

AUSTRALIAN WATER ASSOCIATION

The Australian Water Association is Australia's biggest water network, promoting sustainable water management and enabling members to share, connect and inspire.

With a comprehensive range of communication platforms, and over 5000 members, the Australian Water Association provides the industry with independent, engaging and relevant content. It is a trusted environment for advertisers to get their products, services and brands in front of this highly targeted and engaged audience and be seen as the solution of choice.

Mahlab

**AUSTRALIAN
WATER**

ASSOCIATION

THE ASSOCIATION:

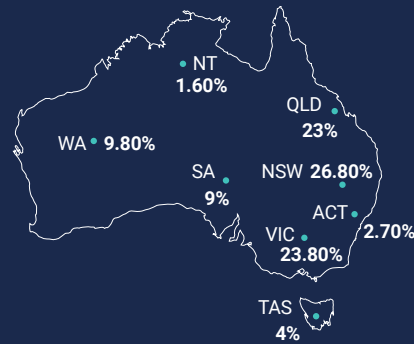
The Australian Water Association is Australia's biggest water network, inspiring and driving a sustainable water future. The goal of the association is to share information and knowledge, connect members with industry and stakeholders, and inspire positive change.

THE MEMBERS:

The Australian Water Association's members cover every facet of the water sector, including professionals and practitioners working in utilities, engineering, urban design and planning, science, research, academia, energy, resources, manufacturing, mining and agriculture.

THE AUDIENCE:

The Australian Water Association has more than 4500 individual members and 550 corporate members with about 100 water utility organisations represented.



THE CONTENT:

Our content covers the big issues in the Australian water sector across four key topics: technology, community, environment and business. From building a sustainable water future to technological advancements and industry insights, if the water sector is talking about it, you'll find us reporting on it.

ABOUT US



Through Water Source, the Australian Water Association provides a platform for water experts, practitioners and business to share information, grow expertise and collaborate.

PRINT



Current Magazine

18,000+

READERS

Revamped edition coming April 2021

WEBSITE



Water Source Website

38,000

UNIQUE MONTHLY USERS

[AWA Official Website](#)

35,000

UNIQUE MONTHLY USERS

EDM



Source eNews

12,000

SUBSCRIBERS

Sent every Monday to our water passionate database.

An aerial photograph showing a winding river or stream flowing through a dense, lush green forest. The river is a dark blue-grey color, contrasting with the vibrant green of the surrounding trees. The text "ADVERTISING RATES AND SPECIFICATIONS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

ADVERTISING RATES AND SPECIFICATIONS

Published annually, *Current* is a highly effective channel to market your services to a targeted and engaged audience of water industry decision-makers.

Released in April to coincide with Ozwater. New and improved annual edition featuring more content, opinion pieces and industry resources.

In 2021, *Current* will examine the significant new investments being made in the water sector and how this is shaping the industry. It will also look at sustainability, effective water management, human capital and how to better harness new technologies.



RATES	
RATES	1 ISSUE
Double page spread	\$6,100
Full page	\$3,800
Half page horizontal	\$2,900

*Rates subject to 10% GST.

[Click here to view past issues of Current Magazine](#)

2020 DEADLINES

COVER DATE	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE
April 2021	11 March	26 March	5 April

LOOSE INSERTS/ONSERTS

[Click for full information and pricing](#)

Current magazine is the perfect reflection of today's vibrant water sector, presenting a comprehensive overview of the industry including scientific, research and other technical papers, industry reports, and news and happenings in a high-quality magazine format. The magazine is a trusted authority and resource for the water industry, keeping readers informed about developments both in Australia and overseas.



WATER SOURCE

Your one-stop shop for water industry professionals and the public, featuring information created and curated by the association. Through Water Source, the Australian Water Association provides a platform for water experts, practitioners and business to share information, grow expertise and collaborate.

[Click here to view Water Source](#)

POSITION	MONTHLY RATE
LEADERBOARD	\$2,250
HALF PAGE	\$2,750
MREC	\$1,750
SPONSORED CONTENT	\$3,500

*Rates subject to 10% GST.

AUSTRALIAN WATER ASSOCIATION

The website is the home for Australia's biggest water network, connecting members with industry and stakeholders allowing them to share information and knowledge.

