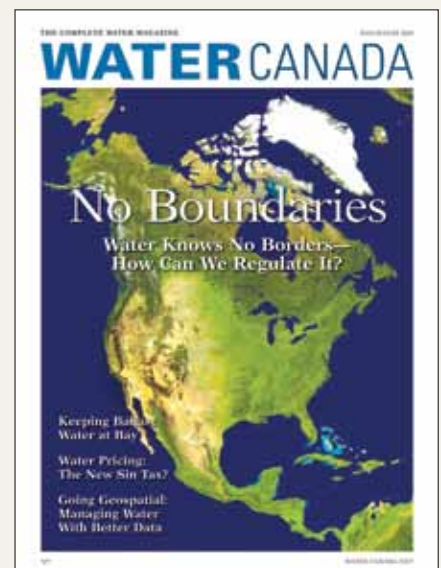
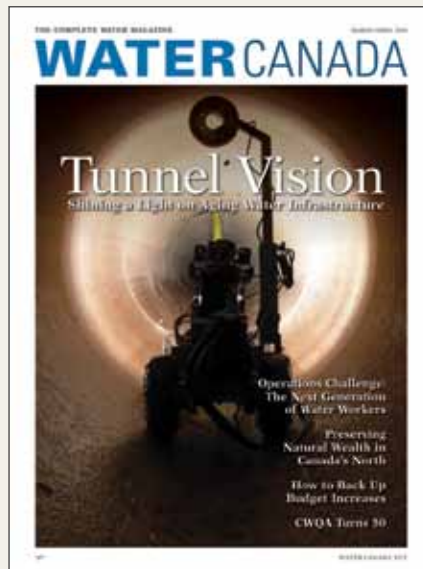
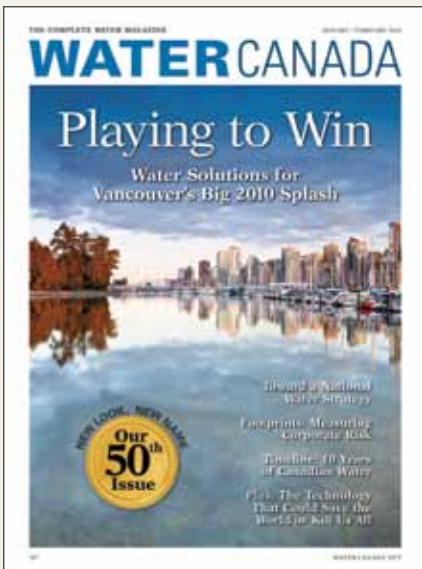


THE COMPLETE WATER MAGAZINE

WATER CANADA

media kit 2011



The only magazine dedicated to the entire Canadian water industry.

Reach the decision makers in key markets—advertise with Water Canada.

Plus:



BUYER'S GUIDE

water's next

watercanada.net



Kerry Freek, Editor
 e: kerry@watercanada.net
 t: 416.444.5842, ext. 112

Editorial Mandate

Water Canada serves the country's water industry leaders with national news coverage, relevant case studies, and leading-edge ideas.

Thousands of readers turn to Water Canada for exclusive, insightful content that promotes stewardship of Canada's water and quality water for all Canadians. Here, key players come together to explore and discuss innovative solutions for the management of our most important natural resource.

2011 Editorial Schedule*

Submissions and queries are welcome. In addition to timely, topical editorial, regular columns and departments include the following:

Fine Print – Providing case studies about water-related disputes, explaining legal implications for business, and making sense of new policies.

Liquid Assets – Examining investment in water innovation, corporate social responsibility strategies, and how the world is placing value on water.

The New Tech – Profiles of water technologies that are making a difference at home and worldwide.

To Tap and Back – Issues in the residential and commercial water treatment market.

Bottle Matters – Following developments in the bottled water industry.

H2Opinion – Big picture ideas about water, its management, and its influence.

News – Hires, moves, accolades, awards, et cetera.

Events – Industry event coverage and photos.

To inquire about submission deadlines, contact Kerry Freek.

January/February

Supplement: Water's Next – celebrating Canada's best and brightest in water.

Groundbreakers: How researchers are solving the world's water problems.

2010 in Review: A timeline of the year's biggest water news.

Maps: Measuring our water resources.

March/April

Infrastructure: Solutions for aging wastewater and drinking water systems.

Stormwater: Next-level LID and other developments.

Demand Management: Conservation, energy and efficiency.

Safety: From big city systems to under-the-counter solutions.

Regional Focus: Northern Canada

May/June

Homes: Residential treatment, water use, and environmental impact.

First Nations and Small Communities: Challenges, funding, and treatment options.

