

# Source

the

Practical intelligence for water professionals

## Media information 2024

The International Water Association aims to empower water professionals to become agents of change. Through *The Source*, you reach those responsible for innovative water-technology solutions that make a difference to the world's pressing water issues.

[www.thesourcemagazine.org](http://www.thesourcemagazine.org)

Print audience • Digital audience

# Cost-effective access to a targeted audience

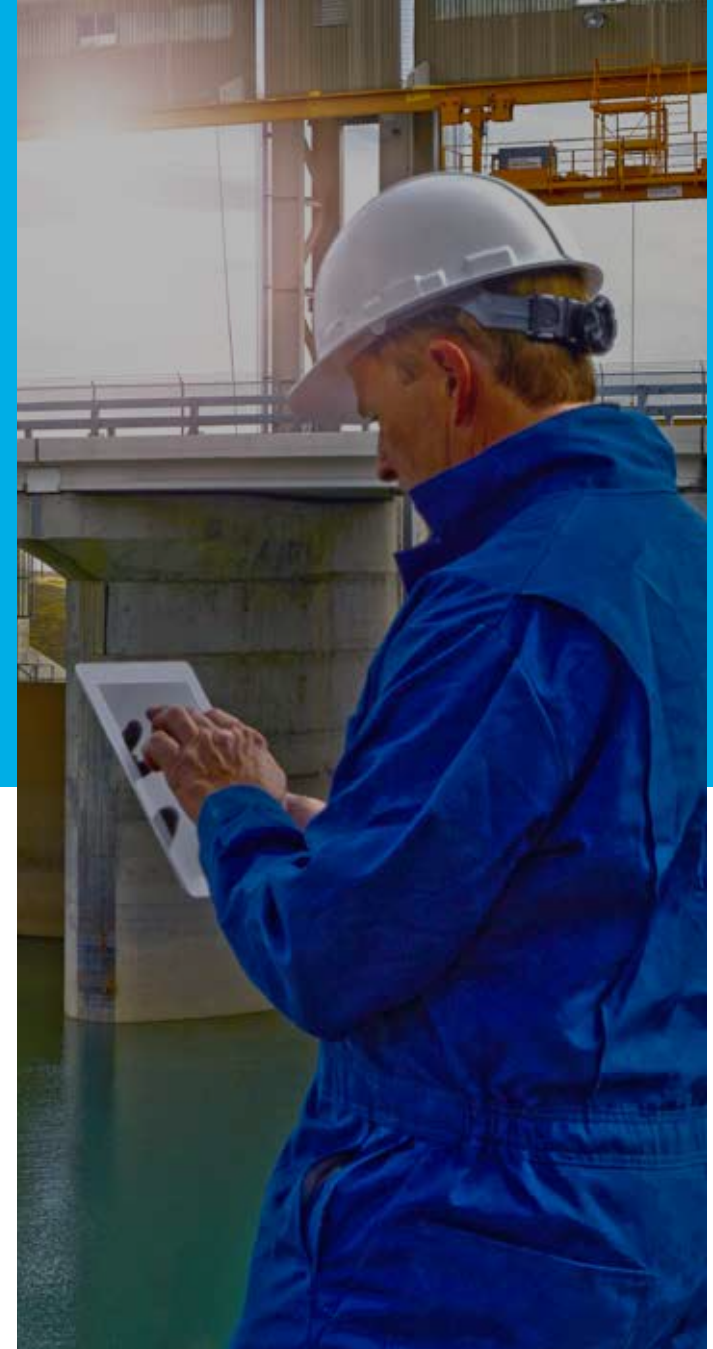
Through its print, online and digital platforms, *The Source* offers a responsive, global, public and private-sector audience, focusing on solutions for water and wastewater management.

The official publication of the IWA, the magazine highlights the challenges and opportunities facing the industry in: wastewater; industrial water; desalination; water-loss management; stormwater management; and water quality and storage.

Published quarterly, *The Source* is distributed to all IWA members and exclusively at all the market-

leading events of the IWA. The association membership is a unique mix of researchers and academics, national and local governments, business and equipment solution providers, utilities, and consultant professionals.

*The Source* will give your organisation cost-effective access to a targeted audience of more than 8,000 individual and corporate members in 150 countries – water industry professionals, including government officials and senior executives directly responsible for procurement and investment decisions.

