

H₂O

APPLYING THOUGHT
TO WATER IN THE
MIDDLE EAST



Media Information 2010

Magazine

H2O

Water evokes a deep sense of responsibility among the governments, people and businesses in the Middle East & North Africa (MENA) region, which is the most water scarce region of the world. Since 2006, *H2O* has been catering to this growing sensibility with insightful content that promotes the stewardship of this scarce resource. As water crises hit even hitherto water rich countries, the sourcing, conservation, treatment and reuse of water is being accorded high priority by the countries in the MENA region. *H2O* is committed to serving the region's water sector with relevant news, interviews, technical articles, case studies and innovative solutions for municipal, industrial and build environment water/wastewater applications. In *H2O*, you will find key regional and international players coming together to discuss and share their thoughts for water management in the MENA region and closing the loop between production and recycling/re-use.

> FREQUENCY: MONTHLY

Supplements

H2O Desal Digest

As climate change, pollution, economic growth and population surge put water resources under pressure, desalination is fast emerging as an important part of the global water solutions. The past few years has seen the expansion of the desalination market to include the US, India, China and Australia even as traditional markets in the MENA region and Oceania continue to grow. According to the 22nd GWI/IDA Worldwide Desalting Plant Inventory, the total capacity of plants online in 2009 was 59.9 million m³/day, a 6.6 million m³/day increase on the previous year, representing the largest amount of desalination capacity brought on line in a single year. The emphasis on desalination has breathed new life into old and new desalting technologies like forward osmosis, led to new business and sustainability models for building and operating desalination plants, and spurred innovation in renewable energy resources like solar, nuclear and osmotic energy for powering these plants. As a result, the desalination industry is expected to grow to \$16 billion by 2020 from \$10 billion today. *H2O Desal Digest* has been conceived as a focused, authoritative resource for desalination industry capturing and analysing market and technology trends, highlighting new business and R&D opportunities, tracking key projects, and presenting implementation and operating experiences, through news, features, case studies, interviews, graphs/charts, country reports, company and product profiles with an emphasis on the MENA region.

> MONTHS OF PUBLICATION: JUNE AND DECEMBER 2010

Plumbing Market

The plumbing industry's fortunes are closely aligned to residential and commercial construction markets. With commercial and reconstruction activity in the MENA region experiencing mixed levels of growth, and with Green Building regulations and revamped plumbing codes coming to the fore, customers have started to assign more weight to quality and efficiency in addition to cost, while making purchase decisions. At the other end, the funds crunch has forced facility managers to get more out of their existing installations, through more efficient Operations & Maintenance practices, and even retrofits. The service side has had to rework margins and models to suit customer requirements. *Plumbing Market* aims to be a source of reference for the plumbing industry in the MENA region, presenting new trends in plumbing design; materials; efficiencies; energy use; maintenance; product innovations; and market opportunities through a mix of news, features, interviews, case studies, project and country reports and company/product profiles.

> MONTH OF PUBLICATION: JULY 2010





Retrofit News & Chronicle

Driven by a need to reduce power and water consumption and by existing market conditions that don't seem as conducive to new construction, retrofitting has emerged to become quite a frontline activity. Already, examples abound of retrofitting activities in various GCC entities. *Retrofit News & Chronicle*, a monthly, 16-page inbound supplement, addresses the need for information and exchange of perspectives relating to the retrofitting industry. A typical issue contains profiles and case-studies on retrofitted buildings and those that are receiving attention. It also lists retrofit projects around the globe, and retrofit products and services. The supplement is a part *H2O* of and its sister publications, *Climate Control Middle East* and *MEGAWHAT*. At the end of the year, the monthly supplements will be stitched and edited into a *Retrofitting Report*, so they tell a complete and compelling story of the year's retrofitting initiatives.