Operations and Business: How the water industry is changing.

Regional Focus: Quebec

*Editorial lineup is subject to change.

July/August

Climate Change: Impacts and adaptive strategies for drought, flooding and fluctuating water levels.

Reuse: Treating and recycling black and greywater in urban and rural settings.

Nutrient Toxicity: Nitrogen, phosphorus and other nuisances.

Regional Focus: Atlantic Canada

September/October

The Industry Issue: Treatment tech for mining, oil sands, gas and agriculture.

Groundwater: Protecting and remediating what flows beneath.

Natural Systems: Advances in biological processes.

Regional Focus: Ontario

November/December

Supplement: Buyer's Guide 2012

The Big Ideas Issue: Design, technologies, products – what does the future hold?

Innovation: How Canada is accelerating, developing, and exporting homegrown water tech.

Areas of Concern: A look at what's listed, what's delisted, and why.

Regional Focus: Western Canada

reach

Every issue of Water Canada reaches over **24,000** professionals across Canada.*

Water treatment

Equipment manufacturers, suppliers, distributors, wholesalers and retailers

28%

Federal, provincial and territorial government

procurement officers and elected officials

13%

Environmental consultants

11%

Laboratories, hospitals and technology providers

6%

Educational institutions

6%

First Nations and Aboriginal chiefs and business people

6%

Municipal executives and councillors, water and health officials


4%

Senior operational staff at water treatment facilities

5%

Engineers, designers, constructors and project managers

20%

 *Publishers Claim of Circulation, Sept. 2010 – CARD Applied for CCAB Audit.

*The Water Canada 2009 Readership Survey indicated an average of 2.5 readers per issue. Pass-along readers are readers who become familiar with a publication without the purchase of a publication. These readers are taken into account when calculating the total number of readers of a publication. – ABM

Circulation

Ontario	3,302	Man/Sask	604	Event distribution	300
Quebec	1,016	Maritimes	550	Newsstand	325
British Columbia	998	Yukon/NWT	111		
Alberta	887	United States & foreign ...	562	Total Circulation	8,655

Water Canada's supporting web properties, WaterCanada.net and the Droplet, make us the best single-source for Canadian water news online.

In the past year, WaterCanada.net's traffic has more than quadrupled. We're giving readers more ways to access our content using tools such as RSS feeds, Feedburner, and Twitter (@CanadianWater).

By bundling your print advertising with a campaign on WaterCanada.net and the Droplet, our monthly e-newsletter, you're guaranteed to reach 100 per cent of our diverse, influential readership—in all the places they are reading us.

Contact lee@watercanada.net for our up-to-the-minute web statistics.

WaterCanada.net

The Droplet

The Droplet Feature/Interview

Leaderboard
(728 x 90 pixels)

Big Box
(300 x 250 pixels)

Big Box
(300 x 250 pixels)

Square Buttons
(125 x 125 pixels)

Skyscraper
(160 x 600 pixels)

Big Box
(300 x 250 pixels)

Leaderboard
(330 x 90 pixels)

Big Box
(215 x 200 pixels)

Sponsor Logo

Square Button
(160 x 160 pixels)

Square Button
(160 x 160 pixels)

Square Button
(160 x 160 pixels)

Big Box
(215 x 200 pixels)

Sponsor Ad
(330 x 90 pixels)

Leaderboard
(330 x 90 pixels)

Skyscraper
(160 x 600 pixels)

See bundle options for print and web on page 6.

- Readers get their daily dose of exclusive Canadian industry content, interviews and guest bloggers covering a range of topics at **watercanada.net**.
- **The Droplet** Our popular twice-per-month emailed newsletter provides a snapshot of the most relevant and timeliest items from our website's features, news and blog sections.
- **The Droplet Feature/Interview** A once-per-month series of exclusive features and interviews.

exclusive industry publications

Annual Buyer's Guide



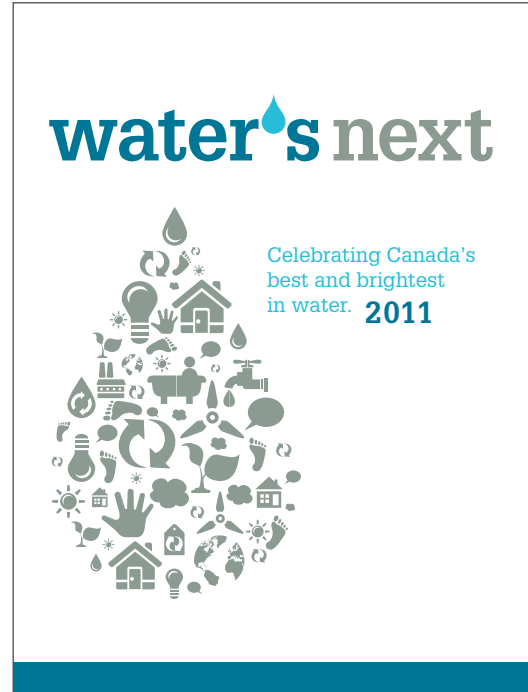
- Available in print and online.
- A comprehensive directory of water products, services and resources.
- Categories include manufacturers, suppliers and distributors.
- Enhance your presence with ad space in the 2011 Buyer's Guide print edition, mailed with the November/December 2010 issue of Water Canada.
- All listings submitted by October 8, 2010 will automatically appear in the print version.