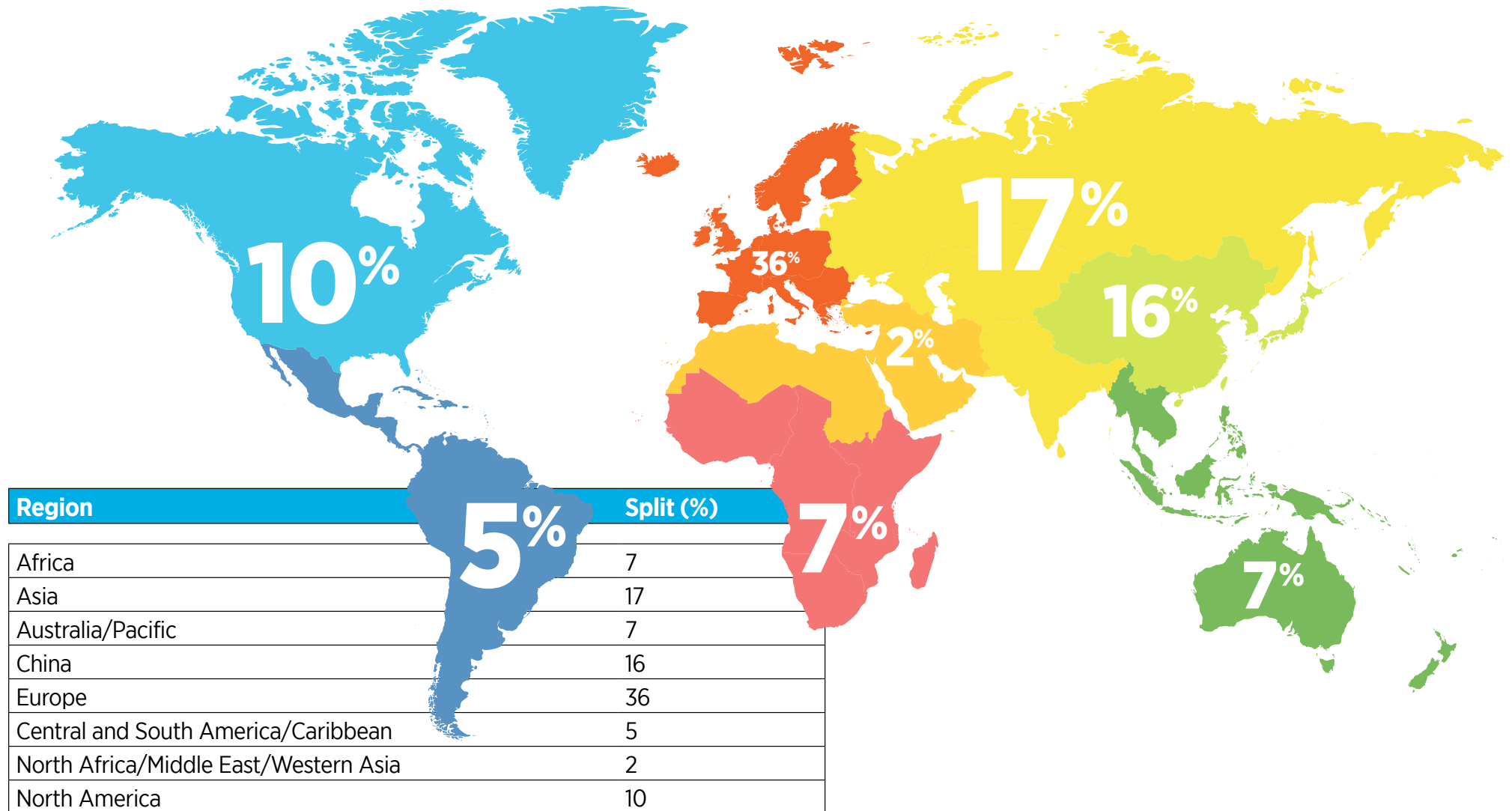


## Some of the advertisers we have worked with



Print audience • Digital audience

# IWA's global reach



Print audience • Digital audience

# Key features in 2024

Each issue of *The Source* includes news, features, insights and original editorial to deliver the IWA's commitment to help water professionals contribute to the progression of water management worldwide. *The Source* is unparalleled in the depth of its coverage, giving professionals the information and tools they need to make effective decisions.

