



# Water Today

UNITING THE VIBRANT WORLD OF WATER

# Media Kit



'09 - '10





## About Us

Water Today™ is the knowledge disseminating and marketing platform focused on the water and the wastewater industry.

Water Today™ unifies the end users, suppliers and manufacturers together by a viable media with the right information regarding the recent trends, technologies and the issues of the water industry. It offers high profile information enabling knowledgeable decisions and robust business ties.

Water Today™ offers exciting diversified media opportunities for individuals and companies to be in touch with the water and wastewater professionals' community world over. We perceive potential big business opportunities in the following segments:

- Water utilities
- Project developers
- Project financial companies
- Plant builders
- Engineering companies
- Water consultants
- Environmental consultants
- Research & Technical institutes

We reach out to the decision makers in all the potential segments of this ever growing industry using:

- Print
- Events media
- Internet

Water Today™ is in a mission to merge profit with responsibility and spread awareness on effective water management in the water world. It is the global arena where the water world can converge and communicate. We invite you to be a part of this momentum and join us in our campaign on water and wastewater Industry. We believe that together we can make a difference.

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## Vision

We believe in profit with responsibility. Our vision is to increase business opportunities for the professionals in the water industry to enable them to forge global partnerships and stand to gain in this sector. With this focus we deem that it is the responsibility of the water industry to ensure the sustainability and the availability of potable water to the ones who are deprived of it. We propagate that profit earning and revenue generation should go hand in hand with this social awareness. We hope to serve the water industry without being biased and bring people together on a common platform to enhance value to our clients and the community at large.

## Mission

Water Today™ is on its mission to unite various segments of water and wastewater industry, to gain knowledge, disseminate information & know-how and to promote business opportunities.

We intend to evaluate and encourage debate on all characteristics of water and wastewater industry with articles, publications that clarify every aspect of it.

We offer a medium to reach, research and to improve the knowledge about water and wastewater industry.

## Coverage

Water Today™ is focused to cover water and wastewater industry. It offers a high-level forum for discussion to enable the water industry professionals to delve the issues about the products of interest, projects, and best verified practices that will benefit the industry.

Our experienced and dedicated team strives to constantly deliver the right information to the right people at the right time, to deliver the best value. We take pride on being innovative, creative, flexible and delivery-focused. Our brand of totally fair and straight forward communications is our *USP* and a promise to our readers. We deliver the latest information about the water industry to public and private sector organizations worldwide. Our aim is to

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help our clients to communicate their values, products and brand information to the customers and industry in an open and honest manner.

Each issue of Water Today proffers an array of feature articles to present a complete coverage on water and wastewater industry. Feature articles include:

**Full Tide:**

This section focuses on case studies and articles which are industry specific (zero discharge, Ultra filtration, MBR, EDI, Total Water Management) and highly technical in nature by the renowned industry experts from the national and the international scene.

**Water Works:**

This column emphasizes on the latest water technology available in the water industry with its focus on water treatment and reuse.

**Water Wire:**

This informs the readers about the recent happenings in the water industry worldwide.

**Products zone and Launch pad:**

We tell you about the newly launched products and give an opportunity for the existing products to be advertised in this column.

**Classifieds:**

This place is meant purely for advertisers to showcase their products and services.

**Editorial Calendar – 2009**

January - February – [Filtration + Expo Special](#)

March - April – [Water Audit](#)

May – [Reverse Osmosis](#)

June - [Water Pages 2009](#)

July – August 2009 - [Water Protection, Conservation Grands & Water Future](#)

September – October 2009 – [Zero Discharge](#)

November – December 2009 – [Water Wars](#)

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## Water Pages

The Indian Water Industry is booming and undergoing radical changes continually. The available options for products and services are constantly changing with the regular introduction of value added new products and services. Water Today™ strives to have all these details updated across every segment of water and wastewater industry regularly and offer them as Water Pages a compendium of compilations. Water Pages is an annual water directory from the house of Water Today. It is a massive compilation which showcases the addresses, references & contact details of organizations engaged in the water business as well as in wastewater management.

### Aim of the Directory

- Filling the vacuum between water solutions service providers & end users
  - Increasing the visibility of everyone involved water and wastewater industry to ride the current boom in the water sector.
  - Updating the relevant information on products and services offered.
  - Including the exhaustive list of suppliers, service providers for increased business opportunities.
  - Water Today's Water Pages offers a variety of advertising options to the following manufacturers and services providers in the water and wastewater industry.
    - ✓ Chemicals
    - ✓ Testing Equipment
    - ✓ Filtration Equipment
    - ✓ Membranes
    - ✓ Ozone Systems
    - ✓ RO Equipment
    - ✓ Drinking Water Equipment
    - ✓ Ultraviolet Equipment
    - ✓ Water Bottling Equipment
    - ✓ Water Softeners
    - ✓ Conditioners & Purifiers
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Water Today™ is preferred by more than 18000 knowledgeable subscribers, who want to stay ahead about the current happenings in water and wastewater industry.