> FREQUENCY: **MONTHLY** (from February 2010)

Wastewater Annual

Establishing sustainable water management practices requires a responsible use of water resources while at the same time assuring sufficient water supply to different users. Resolving competing demands for a scarce resource calls for expansion of supply and managing demand more wisely. As a result, wastewater recycling and re-use is definitely getting more attention from governments in the Middle East keen to manage their scarce and costly water resources. The *H2O Wastewater Annual* has been conceived as a compilation of topical features, case studies, technical papers, research and interviews across the wastewater spectrum which will provide insights into the sunrise water sector of the 21st century.

> MONTH OF PUBLICATION: **AUGUST 2010**

SIWW Special (In-bound)

The Singapore International Water Week is the global platform that brings policymakers, industry leaders, experts and practitioners together to address challenges, showcase technologies, discover opportunities and celebrate achievements in the water world. From its inception in 2008, SIWW has rapidly climbed to the pole position in the global water events circuit. The SIWW special will provide a special preview of one of the largest 'must attend' events in the water world today.

> MONTH OF PUBLICATION: **JUNE 2010**

THE AUDIENCE

Water and wastewater utilities, consultants, manufacturers and distributors of water and wastewater equipment & supplies, contractors (EPC, MEP), property developers, facility managers, government & regulatory bodies, testing laboratories, educational and R&D organisations, financial institutions, industrial & commercial water consumers, IT & automation specialists and system integrators.

CONTENTS

H2O offers comprehensive coverage of the water and wastewater industry, with an emphasis on relevance and depth. A typical issue of *H2O* contains news updates, cover story, features, case studies, technical papers, product reviews, events, service and contracts-related information that together provide a unique operational, economic and technical perspective of the municipal, industrial, and residential/commercial water and wastewater sectors in the MENA region.

DISTRIBUTION

H2O is in A4 format and saddlestitched. The print edition reaches in excess of 10,500 readers. The magazine is distributed at relevant water industry trade shows. In addition, it is distributed in digital (Zinio) format to a database spanning the entire MENA region (see description, next page).

ADVERTISING RATES (1 insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

Normal page rates:	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 3,900	<p>SPECIAL ZINIO OFFER!</p> <p>Only USD 600 extra for a digital ad on all sizes!</p> <p>Zinio only available with print</p> <p>Advertising agency commission: 15%</p> <p>Guaranteed position: +10%</p> <p>PAYMENT: On receipt of invoice</p>
Double-page spread	USD 6,900	
Gatefold	USD 7,900	
Fake cover	USD 6,500	
Centrefold DPS	USD 7,500	
2/3 page	USD 3,700	
1/2 page - island	USD 3,500	
1/2 page	USD 2,900	
1/3 page	USD 1,900	
1/4 page	USD 1,600	
Cover positions: (Zinio compulsory)		
Outside back cover	USD 4,900	
Inside front cover	USD 4,900	
Inside back cover	USD 4,900	
Belly band	USD 5,000	
Classifieds rates	on request	
Company profile:		
Full page	USD 4,500	
Two pages	USD 7,500	
Three pages	USD 9,500	
Four pages	USD 11,500	
Four pages (centrefold)	USD 12,500	
Four pages (thick paper, centrefold)	USD 13,500	

Profile:

- Contractors, Consultants **24%**
- Industry professionals **22%**
- Developers **12%**
- Commercial consumers (Hotels, Hospitals, Retail etc) **11%**
- Government & regulatory bodies, municipalities **7%**
- Industrial consumers (Oil & Gas, Manufacturing, Food & Beverage, etc) **10%**
- Equipment & service suppliers **10%**
- R&D, Educational organisations **2%**
- Trade associations **2%**

GEOGRAPHIC CIRCULATION

Saudi Arabia	2,879
UAE	2,666
Kuwait	1,157
Qatar	1,002
Bahrain	988
Oman	917
Egypt	272
Iran	261
Lebanon	259
International	182
TOTAL	10,583

TECHNICAL SPECIFICATIONS (WxH)