To submit your Buyer's Guide listing, visit watercanada.net/buyers-guide.

watercanada.net

Water's Next



- Water's Next will highlight the people, projects, businesses, and innovations that are making a significant contribution to the health, quality and management of Canada's water.
- A third-party committee of water experts and professionals will provide guidance for this project and make selections from nominations submitted to Water Canada's website.
- The publication is scheduled to debut as a supplement to our January/February 2011 issue.

For more information, visit watercanada.net/watersnext

For advertising opportunities, frequency packages and bundles, contact **Lee Scarlett** at **416-444-5842, ext. 114** or lee@watercanada.net

cross-media campaign bundling

Make the most of your marketing campaign—work with Water Canada to create a customized advertising bundle.



Print



Website



E-newsletter



Social media

Customize your campaign

It's all about **Reach & Frequency**—the rules never change. We consult with you and deliver the results you need. Advertise once to be seen, frequently to be remembered.

- Water Canada print ads
- Co-branding with ReNew Canada
- Digital marketing products
- Dedicated direct email campaigns to our readers
- Exclusive industry publications (see page 5 for details)
- Geographic distribution – inserts and polybags (save on postage and mailing costs by inserting your own direct marketing material)
- Industry roundtables
- Column sponsorship

Our broad reach through social media networks is a bonus when you become a client of ours.

Sample package

One full-page ad + Three half-page ads + Buyer's Guide Super Listing
+ Six months with a square button ad in The Droplet (2x/month) AND on the Water Canada website

Value: \$8,145

Price after bundling: \$6,800

Industry Roundtables

- Water Canada will facilitate six industry roundtables
- Each discussion will have a single sponsor
- Discussion content will be determined by the sponsor
- Audience will be targeted to the sponsor's sector of the water industry
- The format will be a moderated, four-expert roundtable discussion

For customized options and bundle packages, contact Lee Scarlett at 416-444-5842, ext. 114 or lee@watercanada.net

engaging the industry

WATER CANADA believes it is critical to be engaged with the industry through education and discussion about our country's water issues. We regularly take partnership roles with provocative symposia and key industry events in Canada and abroad.

SELECTED EVENTS



Water Canada's editor, Kerry Freek, in the middle of a media scrum with federal Minister of Environment Jim Prentice at McGill University.

Canadian Water: Towards a New Strategy March 25-26, 2010 – Montreal

Some 250 attendees gathered at McGill University for this conference on national water policy leadership, touching on everything from climate change to bulk water exports, and water wars to technology advancement.

Value of Water Series April 22, May 26 & June 29, 2010 – Toronto

As part of its Environmental Finance series, University of Toronto's Centre for Environment hosted this seminar series, held in collaboration with Water Canada magazine, the Canadian Urban Institute and United Nations University-INWEH. Water Canada's editor, Kerry Freek, served as moderator for the third session on mutual benefits for the public and private sector and sits on the series' advisory committee.

Water Technologies Symposium April 21-23, 2010 – Banff

Nestled in the Rockies and hosted by the Environmental Services Association of Alberta (ESAA), WaterTech exposed delegates to the latest in water

technology, with a special focus on groundwater. Water Canada was the event's official publication, with editor Kerry Freek moderating a session on produced water.



The Canadian Water Summit's head table, including former Prime Minister of Canada John Turner and Ontario's Premier Dalton McGuinty.



Water Canada's publisher, Todd Latham, poses with delegates at the Canadian Water Summit reception.

Canadian Water Summit June 17, 2010 – Toronto

In an advisory role, Water Canada partnered with Innovolve Group, Waterlution, World Wildlife Fund, Sustainable Development Technology Canada, Sustainable Buildings Canada, The Globe and Mail, and University of Toronto's Centre for Environment to develop a conference that brought together a rich cross-section of the practitioners and stakeholders who are shaping Canada's new water reality.



Kerry Freek moderates a session at Toronto's National Club on June 8 with panellists David Henderson, Angella Hughes, and Kevin Jones.

