Are you a supplier to the water and sanitation sector?

Are you looking for opportunities to grow your business and increase your market share not only in South Africa but also in the rest of Africa?

*Water&Sanitation Africa* is the essential magazine for the preservation, treatment and provision of water. Its targeted audience and extended multiplatform reach opens doors for service providers throughout the continent.

**Our readers are your buyers.**

**Print and digimag reach**
- Total print distribution: **4 051** (includes 393 key African role players)
- **4 449** digital magazine distribution to South African, African and international readers, enabling them to access it anytime, anywhere, on any device
- Combined print and digital distribution: **8 500**

**Newsletters and website reach**
Newsletter distribution: **4 449** readers per week, promoting the magazine and offering banner advertising opportunities.

The newsletter links to **www.infrastructurene.ws**, the premier website for the infrastructure development and service delivery sector, including water and sanitation:
- **31 181** page views per month and **11 549** unique visits
- **80%** increase in visits and **81%** increase in page views from last year (*figures as at July 2014, growing monthly!)

This shows that our readers are finding value in our unique, quality content. By advertising in the magazine and its related digital products, you can significantly expand your engagement with your target market.

**How we reach the infrastructure community**
- Daily: Website (**31 181** page views per month), Facebook (**724** likes) and Twitter (**487** followers)
- Weekly: Newsletter to **4 449** recipients
- Bi monthly: **4 051** printed magazines and **4 449** digital magazines

*Water&Sanitation Africa* offers you multiple platforms to communicate and connect with the water and sanitation community.
WHO READS WATER&SANITATION AFRICA?

Water Institute of Southern Africa (WISA) Members (48%)
- Educational institutions
- Local authorities
- Students
- Water boards
- Key industry players

Industry Consultants (21%)
- Water engineers
- Civil engineers
- Environmental consultants
- Water scientists
- Laboratory technicians

Local, National and Provincial Government (8%)
- Municipal managers
- Municipal water engineers
- Stormwater engineers
- Water & sanitation engineers
- Government decision-makers
- Government officials
- Ministers
- Health officials
- Water boards
- Scientists
- Water & effluent managers
- Water treatment specialists

WHAT MAKES WATER&SANITATION AFRICA UNIQUE?
- It is the most important source of business intelligence for the water sector
- It is distributed throughout Africa
- It is accessible through multiple channels; print, newsletters, website and social media

Suppliers and Manufacturers (11%)
- Metering
- Plant hirers
- Plumbing
- Irrigation
- Pump & valves
- Pipes
- Trenchless technologies

Mines and Quarries (6%)
- Underground mine managers
- Underground water engineers
- Surface mine managers
- Surface mine water engineers
- Quarry managers

Industrial Water Consumers (5%)
- Eskom – power station managers, water engineers
- Factories – water managers & water engineers
- Wineries and fresh produce – water & effluent managers
- Food & beverage companies – managing directors, water managers

Educational Institutes (1%)
- Universities
- Libraries
- Training & research institutes

DID YOU KNOW?
Mindshare’s research indicates that magazines yield an 11% higher return on investment than radio and 22% higher than TV.

www.infrastructurene.ws
Capitalise on the relationship we have with the water & sanitation community

Expand your brand, sell your products or drive traffic to your website through our print and online advertising opportunities.

ONLINE OPPORTUNITIES

WWW.INFRASTRUCTURENE.WS
Banners are sold on the home page and run-of-site pages.

- Leaderboard: prime position above the infrastructurene.ws masthead
- Rectangle and full banners in eye-catching positions in the right-hand column
- Home page: maximum of four advertisers per banner zone to ensure optimum exposure for advertisers
- Run-of-site banners: displayed across multiple pages, increasing brand awareness

NEWSLETTERS
Reach our highly targeted readers’ inbox once a week by advertising in our informative and relevant newsletters. Banner advertisements give you the opportunity to share your message and drive traffic to your website.

COMPANY NEWS OFFICE
A news office on the infrastructurene.ws website showcases your company and provides 24/7 online access to people searching for information about your company and its products and services.

Be associated with this leading industry website, benefit from our ever-growing number of site visitors and let our in-house online experts improve your SEO (search engine optimisation) ranking.

In a company news office, you can include all your articles from Water&Sanitation Africa and all your press releases. You can also showcase your company, its products and services with text, photos and videos, source leads, contact details and a link to your own website.

Expand your print reach by posting your media releases and articles from Water&Sanitation Africa to your company news office.
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HOT SEAT
Share important information and hot news with your industry. The Hot Seat, written by our editor, includes two pages of editorial, in question and answer format. The photo of the person interviewed will be published on the front cover of the magazine along with a pull quote.

COVER STORY
Your company on the front cover of Water&Sanitation Africa! This exclusive offer includes front-page coverage AND a two-page cover story upfront in the magazine. Use these pages to promote your products and services or enforce your marketing message. The professional editorial team at 3S Media will assist you in getting your desired message across.

PANEL DISCUSSIONS
Position yourself as an expert in the industry. Share your knowledge and showcase your company, products and services, and how they can be used for various projects. The panel discussion includes a one-page editorial piece and another full-page branding advert.

CONTACT US

EDITORIAL

ADDED VALUE

Your message will be displayed 45,341 times.
- Website: 31,181 page views per month
- Facebook: 724 likes
- Twitter: 487 followers
- Newsletter: 4,449 recipients
- Printed magazines: 4,051
- Digital magazine: 4,449 additional recipients

This provides your brand with substantially more exposure across various platforms.

www.infrastructurene.ws
# 2015 FEATURES LIST

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