

With a range of campaigns to suit every budget, advertise on WaterBriefing to effectively reach key professionals throughout the water industry via our highly-targeted, result-driven marketing.

Not only will you receive regular updates on the number of hits that your campaign has received – WaterBriefing also offers you the flexibility to adjust your online campaigns fast, including changes related to any breaking news.

We also know that it's a two-way process – and we're there to provide our advertisers with ongoing editorial support, backup and advice.

MONTHLY READERSHIP FIGURES

Page impressions

Unique visitors

120,000+

8000+

WEB BANNERS

A high-profile position on WaterBriefing offers advertisers the opportunity to promote their

company's products and services to a large audience of key decision makers via WaterBriefing's robust site traffic levels.

In addition to driving traffic directly through to your site, a web banner will provide you with continuous brand exposure. We know our readers use WaterBriefing throughout the week - day in, day out. Compared with the once-only view you get from traditional hard copy media, there's no comparison in terms of cost and effectiveness for ensuring a high level of awareness and strong brand identity.

- **Home page banner advertisements** hold the prime positions on the WaterBriefing site. Displayed across all pages of the WaterBriefing site with a high click through, WaterBriefing will drive the traffic straight through to your own company website.

- **Specific page banner advertisements** provide a high level of exposure at a competitive rate. Select the news category that your advert will be placed next to in order to target a specific market.

Advertisers will receive a report of full statistics of the amount of views (page impressions) their advert receives at the end of the campaign or more frequently on request.

AVAILABLE ADVERTISING POSITIONS:

Top Banner

Dimensions: 930px x 70px

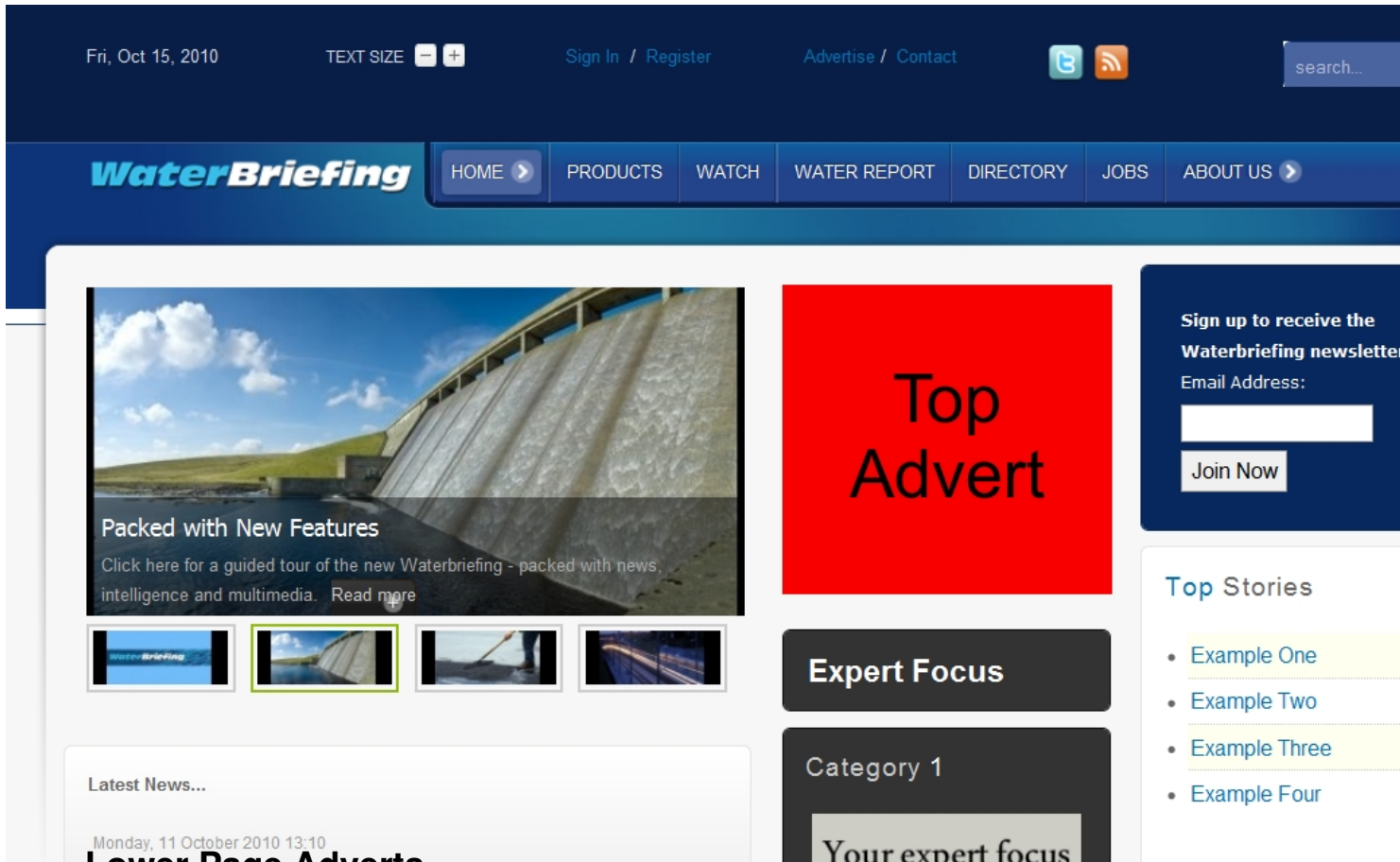
Static image or flash advert.