1. End User Industry Architects, Hospitals, Public Utilities, Builders & Contractors, Hotels & Clubs, Water Companies, Distilleries/Brewery Units, Industrial Estate, Water Supply Companies. **58%**
2. Manufacturers (Water Components) Agriculture, Leather, Power, Auto Parts, Automobile, Milk & Dairy, Pulp & Paper, Beverages, Paints, Refinery, Cement, Paper & Pulp, Rubber, Chemical, Pesticide & Insecticide, Steel, Electrical/Electronics, Petrochemical, Sugar, Fertilizers, Pharmaceutical, Tannery/Leather, Food Processing, Plastic, Textile/Garment. **9%**
3. System Integrators, OEMs Distributors Industrial Associations **18%**
4. Environmental Consultants, Research and Educational Institutes, NGOs **11%**
5. Government Departments & Undertakings Other International organizations. **8%**





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**Media Kit**

## Water Today™ Advertisement Options and Tariff

OPTIONS	DIMENSIONS			VALUE PER ADVERTISEMANT (Rs)
	Premium Positions	Bleed Size (inch)	Trim Size (inch)	
Front Gatefold	16.5 * 10.5 + 3 mm all sides	16.5 * 10.5	15.5 * 9.5	90,000
Front Cover	8.25* 7.3 + 3 mm all sides	8.25*7	7 * 8.5	75,000
Insider Front Cover	8.25*10.5+ 3mm all sides	8.25*10.5	7* 9.5	75,000
Insider Back Cover	8.25*10.5 + 3 mm all sides	8.25*10.5	7*9.5	75,000
Outside Back Cover	8.25*10.5+3 mm all sides	8.25*10.5	7* 9.5	75,000
Double Spread	16.5*10.5+ 3 mm all sides	16.5*10.5	15. 5*9.5	65,000
Full Page	8.25*10.5+3 mm all sides	8.25*10.5	7* 9.5	40,000
Half Page – Vertical	4*10. 5 +3 mm all sides	4*10.5	3.5*9.5	22,500
Half Page- Horizontal	8.25*5.25 +3 mm all sides	8.25*5.25	7* 4.25	22,500
Quarter Page			3.5* 4 .5	12,500
Classifieds Display			2.25* 4.5	7,500



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## Water Today's Water Pages 2009

Book your listings in Water Today's Water Pages 2009

<b>REGULAR LISTING</b>	<b>Rs</b>	<b>PREMIUM LISTING</b>	<b>Rs</b>
Print Two Color	1,050/-	Print Two Color	1,450/-
Print Four Color	1,600/-	Print Four Color	2,050/-
Online Four Color	1,450/-	Online Four* * Color	1,750/-
Combo (Print Two Color + * *Online)	1,750/-	Combo (Print Two Color + * * Online)	2,250/-
Combo (Print Four Color + ** Online)	2,250/-	Combo (Print Four Color + * *Online)	2,750/-
<b>Note: Service Tax extra @ 12.36%</b>			



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### *Regular Listing*

Company Name (In Bold Letters) / Address/Tel Nos. (Max Two) / Mobile / Fax No. /Email/Website/Contact Person Company Description in 10-20 Words

### *Premium Listing*

Company Logo\* / Company Name (In Bold Letters) / Address / Tel Nos. (Max Two) / Mobile / Fax No. / Email/ Website/ Contact person / Company Description in 20-30 Words / Product Images\*\*(Max. Two) for online listing

Water Today™ is a knowledge sharing company with a vision about the growing potable water need in India. We use all the conceivable media to percolate information and create awareness on water and wastewater industry in India.

Water Today™ has successfully organized largest & biggest ever water expos in India, with major partaking by the following industry leaders and others from India and world over.

Construction	Petrochemicals
Soft drink, beverages	Paper manufacturer
Hotels / Hospitality	Automobile Manufacturer
Health, Hospitals	Power
Distilleries / Sugar	NGO / Government Bodies

These well organized expos are always combined with interactive workshops on water and wastewater management and site visits.

### *Water Expo 2006-Chennai*

The first ever exhibition on water industry was organized at Chennai Trade Centre, Chennai during 14<sup>th</sup> to 16<sup>th</sup> September 2006. The expo was a huge success with the participation of the following end user industry. The well attended interactive workshops followed by site visits were well received by the attended delegates and was appreciated.

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### **Water Expo 2007 – Mumbai**

Our second Water Expo 'International Exhibition cum Conference on Water & Wastewater Management' was held on 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> November 2007 at Bombay Exhibition Centre NSE, Goregaon (E), Mumbai, India. This well attended exposition attracted participation from every segment of industry connected to water and wastewater industry.

