WASTE + WATER MANAGEMENT
AUSTRALIA

WWW

MEDIA KIT
2021

WASTE + WATER MANAGEMENT
AUSTRALIA

OCTOBER 2016

V43.3

ENVIRONMENT
SUSTAINABILITY
PUBLIC HEALTH
SINCE 1973

WASTE + WATER MANAGEMENT AUSTRALIA
SINCE 1973
wwm

ENVIRONMENT
SUSTAINABILITY
PUBLIC HEALTH

PRINT • DIGITAL • ONLINE

AUSTRALIA'S PREMIER
WASTE, WATER & ENVIRONMENTAL MANAGEMENT PUBLICATION

PROFILE

Published since 1973, Waste + Water Management Australia (WWM) is widely read and respected throughout Australia and internationally, covering all aspects of waste, water and environmental management.

WWM covers all aspects of environmental management, delivering the latest in local and international news and views, together with project features, technical papers, company profiles and product reviews - providing public and private sector industry professionals with targeted and relevant content. WWM also regularly incorporates major features on the latest Local, State and Federal Government projects and initiatives, including in-depth analyses and expert comment.

Produced bi-monthly (6-issues per year) WWM is distributed to all Australian Councils, together with appropriate Federal, State and Local Government Authorities, NGO's, industry companies (including utilities, service companies and contractors), private sector consultants, environmental engineers, academics and industry professionals.

DISTRIBUTION
(PRINT AND DIGITAL)

Distributed in print and digital formats direct to subscribers, WWM is aimed at industry professionals throughout both the public and private sectors.

Together with the high quality print version, WWM is simultaneously published as a digital 'flipbook' for online viewing via ISSUU and as an 'Active PDF eBOOK' that works across a full range of devices, including: iPad®, iPhone®, Android® devices, tablets, laptops and desktops (Windows® and Mac®) - in fact, anything that can open an Adobe® PDF format document.

Produced with identical content to the print version, the digital version features live web and email links for articles and adverts.

TOPICS COVERED

- Recycling, Greenwaste Processing and Waste Minimisation strategies and projects (commercial and residential)
- New Technology and Equipment
- ESD (Ecologically Sustainable Development)
- Renewable Energy
- Water Treatment, Recycling and Reuse
- Water Management and Conservation Strategies
- Water Sensitive Urban Design (WSUD)
- eWaste Recycling
- Product Stewardship
- Electric Vehicles
- Climate Change

INDUSTRY SUPPORT

WWM is proudly supported by a number of key associations and industry groups, including the Australasian Corrosion Association and National Precast Concrete Association of Australia.

Together with these key media partnerships, WWM is also an official media partner with numerous high profile conferences, exhibitions and other trade events both in Australia and Internationally.

AUSTRALIA'S PREMIER
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READERSHIP (AS AT 31/5/21)

Average Reads per Issue: 60,050*

Combined Print & Digital half-life (30-day) readership averaged over Nov/Dec 2020, Jan 2021 and Mar/Apr 2021 issues.
DOES NOT INCLUDE external library and research source subscriptions.
DOES NOT INLCUDE ad hoc downloads and views through web landing page.

Readership numbers include direct print subscribers and digital subscribers (who access and/or download their issue of WWM via www.epcgroup.com/magazines/wwm-magazine); together with digital distribution to all members and affiliates of our Media Partner organisations, including:

• ACA (Australasian Corrosion Association)
• NPCAA (National Precast Concrete Association Australia)

The magazine's readership is further bolstered by the fact that we are also a foundation publisher with the RMIT InformIT platform and EBSCO digital (with WWM available as a digital subscription from both). WWM is also licensed as an industry / learning resource through the National Library of Australia and all Australian state libraries (through the NED National eDeposit), as well as research and training institutions across Australia and around the globe.

WWM Readership (by Profession):

Environment Professionals (Manager/Supervisor):	28%
Water Industry Professionals:	21%
Waste / Recycling Service Providers:	12%
Waste Generators:	12%
Renewables Professionals:	13%
Academics / R&D Sector:	10%
Equipment / Materials Suppliers:	4%

WWM Distribution by State:

NSW/ACT	20%	Western Australia	6%
Victoria	17%	Tasmania	1%
Queensland	14%	International	34%
SA/NT	8%		

WWM Readership (by Sector):

Private Sector	77%
State / Federal Government	11%
Local Government	12%

WWM ONLINE PORTAL (www.epcgroup.com/magazines/wwm-magazine)

Average Visits per Month: 34,650*

Averaged over the 4-month period 01/02/21 – 31/05/21

Includes an average of 6,300 unique casual visits per month (some 77% of which either download or view the current issue online).

