

A large, stylized white letter 'W' is positioned on the left side of the page. The 'W' is composed of thick, rounded strokes. The background features a dark blue area on the left and top, and a bright blue area on the right and bottom, separated by a curved, organic boundary.

WATER LEADERS

ADVERTISING INFORMATION

IN THIS SECTION

PRINT ADVERTISING

- » [Water Leader Magazine](#) 20
- » [The Global Water Awards](#) 21

ONLINE ADVERTISING

- » globalwaterleaders.org 22

RATES AND SPECIFICATIONS 23



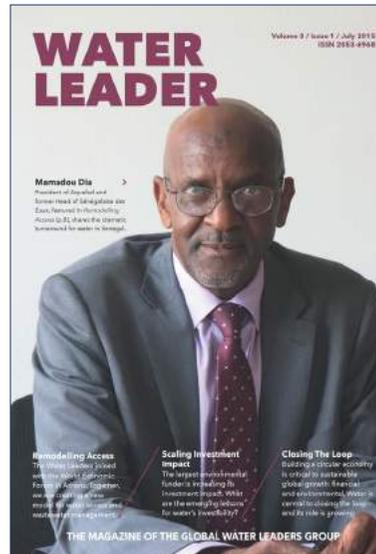
WATER LEADER MAGAZINE

Water Leader magazine is the flagship publication of the Global Water Leaders Group and essential reading for water leaders around the world. Distributed to over 2,500 key water utilities, ministries, investors and private water organisations, Water Leader is fast becoming the global brand for positive, deep-level change in the water sector.

Published 3 times a year, in July, November and March, advertising in **Water Leader** will enable you to influence those in a position of power, working together to make a difference in the water industry. There is no better place and opportunity for you to increase your brand awareness among the top global utility leaders or to be associated with an organisation which is actively focused on changing the world's water for the better.

CIRCULATION:
2,500+
DISTRIBUTION:
3 TIMES PER YEAR 97
COUNTRIES

**ARTWORK
DEADLINE:** 1st of the
preceeding month



FOCUS:

The magazine shares the stories of the sector's thought-leading and top-achieving CEOs and Ministers.

It also reports on the output of the Group's CEO-level workshops, including the latest and most innovative leadership, management and operational performance models.

Water Leader magazine is widely regarded as essential reading for current and future leaders in the water sector and, with its focus on driving performance in urban water and rapidly growing cities, it undoubtedly speaks to the most pressing issue of our time.

Water Leader magazine is published in collaboration with Global Water Intelligence - Publishing and Events Partner of the Global Water Leaders Group.

THE GLOBAL WATER AWARDS

The Global Water Awards are the world's best. Voted for by GWI subscribers themselves they have a credibility within the world of water, acknowledging the best projects and professionals over the preceding 12 months.

In February each year the short list is drawn, and in April the Winners of 12 water categories are announced, creating a flurry of excitement within the industry and particular interest from the public sector water leaders, those that make important decisions about new projects.

Water Leader magazine is the place to reach these influential leaders. Each year the July issue features a section devoted to the Global Water Award winners, giving information about the project or deal and all the parties involved. This is important information reaching over 2,500 of the top public sector executives – and you can reach them too (perhaps even support your win!) with advertising alongside this section.

Include the July issue of Water Leader in your marketing plan for 2016.

ARTWORK DEADLINE: 1st June 2016

AWARDS

Acces del Pacifico (CAP).

What makes it special?

- Chile's Atacama desert is one of the most inhospitable places on earth, with insufficient natural water resources to support local mining interests, which account for one fifth of the country's GDP. Aconcagua solution was to construct a seawater desalination plant on an altitude of 1,200 metres in order to supply CAP, ambitious Cerros Negroes iron mine expansion. Access overcame considerable logistical and geological challenges by pre-fabricating a considerable portion of the plant infrastructure in Santiago before transporting it to the site.
- The plant is the first desalination in Latin America to incorporate Acciona Agua's proprietary MCDI/UF pre-treatment technology, which combines dissolved air flotation and ultrafiltration elements in the same basin. The system offers the potential for considerable energy savings by allowing the water only to turn on the filtration devices when dealing with 'bad' tide events. In addition, a uniquely simple jettish divergent device

Despite employing a more expensive pipe-jacking technique in order to minimize environmental damage when constructing the open ocean intake, Hyflux's ultra-low water offshore tank of 80,000m³ avoids placing the cost of desalination on the local population at a time when the cost and quality of regional utility services has become increasingly politicized.

The size of the plant reduces what is possible with membrane desalination, proving that the technology has truly carved out its place as the solution of choice for the world's leading desalination agencies. Not only is Mexico Africa's largest desalination plant, it is the largest plant in the world to feature UF pre-treatment.

Judge's verdict: Africa's flagship desalination plant.

