

WEF Magazine Special Project Supplement



Highlight and showcase your latest project in a WEF magazine supplement.

Showcase a completed or soon to be completed project in a 16 page WEF magazine supplement solely dedicated to your company and select suppliers. A WEF editor and an assigned member of your company will work jointly to create an in-depth case study highlighting every step of your project, design, build, completion and turnover.

Publishing a WEF magazine supplement offers a cost effective method of reaching a target audience of up to 100,000 water professionals. You pick the content, target audience and distribution. The supplement is completely customizable to meet your marketing needs.

Why a supplement in a WEF magazine?

- Branded with the water industry's top magazines published by WEF with over 116 years of combined publishing history
- Work directly with WEF magazine editors with over 40 years combined experience in the water industry
- Exposure to the subscribers you want to reach
- Customizable distribution
- Posted online to increase the impact and longevity of your piece
- Separately bound in WEF magazines and designed to be tipped/ inserted depending on publication

Distribution - What works for you?

Reach up to 100,000 water professionals that are part of the WEF network. This includes circulation of *Water Environment & Technology* (WET), *World Water* and *World Water: Water Reuse and Desalination*, WEF members, WEFTEC exhibitors and attendees.

Target your own audience:

Domestic (U.S.) / Global /Country Specific | Print / Digital / Print & Digital

Totally customizable delivery solutions, depending on your needs

Publication	Circulation: Print & Digital Combined
<i>Water Environment & Technology</i> (WET)	Over 44,000
<i>World Water</i>	Over 19,000
<i>World Water: Water Reuse and Desalination</i>	Over 20,000

Bonus Marketing Piece:

As a bonus, WEF will provide your company with extra printed copies of the supplement for your own marketing needs. Case studies packaged as a supplement make for showcase pieces that can be used at conferences, exhibitions, and sent to current and prospective clients. An electronic copy for posting on your website and that of your suppliers can also be arranged.

What is it going to cost?:

The cost to your company is solely based on the number of suppliers you decide to solicit support from and how many decide to advertise. WEF will aide you in developing a marketing letter to reach out to your suppliers informing them of the supplement and offering them the chance to participate via advertising within the supplement. As well, WEF sales staff will assist in contacting these suppliers informing them of the opportunity.

Who do I contact?:

Contact your WEF advertising sales representative to discuss the benefits, costs and procedure associated to publishing a project supplement with WEF. See page 2 for contact details.

Contact Info

To learn more about this opportunity contact your advertising representative listed below.

Northeastern U.S. and Canada

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Southeastern U.S. and Latin America

Cari McBride	cmcbride@wef.org Fax: +1-703-229-6499
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Western U.S. and Canada

Tom Brun Janice Jenkins	tbrun@wef.org jjenkins@wef.org Fax: +1-724-539-2406
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International

Tony Sear	tsear@wefpublishinguk.com
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WEF Office

Jenny Grigsby	Fax: +1-703-535-5260
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Contact Me

If you prefer to be contacted by one of the advertising representatives, please fill out the information below and forward to the corresponding representative.

Contact Information (not for publication)

Name

Phone

E-mail

Billing Address

City

State

ZIP Code

Signature
