. It is read by industry professionals and decision-makers, including executives, management, design and engineering, scientific researchers, operations managers, and marketing & sales and their suppliers.

NATIONAL AUDIENCE



For advertising and sponsorship opportunities, contact Jane Buckland at jane@actualmedia.ca or 416-444-5842 x115

WATER CANADA 2018 MEDIA KIT

WATERCANADA.NET

The go-to source for national breaking news stories, water reports, and feature stories that impact the business of water in Canada.

- Align with an editorial environment that provides timely news, reports, tools, and resources.
- Maximize your investment and reach the right people: Canada's senior decision-makers in the water industry.

AVERAGE MONTHLY

PAGE VIEWS
48,454

SESSIONS
33,478

UNIQUE VISITORS
7,278

(Source: Google Analytics
Jan to Jul 2017)

MAGAZINE READERSHIP

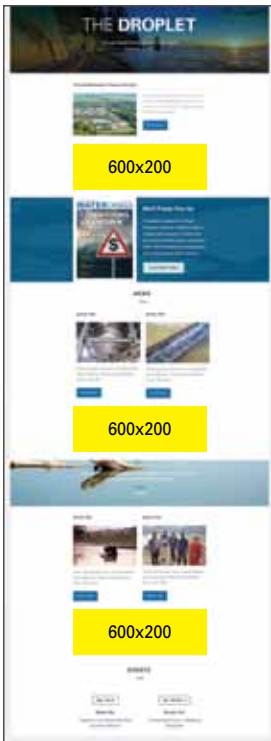
18,000
WITH PASS-ALONG*

MAGAZINE DISTRIBUTION
4,500
PER ISSUE

TOTAL GROSS CONTACTS
23,000+

SOCIAL NETWORK

14,500+
FOLLOWERS
(AS OF AUGUST 2017)



Publishers Claim of Circulation, Sep 2016 - CARD

* The Water Canada 2013 Readership Survey indicated an average of 4 readers per issue. These readers are taken into account when calculating the total number of readers of a publication. Includes distribution at tradeshows and conferences across Canada and the U.S. Subject to audit: 2013 readership study 6 months ended July 31, 2017

DROPLET E-NEWSLETTER

The Droplet is a weekly e-newsletter packed with Canadian water industry news and commentary.

DELIVERED EVERY MONDAY MORNING

4,168 DROPLET RECIPIENTS

19.69% TOTAL OPEN RATE

(Source: MailChimp July 2017)

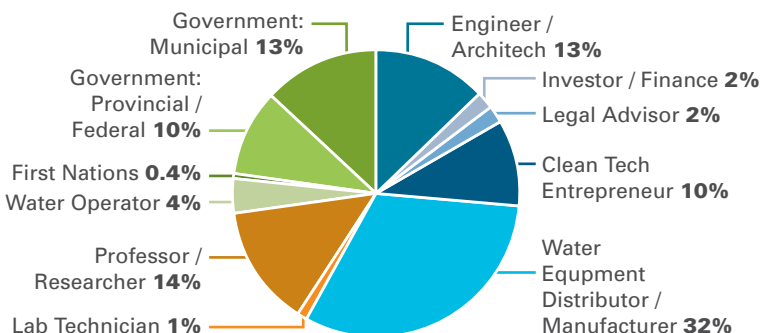
E-BLAST OPPORTUNITIES

Single sponsored email sent to water professionals.

- Custom email opportunities include: brand, report, and product education, and event information.
- All content is sponsor created and branded.
- Maximum delivery 4,000 @ \$1,500.

RECIPIENTS BY TITLE

(Droplet e-newsletter distribution as of September 2017)



actualmedia
actualmedia.ca

Actual Media Inc.
147 Spadina Avenue, Unit
208, Toronto, ON M5V 2L7

Actual Media Inc. is the parent company of Water Canada. The Actual Media team works on the frontlines of the infrastructure, water and environment industry sectors, specializing in:

- Custom Content Publishing: print and digital platforms
- Made-to-Measure Marketing and Communications
- Design and Editorial Development: from concept to final product
- Event Management and Planning

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WATER CANADA 2018 MEDIA KIT

WATER CANADA EVENTS

ATTEND. ENGAGE. CONNECT.
SPONSOR. MAKE AN IMPACT.

Sponsor these events and come face-to-face with people you need to meet. Your participation as a Water Canada events sponsor buys you more than brand recognition—it affords you the opportunity to meet your prospects in person, foster genuine relationships, and showcase your expertise.

CANADIAN WATER SUMMIT & WATER'S NEXT AWARDS • 9th Annual



canadian water summit | **2018**
June 20-22
Vancouver
Marriott Pinnacle

Knowledge to Practice
Applying science, policy, and research to the blue economy

The **Canadian Water Summit** is a premier event that brings all major water users and innovators under one roof. The Canadian Water Summit attracts hundreds of professionals from water industry groups across all orders of government, manufacturing, industry associations, cleantech, local communities, academia, and NGOs.

watersummit.ca

The **Water's Next** national awards program honours the achievements and ideas of individuals and companies that successfully work to change water in our country.

watersnext.ca



water's next awards 2018
June 20 VANCOUVER

Celebrating Canadian water leaders and champions

The only national awards program to honour and celebrate leadership across the entire water sector including public servants, researchers, municipalities, and technology providers.

