



Water Zambia

— WATER & SANITATION JOURNAL —

**2018
MEDIA
KIT**





As the country's No. 1 independent industry magazine, The Magazine covers objective editorial content, latest developments and advancements in water and wastewater industry, water supply and sanitation sector focusing on the urban and peri urban areas.

Editorial Mandate

Water Zambia is a business-to-business news and information brand with national coverage. Water Zambia magazine is the key communication tool for water and infrastructure professionals who are focused on industrial water and wastewater management including treatment, monitoring, storage, disposal and reuse in Zambia promoting sustainable water.

As the country's No. 1 independent industry magazine, The Magazine covers objective editorial content, latest developments and advancements in water and wastewater industry, water supply and sanitation sector focusing on the urban and peri urban areas.

This is done in the form of case studies, application stories and technical papers

and important information on the products that are essential to successfully completing their job.

Every facet of the industry is covered, from the source to tap and back again.

In the digital era, print remains a powerful tool to tell your brand story. Water Zambia strives to offer more than just advertising. We are transforming the way you can promote your products and services, championing a more meaningful way of engaging with your potential customers. Here is a vehicle to get the word out about your latest offerings.

Water Zambia will review suppliers' latest offerings cutting edge technologies and innovations.



FEATURED PRODUCTS | Each month, the Featured Products section focuses on new and innovative products that help water industry professionals better and more efficiently do their jobs. To have a product considered, email a high-resolution image (300 dpi minimum) and 400-450 words.

INDUSTRY NEWS | In each edition, topical issues and industrial water and wastewater news-including new products, company announcements, regulation announcements, the significance of the development in the water sector, and an event calendar — are featured.

MISSION
To provide a proactive platform for the Water industry to converge and work together in achieving solutions to Africa's water challenges.

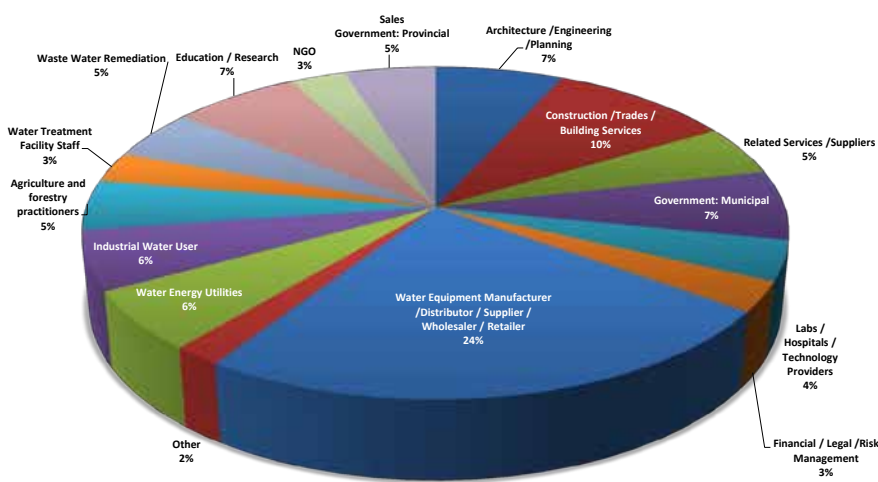
OUR EDITORIAL COVERS
Zambia Water publishes an issue focusing on a specific topic related to the water and wastewater industry. We invite you to submit technical articles / white papers / case studies and share the information with our readers across the Sub-Saharan Africa (editor@zambianwater.com)

- Water technology
- Regulations & policy
- Freshwater research
- Watershed management
- Water governance
- Water, Sanitation and Hygiene;
- Water Resource Management;
- Water Infrastructure Development;
- Water quality and Risks;
- Climate Change and Adaptation; and
- Environmental Protection.

READERSHIP

Water Zambia is published four times in a year. It is read by industry professionals and decision-makers, including executives, management, design and engineering, scientific researchers, operations managers, and marketing & sales and their suppliers. As a journal we ensure that our products and company will get high exposure and be seen by everyone in the water industry in and around Zambia.

- Architecture /Engineering /Planning 7%
 - Construction /Trades / Building Services 10%
 - Related Services /Suppliers 5%
 - Government: Municipal 7%
 - Labs / Hospitals / Technology Providers 4%
 - Financial / Legal /Risk Management 3%
 - Water Equipment Manufacturer / Distributor / Supplier / Wholesaler / Retailer 25%
 - Other 2%
 - Water Energy Utilities 6%
 - Industrial Water User 6%
 - Agriculture and forestry practitioners 5%
 - Water Treatment Facility Staff 3%
 - Waste Water Remediation 5%
 - Education / Research 7%
 - NGO 3%
 - Government: Provincial 5%
- Magazine Distribution:**
3,500, PER ISSUE



Additional in Print Promotional Opportunities: Corporate Profile Packages & How it works.