[Click here to view the AWA Website](#)

POSITION	MONTHLY RATE
LEADERBOARD	\$2,250
MREC 1	\$1,750
MREC 2	\$1,450
SPONSORED CONTENT	\$3,000



SOURCE ENEWS

The Source weekly eDM is sent to 12,000 industry professionals with an average open rate of 37%. There are four advertising options that can be booked on a weekly or monthly basis.

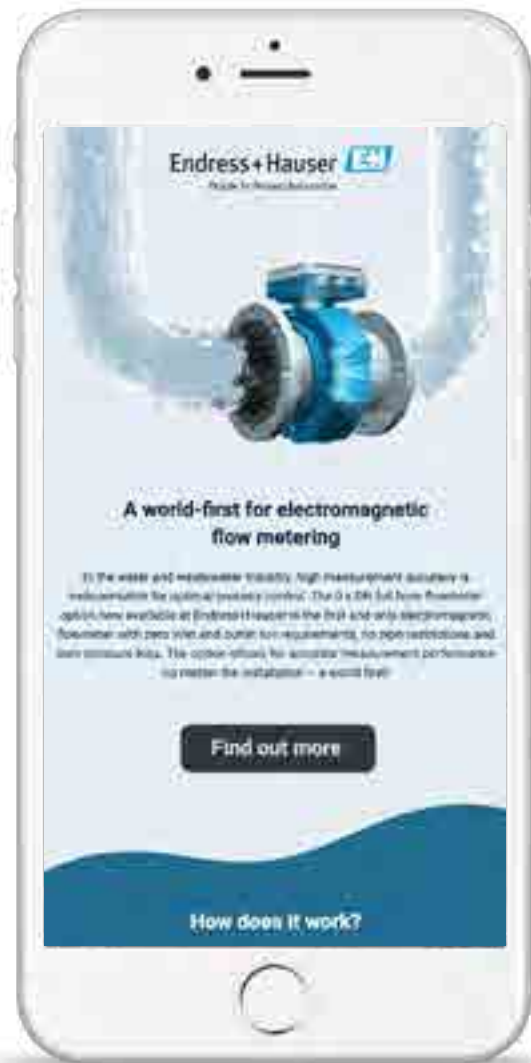


12,000
SUBSCRIBERS

POSITION	WEEKLY RATE
LEADERBOARD	\$950
MREC 1	\$850
MREC 2	\$650
MREC 3	\$450
SPONSORED CONTENT	1 week \$1,450 4 weeks \$5,000

*Rates subject to 10% GST.

[Click here to view Source eNews](#)



ONLY 12 SENDS PER YEAR

As the Industry Manager at Endress + Hauser, Luc Turner had this to say about his experience working with the Mahlab and AWA team on Solus EDM email blasts:

"We've always found Mahlab communication brilliant throughout the period we've worked with them. They're refreshingly easy to talk to, their artistic work is brilliant and in my opinion better than anyone else we've worked with"

Luc then elaborated on his preference for using Solus EDM email blasts as part of marketing campaigns:

"As a method through which we can reach a key water audience, we will absolutely continue to use AWA's Solus EDM email blasts going forward. Accessing their invaluable contact list will continue to be a key part of our strategy when launching new products, solutions, or any other industry related initiatives."

Click to view the Solus EDM in full

A unique opportunity that offers you direct access to the inboxes of AWA members and associated water industry professionals. Your message has to be relevant to the audience and requires AWA approval before sending. Only 12 sends are available per year and consideration is only given to current AWA members.

Click here for more information



RICH MEDIA



WHITEPAPERS

This year, AWA is also introducing lead generation whitepaper campaigns to our platforms. These are an impactful, thought provoking and engaging medium, allowing you to generate high quality leads while continuing to develop brand awareness and industry eminence.

White papers will be promoted through Source e-News and directing to a hosting page on Water Source.



INFOGRAPHICS

Our award-winning team of editors will craft a storyline based on the message you wish to convey, before our designers commence building an engaging, eye-catching animated infographic. This rich media insert will help educate our audience on what sets your company apart within the industry.

Your infographic would be hosted on the Water Source content hub and amplified through all AWA digital platforms.



WEBINARS

Industry experts and water professionals regularly offer valuable insights through our series of webinars ranging from technical deep dives to policy analysis and robust roundtables.