2021 FEATURES LIST (*PLEASE NOTE NEW PUBLICATION DATES)

Together with regular news and feature sections from each of our Media Partners, WWM includes a range of special Feature Sections across the year, including:

FEB 2021 ISSUE
- Waste & Recycling Equipment
- Landfill Dust & Odour Control
- Waste Minimisation
- Green Organics Processing
- Trenchless Technology
- Pumps
- Water Quality & Regulation
- Renewables

MAR/APR ISSUE
EQUIPMENT SPECIAL
- Street Sweeping Equipment
- Pumps
- Alternative Waste Treatment
- Odour Control
- Waste to Energy Technology
- Recycling & Resource Recovery
- Green Organics Processing
- Water Efficiency & Conservation

JUN/JUL ISSUE
EQUIPMENT SPECIAL
- MRF + Recycling Special
- Waste & Recycling Equipment
- Solid Waste Management
- Pipes & Pipeline Technology
- Stormwater Harvesting & Treatment
- Groundwater Engineering

AUG/SEP ISSUE
- eWaste
- Landfill Management
- Waste Minimisation
- Collection Systems
- Wastewater Technology
- Sewage Treatment
- CO_2 Emissions & Climate Change
- Membrane Processes

OCT/NOV ISSUE
- Pipes & Pipeline Technology
- Water Efficiency & Conservation
- Stormwater
- Biosolids & Sludge Management
- Solid Waste Management
- Kerbside Collection Systems
- Bin Special
- Screening & Crushin

DEC 2021/JAN 2022 ISSUE
EQUIPMENT SPECIAL
- Resource Recovery & Recycling
- Wastewater Technology
- Water Treatment, Recycling & Reuse
- Climate Change
- Landfill Management
- Collection Equipment
- Screening & Crushing

AUSTRALIA'S PREMIER
WASTE, WATER & ENVIRONMENTAL MANAGEMENT PUBLICATION
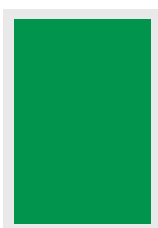
ADVERTISING SIZES

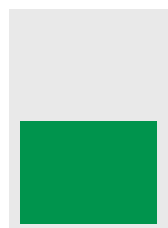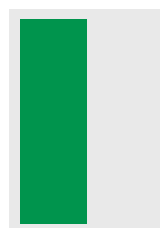### DOUBLE PAGE SPREAD

double page bleed

FULL PAGE

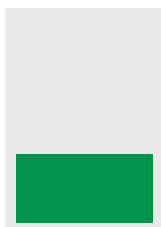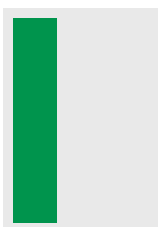full page bleed   full page bordered
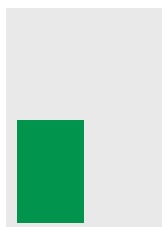
HALF PAGE

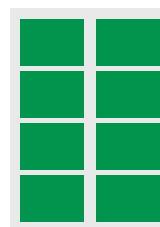horizontal   vertical

THIRD PAGE

horizontal   vertical

QUARTER PAGE

block   horizontal

EIGHTH PAGE

horizontal

Advertising Sizes	Width		Depth
Magazine Trim Size (mm)	210	x	297

Advert Sizes	Width		Depth
Double Page Spread (inc 5mm Bleed)	430	x	307
Full Page (Inc 5mm Bleed)	220	x	307
Full Page (Bordered)	181	x	270
Half Page (Horizontal)	181	x	135
Half Page (Vertical)	88	x	270
1/3 Page (Horizontal)	181	x	90
1/3 Page (Vertical)	57	x	270
1/4 Page (Block)	88	x	135
1/4 Page (Horizontal)	181	x	66
1/8 Page (Horizontal)	88	x	66