<p>Bleed: 22cm x 30.7cm</p> <p>Trim: 21cm x 29.7cm</p> <p>Type area: 18.5cm x 27cm</p> <p>Full page (FP)</p>	<p>Bleed: 43cm x 30.7cm</p> <p>Trim: 42cm x 29.7cm</p> <p>Double-page spread (DPS)</p>	
<p>12.3cm x 27cm</p> <p>Two-thirds page vertical (2/3V)</p>	<p>18.5cm x 18cm</p> <p>Two-thirds page horizontal (2/3H)</p>	<p>12cm x 18cm</p> <p>Half-page island (HPI)</p>
<p>9cm x 27cm</p> <p>Half page vertical (HPV)</p>	<p>18.5cm x 13cm</p> <p>Half page horizontal (HPH)</p>	<p>6cm x 27cm</p> <p>One-third page vertical (1/3V)</p>
<p>18.5cm x 9cm</p> <p>One-third page horizontal (1/3H)</p>	<p>9cm x 13cm</p> <p>Quarter page portrait (QP)</p>	<p>18.5cm x 7cm</p> <p>Quarter page strip (QS)</p>

Material:

All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

■ Other/special sizes and loose inserts are available by request.

■ Advertisements can be designed. Cost to be advised

GLOBAL REACH

The magazines of CPI Industry reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.



KEY BENEFITS INCLUDE:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.

- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.

H2O Buyer's Guide

Water is an exceptionally critical natural resource in the countries of Middle East and North Africa (MENA) region. The MENA is home to five per cent of the world's population but has less than one per cent of the world's available water supply. Faced with increasing demand for water, on the back of a rapidly growing population, and economic expansion, governments in the region are focusing on the water sector like never before.

This includes securing fresh water supplies by setting up desalination plants, promoting wastewater recycling and re-use, and encouraging water conservation. On the other hand, they are also strengthening their water and wastewater collection and distribution infrastructure by building new sewer networks, decentralising wastewater treatment, plugging leaks in water storage and distribution networks and, in cases, rationalising tariffs. While the focus has traditionally been on the oil-rich Gulf Co-operation Council (GCC) market, other countries like Algeria, Libya, Jordan and Tunisia, too, have ramped up investments in the water sector, often with private sector participation.

According to various estimates, the MENA desalination market is expected to receive investments of up to \$15.5 billion between 2009 and 2013 (Frost & Sullivan), while investment in Middle East wastewater sector is expected to grow from \$5.3 billion in 2009 to \$13.3 billion by 2016 (GWI). The revenues earned by the GCC water and wastewater treatment equipment market is expected to touch \$1.87 billion in 2013 (Frost & Sullivan).

The *H2O Buyer's Guide* is your gateway into the MENA water market. It is the first-ever comprehensive and dedicated reference book for the water and wastewater sector in this region, and serves as a one-stop industry resource for the region's top product and service suppliers in potable water, wastewater, desalination & plumbing and sanitation industries. Listing in the *H2O Buyer's Guide* is FREE. The guide's circulation profile includes a MENA-wide readership of decision makers in the water business. It is targeted for distribution in leading water and wastewater events throughout the region (including WETEX) and CPI Industry-led events, too. *H2O Buyer's Guide* will be distributed with the March 2010 issue of H2O.

> MONTH OF PUBLICATION: **MARCH 2010**

ADVERTISING OPPORTUNITIES

(Please see opposite page for rates)

COMPANY PROFILES

A typical profile will include:

- Vision Statement
- Profile of company
- Interview with CEO
- Profile of projects/products
- Contact information

OTHER OPTIONS (includes print+digital editions)

Bookmark (one only for complete print run)	USD 7,000
Section dividers (printed on thicker paper:)	USD 7,000
Directory listing (company name, address, contact person and e-mail address under the relevant product/service categories.	FREE
Business card format:	USD 1,000
Company logo:	USD 500
Enhanced listing	USD 300

SPECIAL ZINIO OFFER!

Only
USD 600 extra
for a digital ad
on all sizes!