Top Advert

Dimensions: 190px x 210px

Static image or flash advert.



Lower Page Adverts

Dimensions: 190px x 210px

Static image or flash advert.

recent decision by the UN Human Rights Council to clarify that the human right to safe drinking water and sanitation is derived from the already existing right to adequate standard of living.

[Read more...](#)

Friday, 08 October 2010 06:50

Elgin flood prevention scheme

Scottish Ministers are seeking views on changes to plans designed to safeguard a Morayshire town from the impact of flooding.

[Read more...](#)

Start Prev 1 2 3 4 5 6 7 8 9 10 Next End

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Product Showcase

- **Protecta-Line range grows with new ferrule**

GPS PE Pipe System's award winning Protecta-Line barrier pipe system has been extended with a unique saddle ferrule.



- **Safety Interlock Key Exchange Unit with Integrated Switch Function**

Industrial safety specialist Fortress Interlocks has integrated a key switch function into key exchange units, making it possible to isolate the power and release access keys in one operation.



Company News

- **New £2M Wastewater Treatment Works opens in Londonderry**

Page Peel

Water Issues

- **Water, water everywhere: domestic water leaks cost britons £1.8 billion per**

People and Places

- **Welsh Water Chairman Lord Burns stand down in 2010**

Dimensions: 500px x 500px

One of the most prominent ways of advertising on Waterbriefing, your large advert is located behind the home page, with a 'dog ear' corner animated on the page to encourage users to reveal the content with a direct click-through to your company website. The main content can be a static or flash ad.

The screenshot shows the WaterBriefing website interface. At the top, there is a navigation bar with the logo and menu items: HOME, PRODUCTS, WATCH, WATER REPORT, and DIRECTOR. The main content area features a large image of a dam with the headline "Packed with New Features" and a sub-headline "Click here for a guided tour of the new Waterbriefing - packed with news, intelligence and multimedia. Read more". Below this are four small thumbnail images. To the right, there is a testimonial from Tim Door, ABB UK Water Industry Manager, with a "Click here to find out more." button. Further right is a sidebar with a "Join Now" button, a "Top Stories" section with four example items, and a "Watch" section with a video thumbnail.

Other bespoke positions are available by arrangement.

[Contact us now to discuss advertising opportunities.](#)