Digital Banner Advert Sizes

Advert Type	Desktop/Tablet	Mobile
Digital Leaderboard Ad	728px(w) x 90px(d)	320px(w) x 50px(d)
Digital MREC Banner Ad	300px(w) x 250px(d)	320px(w) x 50px(d)
Distribution Email Banner	728px(w) x 200px(d)	N/A

* Leaderboard and MREC Banner ads (both desktop and mobile versions) can be static (.jpg or .png format) or animated (.gif format) with a maximum 8-second cycle
* We require BOTH the desktop and mobile sizes for Leaderboard and MREC bookings
* Distribution Email Banner ads are STATIC ad formats only (.jpg or .png format)

MATERIAL SPECIFICATIONS

Preferred File Format
Press Optimised Adobe PDF with:

- All graphic content set as CMYK with a minimum resolution of 300dpi @ 100% size
- Line art as vector (preferred) or with a minimum resolution of 1200dpi @ 100% size
- Fonts as curves / outlines (preferred) or all fonts embedded (except for URL liks - see note below)

Other File Formats
We can also accept materials in all other professional file formats, including: Quark Xpress, Adobe InDesign, Adobe Illustrator and Corel Draw. We accept files in both Windows® and Mac® formats.

Active URL Links in Adverts
PLEASE NOTE: Many PDF readers and other e-Reader programs will only auto-detect URL links in adverts when they are preceeded by the either a **http://** or **https://** or **www.**
To maximise the effectiveness of your advert, please ensure that the full URL is included and the link is kept as TEXT in the artwork (e.g. NOT converted outlines /curves).

Artwork Design & Preparation
We can also assist with design and preparation of professional advert materials. Contact us on **1300 EPC GROUP** (1300 372 476) (International +61 3 5784 2210) or email: **ats@epcgroup.com** for more details.

Artwork Files (Up to 10Mb size) can be sent via email to: **adverts@epcgroup.com**

Artwork Files (Over 10Mb size) can be submitted via our WeTransfer™ FTP site: **epcgroup.wetransfer.com**

or via Dropbox with the link forwarded to: **ats@epcgroup.com**

OTHER EPC PUBLICATIONS

EPC Media Group publications provide high quality, targeted media access to key Australian and International markets - reaching all levels of Government and the private sector, across a broad range of industries.

HEA
Highway
Engineering
Australia

CEA
Construction
Engineering
Australia

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ADVERTISING RATES (EXCLUSIVE OF GST)

Advert Size	Casual	3 Issues (per issue)	6 Issues (per issue)	12 issues (per issue)
Full Page	$3100	$2950	$2800	$2650
Half Page	$2100	$1950	$1800	$1700
Third Page	$1700	$1550	$1400	$1300
Quarter Page	$1350	$1250	$1150	$1050
Eighth Page	$950	$850	$750	$650
Double Page Spread	$5200	$4800	$4400	$4200

Premium Position Charges: Outside Back Cover +30% / Inside Front Cover +20% / Guaranteed RHP +15%
DIGITAL & PRINT INCLUDED: All prices shown are for both the DIGITAL and PRINT versions of the magazine.
Adverts included in the DIGITAL editions should be formatted to include Web and Email links.

PUBLICATION DATES (*PLEASE NOTE NEW PUBLICATION DATES)

Issue	Publication Date	Bookings By	Materials By
January 2021	January 29th	January 4th	January 11th
Mar/Apr 2021	March 26th	March 19th	March 22nd
Jun/Jul 2021	June 30th	June 16th	June 23rd
Aug/Sep 2021	September 15th	September 1st	September 10th
Oct/Nov 2021	October 29th	October 15th	October 22nd
Dec 2021/Jan 2022	December 17th	December 3rd	December 10th

WEB ADVERTISING RATES

We also offer a limited number of web-banner adverts on the main WWM online page on both the desktop and mobile sites. As the main portal for subscriber access to issue downloads, online viewing and news updates, the site attracts a significant amount of traffic each month. Our Web Banner packages also include additional featured news posts.

Leaderboard Banner Advert
1 month - $1,500+gst
3 months - $4,000+gst
6 months - $6,000+gst
12 months - $10,000+gst

MREC Banner Advert
1 month - $1,200+gst
3 months - $3,200+gst
6 months - $4,800+gst
12 months - $8,000+gst