Zinio only available
with print

Advertising agency
commission: **15%**

Guaranteed position:
+10%

PAYMENT:
On receipt of invoice

Please contact vidya@cpi-industry.com to be listed in the next edition for free.

Innovative digital solution

CPI Industry will convert *H2O Buyer's Guide* into a digital e-book, which will be available for sale through the popular ZINIO™ format (a feature it has pioneered in the region), at no extra cost to the advertiser. This interactive format will be e-mailed to a Middle East-wide database of HVACR product buyers, with direct on-line links to your Web sites for direct orders. This online solution offers a direct and instant interaction between supplier and buyer.

Please check <http://www.cpi-industry.com/digital>

GUIDES TECHNICAL SPECIFICATIONS (WxH)

<p>Bleed: 17.5cm x 24.5cm</p> <p>Trim: 16.5cm x 23.5cm</p> <p>Type area: 14.7cm x 22cm</p> <p>Full page (FP)</p>	<p>Bleed: 34cm x 24.5cm</p> <p>Trim: 33cm x 23.5cm</p> <p>Double-page spread (DPS)</p>	<p>Material: All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.</p> <p>All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.</p> <hr/> <p>■ Other/special sizes and loose inserts are available by request.</p> <p>■ Advertisements can be designed. Cost to be advised</p>	
<p>14.7cm x 10.7cm</p> <p>Half page horizontal (HPH)</p>	<p>7.4cm x 10.7cm</p> <p>Quarter page portrait (QP)</p>		<p>14.7cm x 5.3cm</p> <p>Quarter page strip (QS)</p>
<p>7cm x 5.3cm</p> <p>Business card</p>	<p>5cm x 16cm</p> <p>Book mark</p>		



2010 Editorial programme *(subject to change)*

Months	Country reports	Product focus	Supplements	Guides & Directories	Events <small>(with extra distribution)</small>
January					
February		Pumps			Wetex; Sustainable City Development (Abu Dhabi)
March	Saudi Arabia	Drives & motors		H2O Buyer's Guide	C ³ KSA (Riyadh); CMX Ciphex (Canada)
April	Qatar	Plastic pipes			Project Qatar; Workshops (Sustainable Development)
May		Tanks			FM Expo (Dubai); Greenbuild (Abu Dhabi)
June	Bahrain		Desal Digest SWWF Special		C ³ Abu Dhabi, H2O Connects Singapore
July			Plumbing Market		
August	Kuwait		Wastewater Annual		
September		Membranes			Green Wash
October	EU (Germany, UK, Netherlands)	Solar water heaters			Powergen
November	China	SCADA		CCG&D	The Big 5 (Dubai)
December	India		Desal Digest		CPI Industry Awards



Web sites and online solutions

www.thegreenhouse.ae

The Green House gives the Middle Eastern perspective on green buildings. The Green House offers Middle East-centric news, analysis, interviews and features on sustainability issues. The aim of the Web site is to supply consultants, contractors, suppliers, developers and end-users with up-to-date, accurate and comprehensive information on green buildings, be it technical, social, business or policy-related. Specifically, the aim is to support a strong-felt need for knowledge on such issues as energy efficiency, water efficiency, IEQ and sustainable sites.

Creative advertising/sponsorship solutions

DISPLAY ADVERTISING

1. Lead Banner

Highly visible premium position shows throughout the portal. Displayed across the top of the page, this position commands attention from any visitor to the site

Exclusive: USD 3,000/month

Non-exclusive: USD 2,000/month

2. MPU (mid-page ad) / Large rectangular banner

A key position set within the page content. This position maximises visibility and is carefully placed in order to be noticed by any visitor on the site

Exclusive: USD 5,000/month

Non-exclusive: USD 3,200/month

3. Bottom Banner

Similar in size as the lead banner, this position complements the lead banner and gives an opportunity to engage visitors after they have gone through the contents of the page and reach the bottom of the page being read.