A profile creates an awareness of your Company, your investment opportunity, history, any significant development, future plans. Profiles are approved by you before going to press.

- Two-page Company Profile A two-page 1,200-1400 - word article about your company supplied by you. This position is the most prominent, and is seen as the best way to promote your company by having the main position within the magazine. This option offers the space for impact-full images and a more detailed summary of your activity and opportunities plus a full page A4 advert. **R18,250**
- One- page Company Profile Package includes a one page 600-700 word article about your Company supplied by you. A key position which will ensure that your corporate message is seen and delivered in a way to optimize the importance of your company. Although less space a full page still gives more than enough room for an overview of the company activity and essential information such as office contacts and listing details, third page advert. **R12,000**
- Advertisements on consecutive pages: **R5,800**. A great alternative to a full page, this format involve running 3 x 1/3 page advertisements on consecutive pages*. It provides more brand reinforcement than a single ad and allows you to be more creative with your artwork and key message.
- Products and services **R3,500**

Advertising Dimensions and Pricing

Showcase your Business to high-level Networking and Gain Business Opportunities in the Zambian water and all sectors that intersect with the industry.



Double Page Spread: R23,000
Trim 425 x 297mm
Bleed 435 x 307 mm
Type Area 396 x 267 mm
(should any type run across a DPS, 15mm gap on either side of the gutter must be allowed)



Full Page: R15,519
(Vertical) (Trim 210 x 297mm), (220 x 307mm), (180 x 267mm)



Half page: R11,000
Advert size (Trim 210 x 148mm)
(Bleed 220 x 170mm)
Type Area (180 x 135mm)



One Third Page: R7,800
(Horizontal/Vertical)
(185 x 90mm) & (60 x 273mm)



Quarter page R4,500
(Vertical) 90 x 135 mm



OBC, IFC, IBC = R17,000
(Vertical) (Trim 210 x 297mm), (220 x 307mm), (180 x 267mm)

MATERIAL REQUIREMENTS: PDF (press-ready PDF; JPG or TIF High resolution files may be supplied, Resolution should be no lower than 300dpi. All graphics should be CMYK

All prices are in ZAR

PRODUCTS AND SERVICES ADVERTS

USD 450 (185 x 65mm) Submission: High quality, full colour PDF at 300 dpi resolution. (Company logo and name, address, one contact name, phone number, email, and company URL. Plus 50-word description, 1 or 2 product images and social media links.) Found in every issue of Water Zambia, the Product and Services directory is designed for small to mid-sized advertisers looking to reach Zambia's Water audience in a cost effective, high impact environment.

Jan - March	<ul style="list-style-type: none"> Water treatment & drinking water quality Water industry skills Trends in Water Treatment Chemicals 	<ul style="list-style-type: none"> Water networks Pipes and pipelines Odour control 	<ul style="list-style-type: none"> Flood protection Tanks Wastewater treatment Energy efficiency
April - June	<ul style="list-style-type: none"> Adapting to Climate Change Industrial effluent treatment Drainage & sewer networks Biological Wastewater Treatment: Trends & Analysis 	<ul style="list-style-type: none"> Produced water treatment technology Actuators, Motors & Drives 	<ul style="list-style-type: none"> Filtration and separation Pumps and Valves Industrial Automation Process & Control Systems
July - Sept	<ul style="list-style-type: none"> Water treatment in the mining sector chlorine dioxide water treatment & ClO2 disinfection systems 	<ul style="list-style-type: none"> Ageing water infrastructure Reverse & forward Osmosis 	<ul style="list-style-type: none"> Filtration//Clarifier selection // Ozone treatment Metering and water efficiency
Oct - Dec	<ul style="list-style-type: none"> Pumps and pumping systems Water treatment challenges Sensors & instrumentation Wastewater infrastructure & networks 	<ul style="list-style-type: none"> Smart Water Networks & leakage Industrial effluent treatment Sludge and resource recovery 	<ul style="list-style-type: none"> Flocculent & Coagulant// Ultrafiltration Packaged wastewater treatment Women in Water(Women participation in the sector needs to be encouraged)

OVERVIEW OF THE INDUSTRY

Zambia has been undergoing water sector reforms since the early 1990s. One of the major challenges were multiplicity of actors without a clear mandate. Developing the institutional framework took a very consultative process that involved all key stakeholders. The chief objective was to create new institutions which would be able to provide cost-effective and sustainable WSS services throughout Zambia.

Research has it that in Zambia, Commercial Utilities are the main

providers of water and sanitation services in urban and peri urban areas. Currently there are about 6.696million people living in the CUs' service areas, of which 1% are serviced by Private Schemes. These are companies that provide water supply and sanitation services primarily to their employees as a fringe benefit.

Zambia Water is published 4 times per annum:

Jan-Mar, Apr-June, Jul-Sept Oct-/Dec.

Note: All prices are in USD

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