### **International Water Expos**

Water Today™ was a proud participant as co-sponsor in the following international Expos:

#### **Water Today Mega Expo 2006 – Colombo, Srilanka**

Water Today™ co-sponsored annual exhibition and conference on Water and Wastewater Management

#### **Water Today Mega Expo 2008 Dhaka, Bangladesh**

Water Today™ is the co-organizer for the CERDI organized Pollutech Bangladesh 2008 water expo.

### **Water Expo 2009 – Chennai**

Our third mega water event Water Expo 2009 was organized at the Chennai Trade Centre, Chennai from 26<sup>th</sup> – 28<sup>th</sup> February. Over 140 exhibitors participated in the event drawing visitors to over 10,000. Simultaneously, an international conference on water management for three consecutive days 26<sup>th</sup> – 28<sup>th</sup> February was also organized. A two day workshop on wastewater management was at Hotel Le Royal Meridian on the 27<sup>th</sup> & 28<sup>th</sup> February.

### **Water Expo 2010**

Discover new niche markets, forge business partnerships and get increased brand visibility and brand image!!

Water Expo 2010 will be a perfect, proactive platform for water and wastewater industry offering all the exiting business opportunities and more.

Our fourth mega water event Water Expo 2010 is scheduled to take place at the Bombay Exhibition Centre, Hall No. 5, NSE Goregaon on the 24<sup>th</sup>, 25<sup>th</sup> & 26<sup>th</sup> February 2010.

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## Water Today™ Workshops

- ✓ These one day workshops arranged all over India in reputed Star Hotels, are instant hits. We offer the participants
- ✓ The benefit of listening and interacting with the elite professionals of the industry.
- ✓ A very useful and detailed training kit.
- ✓ Crisp presentations using LCD OHP and 6 x 8 screen.
- ✓ Tasty Veg Non-Veg Lunch & Coffee

At the end of every workshop, we invite the participants to offer their valuable feedback. We always look forward for viable suggestions to improve the quality of our workshops.

## Water Career

Water and wastewater industry offers exciting career opportunities across the world. In India, water industry is increasingly becoming a key sector for development and growth. India is poised to grow steadily in the water technology segment and will become a force to reckon with in global water business with its improved infrastructure, water delivery, filtration technology and chemical substance used, offering more career opportunities in water and wastewater sector.

Water and wastewater industry in India suffers from dearth of qualified professionals and is always in the look out for newer talents. Water and wastewater industry opens up opportunities for Geological engineers, Mechanical/electrical engineers, Chemical engineers, Chemist, Marketing & distribution specialists, Researchers, Retail sales executives and sales representatives. Water Today™ being a knowledge sharing partner for major companies in the water and wastewater industry offers 'a world of diversified job opportunities' for working in the Water and Wastewater industry sector' and helps the job aspirants, in finding the right job.

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Registering with Water Today offers exciting career opportunities to the job aspirants.

### **Recruiter Companies**

India is poised to become one of most favored destinations for water and wastewater industries. It is estimated that the Indian water market is worth more than \$4 billion and grows at a stupendous rate of 15-20% every year. Water and wastewater industry all over the world is moving into newer areas of business opportunities and looking for talents to match their current requirements.

Water Today™ having understood the special need of this ever growing sector has a database of most brilliant talents to meet the recruiter's requirements. Water Today also offers excellent HR & recruitment solutions for any type of industry.

### **Water Today's Technical Books**

Water Today has been actively engaged in providing distinctly complete and well-informed books covering the entire gamut of activity in the water and wastewater industry.

We lay a lot of emphasis on excellence of books in terms of the study material because we authentically believe that we are covering an industry that is the future of India. We secure the rights for our books and other study material from renowned and reputed authors in Water and Wastewater Industry.

These books published on behalf of 'Water Science Academy' are written by trusted renowned authors. They books offer in-depth analytical procedure information, cross references, effects, on Water and Wastewater Industry adequately supported diagrams, with most recent figures.

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### **1. Industrial Effluents:**

Authored by Mr. N. Manivasakam this book speaks about origin, characteristics, effects, analysis and treatment on various industrial effluents. This exhaustive excellent reference book written in simple language is indispensable for industrial analysts, pollution controllers and any one who want to read about industrial effluents.

### **2. Industrial Water Quality Requirements:**

This books written by a panel & associated authors, describes Quality Requirements of water for each and every industry. It talks about all the impurities present in water and their effects on industrial uses and enriches the knowledge of the reader.

### **3. Industrial Water Analysis Hand Book**

This is the most comprehensive book on industrial water analysis, chemists. This book provides a good amount of information by describing all the parameters required for any industry and the step by step test procedure to facilitate analysts.

#### **Head Office:**

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