In addition to our regular content, each issue has a key feature/theme. Advertising in these specific issues, with your unique message, means you are promoting your business at the most relevant time for the most impact to our readers.



<b>April 2024</b> Published: 1 April 2024	<b>July 2024</b> Published: 24 June 2024	<b>September 2024</b> Published: 1 October 2024	<b>December 2024</b> Published: 9 December 2024
<ul style="list-style-type: none"> <li>● <b>The IWA World Water Congress &amp; Exhibition, Toronto, Canada, 11-15 August</b></li> <li>● Water supply</li> <li>● <b>Water resources</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>The IWA World Water Congress &amp; Exhibition, Toronto, Canada, 11-15 August</b></li> <li>● Urban water</li> <li>● <b>Municipal sewage</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Digital water</b></li> <li>● Industrial water</li> <li>● <b>Municipal water supply and desalination</b></li> </ul>	<ul style="list-style-type: none"> <li>● <b>Analysis/monitoring</b></li> <li>● Municipal sewage</li> <li>● <b>Supply and sewer networks</b></li> </ul>

Print audience • Digital audience

# Digital advertising on *thesourcemagazine.org*

The magazine website offers you an opportunity to complement your print advertising across our digital platform to build awareness with a wider audience and drive traffic to your websites.

The *Source* website is open to all readers and gives you exposure to not only IWA

members, but also other global water management professionals.

Online content includes: news, opinions, industry updates, insights and magazine features.

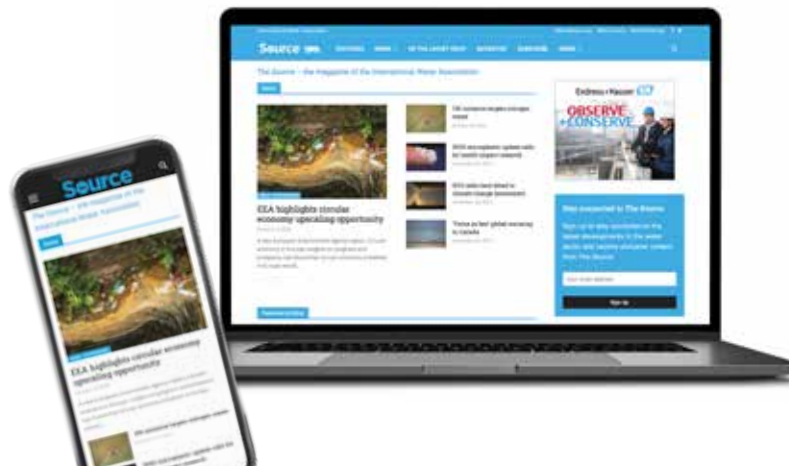
We offer digital display advertising and native editorial content in Industry Updates.

More than  
**96,000** page views  
per year

**7,089** unique users  
per month

**“The Source,  
combines interesting  
editorial with  
relevant news and  
insightful content.”**

Aidan Mercer, industry marketing  
director, Bentley Systems



Digital audience:  
**65,500**  
per month

Print audience • Digital audience

View this email in your browser

**Source | IWA**

The Source Magazine from the International Water Association

Share Tweet Forward



Climate change

**Urban anti-fragility: the water sector beyond resilience**

As water professionals face climate chaos, infrastructure solutions must go beyond resilience, argues **Kala Vairavamoorthy**. They must become anti-fragile, with systems growing cleaner and stronger with each climate shock. And developing countries are positioned to lead the way towards a new low carbon economy.

[Read more...](#)

**WEBINAR: New energy-efficient primary treatment** kemira




Children play in waterfall protected by WW sewerage services © IWA

**IWA Professional Development Award**

**Indah Water Konsortium and the path to sustainability and long-term value**

Malaysia's national sewerage company, Indah Water Konsortium, won the IWA Professional Development Award 2023, in recognition of an important aspect of utility management. **Joseph Cheong** and **Lina Ong** highlight its wider progress and achievements.

[Read more...](#)



**Contact details for *The Source***

To get in touch with *The Source*...

Editorial enquiries should be directed to Keith Hayward, [editor@thesourcemagazine.org](mailto:editor@thesourcemagazine.org).