UPCOMING

IWA World Water Congress and Exhibition September 19-24, 2010 – Montreal

More than 4,500 water professionals will gather in for this high-profile biennial event that in previous years has been held in Vienna, Beijing, Marrakech, Melbourne, Berlin and Paris. As an exhibitor and partner, Water Canada will be leading an industry forum in partnership with the United Nations University – Institute for Water, Environment & Health. We've also planned exclusive print and online coverage, including daily blogs.

WEFTEC October 2-6, 2010 – New Orleans

Water Canada will attend this year's Water Environment Federation's Annual Technical Exhibition and Conference, the largest annual water quality exhibition in the world. The expansive show floor provides access to the most cutting-edge technologies in the field, and the conference serves as a forum for domestic and international business opportunities, promoting peer-to-peer networking between its more than 20,000 attendees.

Contact Lee Scarlett or Kerry Freek if you'd like Water Canada to be part of your event.

ACTIVE MEMBERS

Water Canada is proud to be members of the following organizations, and sit on several executive committees and boards of directors: The Ontario Environment Industry Association, Canadian Public Works Association, Canadian Water Quality Association, Water Quality Association, Water Environment Federation, Water Environment Federation of Ontario, Magazines Canada, The Canadian Urban Institute, University of Toronto Centre for Environment.

Water Canada magazine

Full Colour	1x	3x	6x
Full Page	\$2,890	\$2,600	\$2,310
2/3 Page	\$2,400	\$2,160	\$1,920
1/2 Island	\$2,030	\$1,830	\$1,625
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 (Full Colour, 6x only) Call for availability

Outside Back Cover	\$3,475
Inside Front/Inside Back	\$3,220

Advertising Deadlines

Issue	Ad Close	Art Close	Dist. Date
Jan./Feb.	Nov. 26	Dec. 3	Jan. 3
March/April	Feb. 4	Feb. 11	March 7
May/June	April 1	April 13	May 11
July/Aug.	June 10	June 16	July 13
Sept./Oct.	Aug. 12	Aug. 18	Sept. 14
Nov./Dec.	Oct. 7	Oct. 14	Dec. 11

NOTE: Rates are effective October 29, 2010. All advertising rates are net. Applicable taxes are extra. All rates are based on receiving completed electronic artwork. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts—costs are due upon receipt of invoice following each published date of magazine.

GST# 87301 2900 RT001

The Droplet e-newsletter (see page 4)

Ad Size	6x/3 mon.	12x/6 mon.	24x/12 mon.
Leaderboard (1 position available)	\$1,200	\$2,400	\$4,800
Big Box (2 positions available)	\$840	\$1,680	\$3,360
Square Button (3 positions available)	\$480	\$960	\$1,920
Sponsor Banner (1 position available)	\$1,125	\$2,250	\$4,500

The Droplet Feature/Interview (see page 4)

Ad Size	3x/3 mon.	6x/6 mon.
Leaderboard (1 position per newsletter available)	\$1,560	\$3,120
Skyscraper (1 position per newsletter available)	\$1,770	\$3,540

Buyer's Guide (see page 5)

Basic Listing:	\$0
Extra Listing: Basic listing + bold company name + 50-word description ...	\$95
Logo Listing: An extra listing + black and white company logo	\$145
Super Listing: A colour logo + listing with links in the online version	\$195

Buyer's Guide & Water's Next

Full Page	\$2,890	1/2 Page	\$1,930
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For advertising opportunities, frequency packages and bundles, contact Lee Scarlett.

Advertising Dimensions

Full Page Bleed 8.375" x 11.125" Safe Area 7" x 10" Trim Size 8.125" x 10.875"	2/3 Vert. 4.625" x 10" 1/3 Vert. 2.125" x 10"	1/3 Sqr. 4.625" x 4.75" 1/2 Horiz. 7" x 4.75"	1/4 Vert. 3.375" x 4.75" 1/2 Vert. 3.375" x 10"	1/2 Island 4.625" x 7.5"
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Artwork Specifications

Please provide ad art as a high quality print 300 dpi resolution pdf. Add 1/8" bleed on full page ads only. Do not add a keyline—this will be applied during layout. Please contact Donna Endacott, art director and designer, for FTP upload information at donna@actualmedia.ca.



Actual Media Inc.
218 Adelaide St. W., 3rd Floor
Toronto, ON M5H 1W7
f: 416-444-1176 tf: 877-663-6866



Lee Scarlett
Associate Publisher
e: lee@watercanada.net
t: 416-444-5842, ext. 114



Todd Latham
Publisher
e: todd@watercanada.net
t: 416-444-5842, ext. 111