

# Institute of Water

## MAGAZINE



### ABOUT THE INSTITUTE OF WATER

We are a *family* of UK water professionals.

We are 'IWater' and we seek to better equip our members to do their day jobs, advocate for the sector and improve the environment and lives of their communities. We offer a range of services to our members including events, mentoring, professional registrations, and publications.

Our members come from across the UK water sector with diverse and wide-ranging skills and disciplinary backgrounds; senior leaders, engineers, scientists, environmentalists, asset managers, catchment managers, field operatives, technicians, contractors, manufacturers, regulators and policymakers, people and culture specialists, researchers and academics, and more.

### ABOUT OUR MAGAZINE

Our Magazine is a part of our commitment to supporting our members' continuous professional development. Insightful and informative, our Magazine offers a wide range of sector features, thought leadership and learning.

Our members are also encouraged to contribute editorials as part of their own CPD. We invite project case studies, new initiatives, or opinion pieces that help our wider membership to learn and unleash their full potential.

We also invite advertising in the IWater Magazine which allows external organisations to reach this unique audience in different ways, each one designed to suit your business needs – from display advertisements to company profiles, right the way through to business card listings.

Tel: 0191 422 0088

Email: [info@instituteofwater.org.uk](mailto:info@instituteofwater.org.uk)

[www.instituteofwater.org.uk](http://www.instituteofwater.org.uk)

# Institute of Water

## ADVERTISING

The Institute of Water Magazine is mailed directly to over 2,500 Institute of Water Members and subscribers. Recipients include senior figures and decision makers at leading Water Utility organisations and their suppliers, contractors and regulators.

It is also distributed by email to all members and promoted heavily by a structured digital campaign via the Institute of Water's social media networks (over 35,000 linkedin network and circa 8,000 X followers) with a quickly growing digital readership of over 16,000 per quarterly edition.

Advertising in the Institute of Water Magazine offers you the opportunity to reach this unique audience in a number of different ways, each one designed to suit your business needs – from display advertisements to company profiles, right the way through to business card listings. Among the many benefits:

**Prestige:** A great way to project your company or product.

**Profit:** Brings your sales message to the most influential and significant buyers in the marketplace.

**Information:** Offers businesses and manufacturers the chance to give the market a clear explanation of the state of your business, which is of great importance to shareholders, customers and suppliers.

**Introduction:** Whether you are a new company or an existing and established business, there are always new opportunities and potential clients. The Institute of Water Magazine can help you reach them!

**Brand Awareness:** Builds on your strengths within the marketplace by either building on recognised branding or affirming your industry standing.

**Confidence:** Creates confidence among existing and potential customers.

**Image:** Projects your company to the wider sector/business community and enhances your reputation.

## FEATURES LIST 2026

### SPRING 2026 – Distribution Early March 2026

- Investment • International Learning
- Water Quality Challenges • Recruitment

### SUMMER 2026 – Distribution Early June 2026

- Budget Planning • Environmental Solutions
- Leakage Management • Customer Engagement

### AUTUMN 2026 – Distribution Early September 2026

- Climate Change Modelling • Asset Management
- Wastewater Solutions • Skills and Learning

### WINTER 2026 – Distribution Early December 2026

- Catchment Management • Can we live within our means
- Net Zero Practicalities • Digital Solutions

### Regular quarterly features

We also welcome regular contributions on Water Quality, Environmental Solutions, Engineering and Regulation and Training. Features subject to change

**Non-Features List Editorial** – considered on submission.

To advertise, contact Martin Jameson,  
JimJam Media Ltd.  
Tel: 07342 850289  
Email: martin@jimjammedia.com

## DISPLAY ADVERTISING AND PROMOTIONAL EDITORIAL

|                     |        |
|---------------------|--------|
| Inside Front Cover: | £1,950 |
| Outside Back Cover: | £1,950 |
| Double Page Spread: | £1,950 |
| Full Page:          | £1,250 |
| Half Page:          | £695   |

## BUSINESS CARD DIRECTORY

Business card size advert-style listings by industry sector category, incorporating colour logo / up to 20 word company description / contact details including 1 named contact if desired.

Allows regular exposure to our water utility and civil engineering members (and non-members) at minimal cost - £85 per quarter (4 quarter campaign)

## WEB BANNERS

Why not advertise on the Institute of Water digital publications platform.

As well as the printed version of the magazine, we email a digital copy of the magazine to all members and also run a social media campaign with over 32,000 LinkedIn network and 8,000 Twitter followers.

We offer 2 vertical digital banners which are viewable reading every page of both our Magazine and Journal.

6 seconds at the head of every page of [www.instituteofwater.org.uk](http://www.instituteofwater.org.uk)

### Booking options:

|            |       |
|------------|-------|
| 12 months: | £2400 |
| 6 months:  | £1400 |
| 3 months:  | £850  |

Size : 160px x 600px (portrait)

You can change your banner as often as you like, and can include a click through to a website or video stream.

## ARTWORK SPECIFICATIONS

**Double Page Spread:** 297×420mm +3mm bleed (Safe Area 275×394mm)

**Full Page:** 297×210mm +3mm bleed (Safe Area 265×182mm)

**Half Page Horizontal:** 115×180mm

**Half Page Vertical:** 264×86mm

### Word Count Guide

- 1/2 page article with 1 picture - circa 200 words
- 1 page article with 2 pictures - 500 words
- 2 page article with 2/3 pics - 1000 words

## SUPPLIED ARTWORK

Artwork can be emailed or transferred via [www.wetransfer.com](http://www.wetransfer.com) to martin@jimjammedia.com in the following formats:

- InDesign or Illustrator. Please ensure that all fonts and images are supplied. All images should be supplied at 300dpi.
- A high resolution PDF, with bleed and print marks where requested.
- A colour proof.

**Please note:** Images in Word, Excel or Powerpoint cannot be used for publication.

Ask for the Artwork Specification guide for more information.