Water Reuse Project of the Year

For the project, delivered during 2014, that represents the most significant advancement in

odbrechtenvironmental.com

Our business is life.

Present in 180 cities providing innovative solutions in water and wastewater, industrial utilities and waste management services, Odebrecht Environmental

AWARDS

strated the company's inherent value to some of the biggest corporate names on the planet. The move gave a huge boost to the company's technical capabilities, and brought with it enhanced access to development funding.

- As well as testing its credentials as a global leader willing to invest in South-South trade, Merck proved last year that it could fight and win competitive contracts in established markets, securing key wins in Dubai, Abu Dhabi and Egypt.
- The tie-up with low-temperature desalination company TPTE in September 2014 marked Merck's first major equity investment in technology, and demonstrates an expanded ambition for internal technical expertise. The deal also opened the door to new opportunities in industrial water and wastewater markets.

Judge's verdict: The standard-bearer for South-South trade in water.

HIGHLY COMMENDED United Envirotec

What is it?

“Unequaled as a desalination powerhouse.”

Desalination Company of the Year

For the desalination company which made the greatest overall contribution to the desalination industry in 2014.

WINNER 2015 Saline Water Conversion Corporation

What is it?

The bulk water supply agency for the Kingdom of Saudi Arabia, and the largest producer of desalinated water in the world, generating 4.6 million m³/d of water and

PENTAIR

EVERETTO

ODBRECHT Environmental

WWW.PENTAIR.COM | WWW.CODLINE.COM

AWARDS

Desalination Plant of the Year

For the desalination plant, commissioned during 2014, that represents the most impressive technical or ecologically sustainable achievement in the industry.

WINNER 2015 Ras Al-Khair SWRO, Saudi Arabia

What is it?

A 60 MGD (229,128 m³/d) membrane desalination installation on the Gulf coast of Saudi Arabia. It forms part of the world's largest desalination facility and, along with a new water transportation pipeline transforms the picture for potable water in Riyadh, one of the world's fastest-growing and most water-stressed cities.

Who is responsible?

The plant was procured and is owned and operated by Saudi Arabia's Saline Water Conversion Corporation, the world's largest desalination infrastructure operator. It was built under an EPC contract signed with Korean contractor Doosan, alongside civil works contractor Saudi Aramco and design consultant Pöyry. Tranebo supplied the RO membranes, while FIECO took responsibility for the supply of energy recovery devices.

What makes it special?

- The sheer scale of the project – it is the largest membrane facility ever to be built in the Gulf, and the largest in the world to feature DAF pre-treatment – amply demonstrates that reverse osmosis can easily cope with the difficult-to-treat feedwaters of the Gulf, where high salinity and red tides are the norm. The use of heavy-duty DAF/DMF pre-treatment to combat the oppressive environmental conditions proved once and for all that membrane desal is a serious contender in the GCC.
- The growing confidence in, and appetite for membrane desalination in Saudi Arabia is paving the way for an energy-efficient regional desalination portfolio ready to withstand the changing approach to energy generation in the Middle East. As countries diversify away from oil as a feedstock, the establishment of excellence in membrane desalination opens up further potential for exploring solar and other renewable sources of energy for desalination.
- The speedy completion of the membrane element of the project, along with dedicated features like the installation of a dedicated wastewater treatment plant to deal with DAF sludge, proved that even the most complex and extensive of projects can be delivered effectively in the Kingdom. The fact that the project finished up 21 million hours of accident-free construction activity in 2014 is testament to the fact that a project's size can only be matched by its commitment to health and safety, and earned it a special commendation from GWI.

Judge's verdict: Redefining membrane desalination in the Gulf.

GLOBAL WATER AWARDS

What is it?

A 400 gpm (1,588 m³/d) brackish water treatment plant featuring a three-step treatment process: ultrafiltration, reverse osmosis, and UV/advanced oxidation.

Who is responsible?

The prime design-build contractor was CIMAS South, H2O Innovation supplied the RO and ultrafiltration units, which use Teryc UF membranes and Hydramatic RO membranes. Trane provided the UV disinfection unit. The client is the Cambria Community Service District.

What makes it special?

- A 10-year per-capita consumption limit for local residents, a long-standing moratorium on new water connections, and a ban on the outdoor use of potable water meant that the coastal community of Cambria (pop. 6,000) ranked among the most water-stressed of California's raging drought. Although the city had limited its water consumption before, Governor Brown's declaration of a drought emergency forced up the possibility of developing an alternative brackish water option, which was exempt from a burdensome environmental review process, enabling it to move ahead in record time.
- Fast-tracking the construction of a desalination project such as this is unprecedented in California, and sets a new benchmark for what is achievable in the face of severe water stress. Following the decision to move ahead in January 2014, an emergency coastal development permit was granted in May and construction began in August. The use of pre-fabricated processing units and above-ground plumbing reduced the capital cost, and ensured that the plant was granted an operational permit by November 2014 – less than a year after the process began.
- The facility is a unique mix of groundwater, brackish water and secondary treated effluent, and the two-stage RO system results in a 92% permeate recovery rate – close to double that of a standard sea-water desalination plant. The high level of acceptance from local residents for what is ultimately an indirect potable reuse project conclusively demonstrates that Californians are willing to review their pioneering spirit when faced with long-logs.