[See a recent webinar here](#)



SPECIFICATIONS

PRINT SPECIFICATIONS

PRINT ARTWORK*

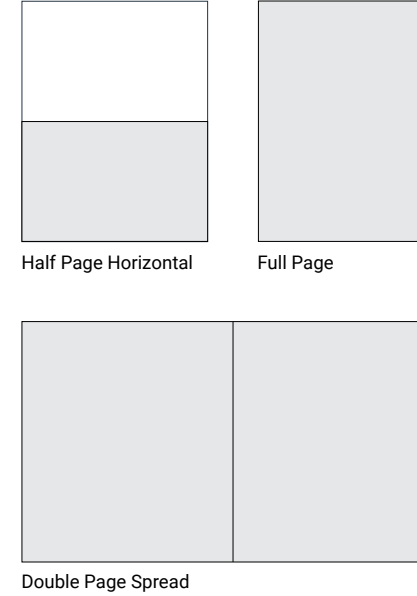
- All artwork should be supplied with bleed.
- Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. Do not use Registration Black.
- PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.
- All images should be a minimum of 300 DPI at the size they're used and all fonts should be embedded.
- Print ready files can be supplied via dropbox or email.
- It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Charges apply for Mahlab Media to design your advertisement. Ask your sales manager or the ad campaign coordinator for a quote.

*Please note: incorrectly supplied material will incur a minimum production charge of \$50.

TYPE AREA	TRIM SIZE	FULL BLEED
DOUBLE PAGE SPREAD		
W 410mm x H 287mm	W 420mm x H 297mm	W 430mm x H 307mm
FULL PAGE		
W 200mm x H 287mm	W 210mm x H 297mm	W 220mm x H 307mm
HALF PAGE HORIZONTAL		
W 200mm x H 134mm	W 210mm x H 144mm	W 220mm x H 154mm

GENERAL INFORMATION
Colour space: CMYK
Spot/PMS Colours: No
Format: PDF/x-1A:2001 Print PDF (with trim & bleed)
Resolution: Min 300 DPI



INSERT/ONSERT SPECIFICATIONS

Please supply size**, weight, pagination, folding, and if required, specific page insert and varied state distribution requirements to your sales manager upon booking.

INSERT	200 X 287mm maximum trim size**
ONSERT	210 X 297mm maximum trim size**
Please Note: Inserts must have correct delivery label attached to every box. Ask your Sales Manager for a copy of the label.	

**Additional Manual handling inserting charges apply to inserts supplied larger than max size specified.

Insert Delivery address:
Contact Lorcan for more information.

CONTACT

Chloe O'Donnell
chloe.odonnell@mahlab.co / 0491 605 493

DIGITAL SPECIFICATIONS



SOURCE ENEWS	
LEADERBOARD	W 650 x H 90 pixels
MREC	W 300 x H 250 pixels

WATER SOURCE	
LEADERBOARD	desktop: W 728 x H 90 pixels mobile: W 300 x H 250 pixels
HALF PAGE	desktop: W 300 x H 600 pixels mobile: W 300 x H 250 pixels
MREC	W 300 x H 250 pixels

PLEASE NOTE: when booking leaderboard or half page digital please supply artwork for both desktop and mobile.

GENERAL INFORMATION
200K file size, format: JPG, GIF, PNG
For animated GIFs include a static image as safeguard for unsupported browsers, all key information should be on the first GIF panel
One click-through url per asset maximum three-frame GIF
Recommended total animation length is 15 seconds
Ads with white backgrounds need to have a box around them.