2018 EDITORIAL CALENDAR (Subject to change)

To inquire about submission deadlines or to pitch a story, contact Katherine Balpataky, Editor at katherine@watercanada.net or 416-444-5842 x116

ISSUE DATE	DESCRIPTION	AD ORDER DEADLINE	MATERIAL DEADLINE	DIST. DATE	ADDITIONAL DISTRIBUTION
Jan/Feb	Indigenous Communities and Small System Solutions	Nov 30	Dec 7	Dec 21	Ontario Onsite Water Association (OOWA)
Mar/Apr	Canada's Top Water Infrastructure Projects	Feb 9	Feb 16	Mar 6	UN Decade for Action on Water, TRIECA
May/June	The New Normal: Adapting to Climate Change	Apr 13	Apr 20	May 4	Blue Cities, Grey to Green, CWWA, Ontario Water and Wastewater Association, Canadian Water Resources Association, Canadian Water Summit, Water's Next Awards
Jul/Aug	Innovators and Influencers on the Global Stage/ Rounding the Circular Economy	Jun 22	Jun 29	Jul 13	N/A
Sep/Oct	Money Talks: Investment Buzz and Water Project Finance	Aug 17	Aug 24	Sep 7	Cities Alive Conference, WEFTEC
Nov/Dec	Stronger Together: The Great Lakes Issue + Buyer's Guide	Oct 12	Oct 19	Nov 2	Ontario Water Innovation Week, National Water and Wastewater Association

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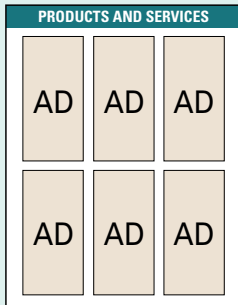
WATER CANADA 2018 MEDIA KIT

PRINT: TARGETED. EFFECTIVE. AFFORDABLE.

WATER CANADA MAGAZINE

SIZE (4-Colour)	1x	3x	6x
Double Page Spread (DPS)	\$5,202	\$4,680	\$4,158
Full Page	\$2,890	\$2,600	\$2,310
1/2 Page	\$1,930	\$1,750	\$1,560
1/3 Page	\$1,375	\$1,235	\$1,100
1/4 Page	\$1,170	\$1,050	\$935
COVERS (Call for availability)			
Outside Back Cover		\$3,475	
Inside Front/Inside Back		\$3,220	

PRODUCTS AND SERVICES



Found in every issue of Water Canada, the Product and Services directory is designed for small to mid-sized advertisers looking to reach Water Canada's audience in a cost effective, high impact environment.

SIZE (4-Colour)	1x	3x	6x
2.125" x 4.5"	\$695	\$1,875	\$3,750
Submission: High quality, full colour PDF at 300 dpi resolution.	Booking and material deadline: See Editorial schedule on page 2.		

ADVERTISING DIMENSIONS

<p>Double Page Spread (DPS)</p> <p>Bleed 16.5" x 11.125"</p> <p>Trim Size 16.25" x 10.875"</p> <p>Safe Area 15.75" x 10.375"</p>	<p>Full Page</p> <p>Bleed 8.375" x 11.125"</p> <p>Trim Size 8.125" x 10.875"</p> <p>Safe Area 7" x 10"</p>
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<p>1/3 Vert. 2.125" x 10"</p>	<p>1/3 Sqr. 4.625" x 4.75"</p>	<p>1/2 Vert. 3.375" x 10"</p>
	<p>1/2 Horiz. 7" x 4.75"</p>	<p>1/4 Vert. 3.375" x 4.75"</p>

WATERCANADA.NET

AD UNIT	DIMENSION	RATE		
		3 mon.	6 mon.	12 mon.
BANNER	1,220 x 200 pixels	\$1,800	\$3,150	\$5,400
BIG BOX	300 x 250 pixels	\$1,500	\$2,610	\$4,500

Submission: Please supply maximum file size 40KB, JPG and click-through URL.

CAREER LISTING ON WATERCANADA.NET

Job posting displayed on Career section for one month. Includes job description, requirements, company logo, and URL.

\$300 per listing/month

EVENT LISTING ON WATERCANADA.NET

Monthly listing. Includes image, event description, and social media links.

\$300 per listing/month

Bonus: Exposure in Droplet e-newsletter for a month.

THE DROPLET E-NEWSLETTER

BANNER	600 x 200 pixels (4 positions)	\$250 per deployment
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EVENT LISTING: SEE WATERCANADA.NET RATE ABOVE

SPONSORED STORY:

Headline text: Approx. 50 characters or 8 words.

Subheadline text: Approx. 60 to 70 characters or 10 words.

Story length: 400 to 600 words.

Image size: Must be either 1260 x 630 or 600 x 300 pixels.

Published at WaterCanada.net home page for one week.

Sponsored story headline and subheadline description will be reviewed and approved by editorial.

\$500 flat rate per e-newsletter

BUYER'S GUIDE 2018 watercanada.net/buyers-guide

LISTING	PUBLISHED	INCLUSIONS	RATE
BASIC	Online at WaterCanada.net for one year.	Company name, address, one contact name, phone number, email, and company URL.	FREE
COMPLETE	Nov/Dec print edition and online for one year.	Company logo and name, address, one contact name, phone number, email, and company URL. Plus 50-word description, and social media links.	\$295

NOTE: All rates are effective September 1, 2017. 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 AD 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 designer, at donna@actualmedia.ca