Judge's verdict: A new breed of desal for California.

HIGHLY COMMENDED Coplago SWRO, Chile

What is it?

A 18,000 m³/d seawater reverse osmosis plant (expandable to 54,000 m³/d) supplying water to a new iron mine in Cerros Negro, Chile, as well as to a local municipality and nearby agricultural interests.

Who is responsible?

Acciona designed, constructed and commissioned the facility, and will operate it for 20 years. The plant features Hydramatic RO membranes and FX energy recovery devices from ERI. The client is Compañía de

Simply... WE ARE THE LARGEST PRODUCER OF DESALINATED SEAWATER IN THE WORLD!

GLOBAL WATER AWARDS

WWW.SWCC.GOV.SA

ODBRECHT Environmental

WWW.PENTAIR.COM | WWW.CODLINE.COM

GLOBALWATERLEADERS.ORG

The Global Water Leaders Group brings together the CEOs of water utilities and agencies to address the world's water issues and to drive performance and practical change. Water is an inherently local business, and the goal of The Global Water Leaders Group is to drive change by overcoming the fragmentation in the water sector.

GlobalWaterLeaders.org is where this happens. It is the central resource for introducing potential leaders to the Global Water Leaders Group and is the hub for information about the Global Water Leaders news and events. Water Leader magazine is distributed to 2,500 leaders, and this website is where they go to find out how they can play a greater role in the group.

Advertising on **GlobalWaterLeaders.org** associates your brand with a force for positive change and puts your company in front of some of the most important utility leaders in the world.

Globalwaterleaders.org has the strongest SEO of all similar websites in the water sector.



TOP 10 VISITOR COUNTRIES (%)



RATES AND SPECIFICATIONS

WATER LEADER MAGAZINE

Placement	1 Issue	3 Issues (per issue)
Premium Page	£5,000	£4,500
	\$9,100	\$8,200
Full Page	£4,000	£3,600
	\$7,300	\$6,550
Half Page	£2,500	£2,300
	\$4,550	\$4,200

GLOBALWATERLEADERS.ORG

Placement	1 Month	3 Months (per month)	6 Months (per month)	12 Months (per month)
Medium Rectangle Banner	£550	£510	£485	£450
	\$1,000	\$930	\$880	\$820

GLOBAL WATER AWARDS 2016 - THE WINNERS REVIEW

Placement	July 2016 Issue
Premium Page*	£4,000
	\$7,300
Full Page	£3,000
	\$5,500
Half Page	£2,000
	\$3,600

*A Premium Page features at the beginning and in the middle of this section.

WATER LEADER MAGAZINE SPECIFICATIONS

	PREMIUM PAGE	FULL PAGE	HALF PAGE
Orientation			
Shape	Vertical	Vertical	Horizontal
Bleed (W x H) in mm	215 x 302	215 x 302	195 x 135
Print Area in mm	210 x 297	210 x 297	190 x 130

Premium Page adverts appear on the back and inside covers of Water Leader Magazine

ACCEPTED PRINT:

- » PDF (preferred) Press Optimised
PDF/X-1a. – Industry standard fonts must be embedded
- » EPS (CMYK) – All fonts and graphics to be included in the file
- » TIF/JPG (300 dpi) – Dimensions must be consistent with purchased ad size

ACCEPTED ONLINE & DIGITAL

- » JPG, Static and Animated GIFs or SWF – eNewsletters do not accept animated files
- » Files should be no larger than 30KB
- » All files should be provided with a URL to create a weblink

DELIVERY

1. Email (For files under 15MB): Please email your artwork to Kirsty Hewitt – khewitt@globalwaterintel.com
2. Post: Physical material to be sent to: Media Analytics Ltd, Suite C, Kingsmead House, Oxpens Road, Oxford OX1 1XX, UK

GLOBALWATERLEADERS.ORG SPECIFICATIONS

- » Up to four rotations allowed for each banner position
- » **Medium Rectangle Banner** 300 x 250 pixels

File types supported: SWF, GIF, PNG and JPG

CANCELLATION POLICY

Notification of cancellation must be made at least 15 days prior to the publishing date. Changes or cancellations must be received in writing. Any advertiser cancelling after that must pay the full charge for the space. The publisher reserves the right to use previous material if the copy is not received by the advertising materials due deadline.