SPONSORED CONTENT & SOLUS EDM SPECIFICATIONS

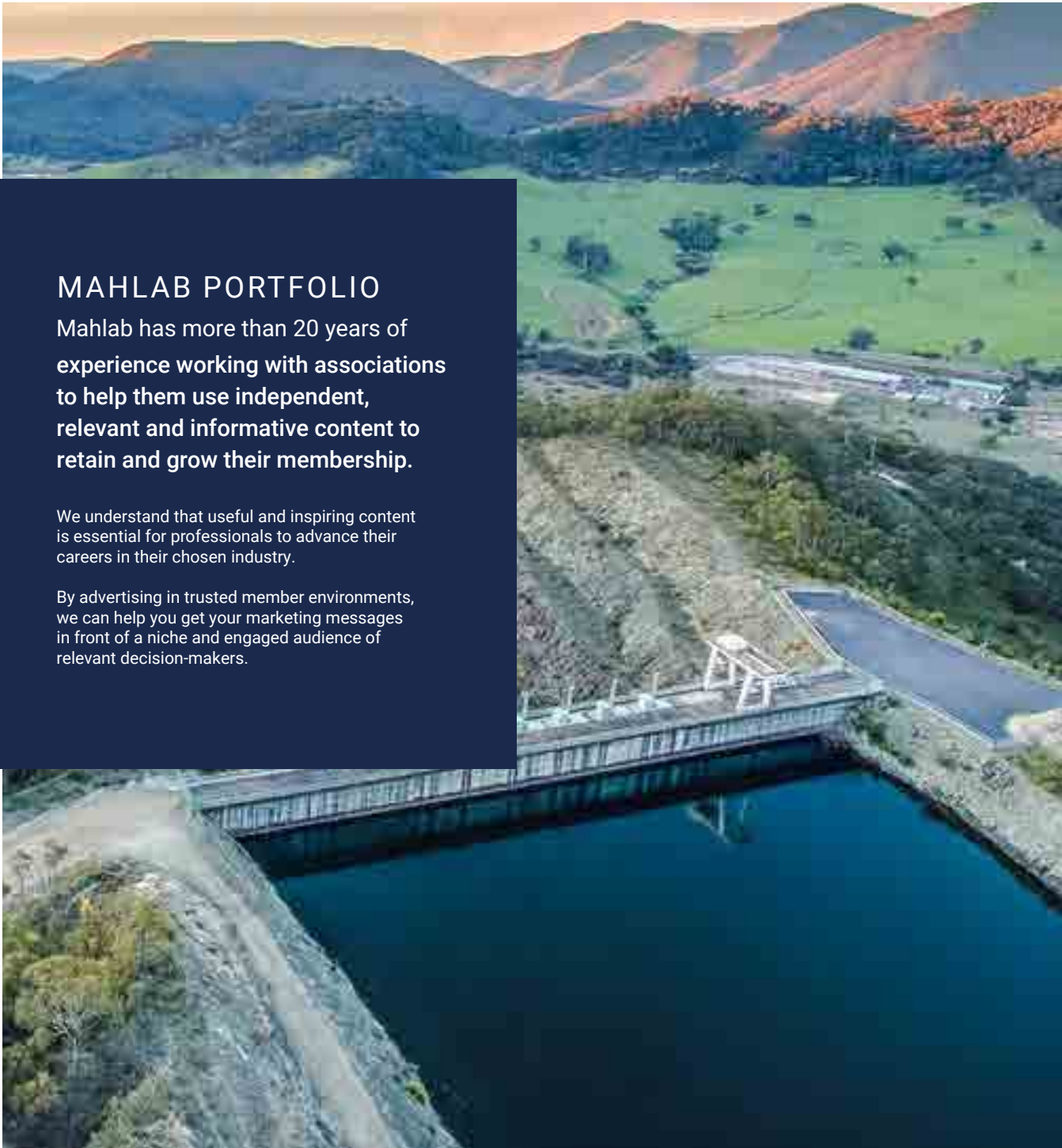
SPONSORED CONTENT AND ADVERTORIAL
Images to be RGB, JPG, 72 DPI, W 1197 x H 616 pixels, with 40-50 words of copy plus 1 x URL.
NOTE: Sponsored content image is to be a single image only. Display ads (with text) supplied as an image or more than one image in a single JPG file will not be accepted.

PLEASE NOTE: assets must be received 7 working days in advance for approval and testing

SOLUS EDM	
1 X IMAGE	W 650 x H 200 pixels, 72 DPI, RGB
SUBJECT LINE	150 - 200 characters. 1 x CTA URL
COPY	300 words approx
LOGO	300 x 300 pixels, 72 DPI, RGB



WHO IS MAHLAB?



MAHLAB PORTFOLIO
Mahlab has more than 20 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environments, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.

WHO IS MAHLAB?

View some of our work here

AUSTRALIAN HUMAN
RESOURCES INSTITUTE



PHARMACEUTICAL
SOCIETY OF AUSTRALIA



ENGINEERS AUSTRALIA



SALESFORCE



ZOOM



BUSINESS NBN™



CONTACT

ADVERTISING ENQUIRIES:

Lorcan Ryan
M: 0433 960 203
E: lorcan@mahlab.co
or [click here](#)



**AUSTRALIAN
WATER**

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