Exclusive: USD 1,500/month

Non-exclusive: USD 1,000/month

SECTION SPONSORSHIP

1. News

This section contains regional and international news on green buildings. It is our aim to update you on a daily and, at times, even on an hourly basis, without compromising on accuracy and objectivity. In addition to a date-wise access feature, The Green House also provides a topic-wise access feature of archived news.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

2. Analyses

This section contains articles by green building experts and editorial members of The Green House team.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

3. Interviews

This section contains interviews with key regional and international personalities involved in the green building movement. The aim of the section is to sharpen the understanding on key sustainability issues, and on policies and developments that impact the movement.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month



THE
GREEN
HOUSE

ONLINE

4. Special Report

This is a non-regular column that intensely focuses on a major development relating to sustainability. The aim of the section is to highlight the salient features of the development, explain them in detail and describe their impact on the broader scheme of things.

Exclusive: USD 3,500/month

Non-exclusive: USD 2,700/month

NEWSLETTER SPONSORSHIP

The Green House weekly updates

As the name of the section indicates, this would be a compilation of key sustainability news in the region and elsewhere.

Key Sponsor: USD 1,000/week

Non-exclusive: USD 500/week

SPONSORED E-BLAST

We can execute a customised e-blast to our entire or portions of our database

Cost: \$500 per 1000 names, with a minimum order of \$1,000

Html design: \$500 extra

www.h2o-magazine.com

www.h2o-magazine.com aims to become the leading online information resource for decision makers in the MENA region's water sector. Our goal is to become a networking platform and business exchange platform for water professionals in the MENA region to share ideas, data, tools and practices that promote sustainable water management in what is one of the most water scarce regions in the world.

(BANNER RATES SAME AS ABOVE)

BANNER ADVERTISING SIZES

Top page: 600 x 130

Right side: 180 x 233

Right side: 180 x 400

Build Water - January 2011

Water scarcity has always been a problem for large parts of the world, but especially so in the MENA region which is home to six per cent of the global population but has less than one per cent of the planet's water resources. In recent years, population growth and rapid urbanisation, fuelled by the construction boom, has left water and power companies in the region, scrambling to keep up with demand, and at the same time, brought new conservation priorities to the front. In Dubai, for instance, commercial and residential buildings account for 85% of water and 70% of energy consumption, prompting the Dubai government to announce a decree for the adoption of 'green building' standards in the emirate. From a sustainability perspective, reduction in water use, in tandem with greater re-use of wastewater, can reduce the load on desalination and other water resources, like aquifers, on wastewater treatment plants and also reduce the overall energy expended on water treatment. Given the over-arching importance of sustainable water management in a rapidly urbanising region, we have created 'Build Water' to discuss and share best practices and technologies for achieving water efficiency, conservation and re-use. The priorities and challenges in urban water management will be discussed under heads of Water efficiency and conservation and The 3Rs -Reclamation, Re-use & Recycling and Dialogue with stake holders.

H2O Connects - Singapore - June+July 2010

H2O Connects is the capstone event for H2O magazine. H2O is proud to bring H2O Connects delegates to Singapore. Developed as exclusive networking and business event for the water fraternity in the MENA region, H2O Connects will be co-located with the Singapore International Water Week 2010. H2O Connects will include an exclusive networking and business event with the movers and shakers of the Singapore water industry, as well as entrance to all Singapore Water Convention events.

CPI Industry Awards - December 2010

A black-tie, gala dinner, the objective is to recognise merit across various industry sectors -- water and wastewater, HVACR and power. To achieve the objective, CPI Industry will enlist the services of a third-party certification agency to evaluate companies under several categories.

Green Wash - September 2010

A roundtable, the objective of Green Wash is to highlight the rather widely prevalent practice of green washing and to recommend steps to rectify the situation.

Training

Sustainability Series - April 2010

The aim of the Sustainability Series is to conduct a series of structured training workshops on sustainable development. The first workshop, will be a detailed overview on sustainability. It will lead to specialised training workshops throughout the year on energy modelling and water modelling.

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