For contact details regarding advertising plans and opportunities, please see the magazine's website at: [www.thesourcemagazine.org/advertise](http://www.thesourcemagazine.org/advertise)

Twitter Facebook LinkedIn

# The Source e-newsletter

The *Source's* monthly e-newsletter is sent to more than 59,000 IWA members and registered recipients. It offers companies an extremely targeted and immediate channel to raise your profile and drive engagement and traffic. With curated content and news, the e-newsletter is a must-have for your campaigns in 2024.

The email benefits from a high level of engagement with above-average open and click-through rates (CTRs).

We offer banner advertising and sponsored editorial content.

**High engagement** – average open rate of **30%**

**Above-average** click-through rates (CTRs) of **12.5%**

# Advertising and marketing opportunities

*The Source* offers the opportunity for tailored campaigns and engagement of water managers through multiple platforms.

Custom content can be developed for your campaign and delivered in a responsive format to readers and members wherever they are reading – desktop, print or mobile – complemented with banners on the website and e-newsletter.

As well as individual options for advertising and marketing, we offer a number of packages using our most impactful opportunities that include print, online and digital.

## Packaged opportunities

Platinum	Gold	Silver
<ul style="list-style-type: none"> <li>• Double-page advertisement/content piece in <i>The Source</i></li> <li>• Three features in <i>The Source</i> e-newsletter</li> <li>• Native content feature in Industry Updates on <b>thesourcemagazine.org</b> for three months</li> <li>• Banner advert on <b>thesourcemagazine.org</b> for three months</li> <li>• Interview/profile prepared by our journalists</li> </ul>	<ul style="list-style-type: none"> <li>• Single-page advertisement/content piece in <i>The Source</i></li> <li>• Two features in <i>The Source</i> e-newsletter</li> <li>• Native content feature in Industry Updates on <b>thesourcemagazine.org</b> for two months</li> <li>• Banner advert on <b>thesourcemagazine.org</b> for two months</li> </ul>	<ul style="list-style-type: none"> <li>• Half-page advertisement/content piece in <i>The Source</i></li> <li>• One feature in <i>The Source</i> e-newsletter</li> <li>• Native content feature in Industry Updates on <b>thesourcemagazine.org</b> for one month</li> <li>• Banner advert on <b>thesourcemagazine.org</b> for two months</li> </ul>
<b>£15,500</b>	<b>£11,450</b>	<b>£8,950</b>

All rates exclude VAT, where applicable. Agency commission of 10% payable to qualifying agencies

Display	
Size	Full colour
<b>Double-page spread</b>	£9,500
<b>Full page</b>	£5,500
<b>Half page</b>	£3,750
<b>Quarter page</b>	£2,300

thesourcemagazine.org	
Type of advertisement	Price per month
<b>MPU banner</b>	£1,150
<b>Native content feature</b>	£1,150

E-newsletter	
Type of advertisement	Price per month
<b>Leaderboard banner</b>	£2,750
<b>Native content feature + online for three months</b>	£4,250

# Sizes and specifications



Display	Display Specifications	Sponsored content specifications
Size	(width x height)	Sponsored content
<b>1. Double-page spread</b>	Trim: 420 x 297mm Bleed: 426 x 303mm	500 to 800 words and two to three images
<b>2. Full page</b>	Trim: 210 x 297mm Bleed: 216 x 303mm	250 to 400 words and two to three images
<b>3. Half page</b>	a. Horizontal: 184 x 130mm b. Vertical 90 x 264mm	150 to 200 words and one image
<b>4. Quarter page</b>	90 mm x 130mm	150 to 200 words and one image

thesourcemagazine.org	
Type of advertisement	Specifications
<b>MPU banner</b>	300 wide x 250 high (pixels)
<b>Native content feature</b>	500 to 1,000 words and accompanying images
E-newsletter	
Type of advertisement	Specifications
<b>Leaderboard banner</b>	600 wide x 75 high (pixels)
<b>Native content feature + online for three months</b>	70 to 80 words and accompanying image for the e-newsletter, plus up to 1,000 words and accompanying images for online

All rates exclude VAT, where applicable. Agency commission of 10% payable to qualifying agencies



# The Source team

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Janette Millan**

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