

WODOCIĄGI ≈ KANALIZACJA

The best source of information on water and sewage

MEDIA PACK 2019

www.portalkomunalny.pl/wodociagi-kanalizacja
 [wodociagikanalizacja](https://www.facebook.com/wodociagikanalizacja)



EDITOR'S NOTE



Dear Ladies and Gentlemen,

It has been over a decade since we released the first issue of our monthly magazine devoted to the waterworks and sewage industry, where we analyse the sector's problems and discuss future trends and tendencies.

Wodociągi i Kanalizacja is read by managers and top executives of municipal water and sewage services, as well as by communal authorities and decision makers, entrepreneurs and scientists. Such individuals also constitute the majority of our contributing authors, which is why we are bound to deliver the highest quality of content in both factual and editorial terms.

As we enter year 2019, we keep the most significant considerations the water-sewage industry has to face in mind. Climate change is forcing us to respond immediately and adapt our towns and cities to the fluctuant conditions. The role of water and sewage operations and new technologies offered by the market cannot be underestimated here. Moreover, changes in national and global energy policies are constantly pushing us for increasingly tighter, more efficient solutions. The water-sewage industry needs to be heading towards sustainability. It is also an opportunity for innovation and cutting-edge implementations.

These are some of the most important issues we will be tackling in 2019. We are always open to collaboration opportunities, as we want to give voice to the most pressing problems and innovative ideas in the field.

*Kalina
Olejniczak*

Managing Editor
Kalina Olejniczak

WHY THE MONTHLY *WATER-SEWAGE* IS WORTH TO BE CHOSEN?

KNOWN AND ACTIVE TITLE

We are present on the market for 16 years – the first issue of the magazine have been published in 2003. During that period of time, the magazine get many loyal readers and also advertisers. We are present at the most important national specialist events, we organize important for the sector Congress ENVICON Water and prestigious competitions: Manager of the Year WATER-SEWAGE and Investment of the Year WATER-SEWAGE.

HIGHLY RESPECTED AUTHORS

The authors of many articles are well known and highly respected experts representing the market leaders, specialist organizations and scientists.

INTERESTING AND COMPREHENSIVE TOPICS

The magazine presents the most important for the sector current topics. The Editors follow the technical news, trends, legal regulations and management.

PRECISE, SELECTED TARGET GROUP

Long-term editorial activities helped us to build the base of regular customers – subscribers, including managers and local authorities who make decision on water and sewage management.

WIDE DISTRIBUTION AND PROMOTION

We use all possibilities to get in touch with the market – including the traditional and internet channels, events in the sector, conferences, e-mailings.

DIVERSE ADVERTISEMENT OFFER

We offer our customers many opportunities to present their companies and products including the printed magazine as well as the digital e-issue.

SYNERGY WITH THE PORTALKOMUNALNY.PL

Thanks to the constant cooperation of the Editors with the portalkomunalny.pl, which is created by ABRYS, we are able to deliver the most recent information from the sector to the target group.



KEY INFORMATION ABOUT THE MAGAZINE



CIRCULATION:
4 500 copies

PERIODICITY:
monthly

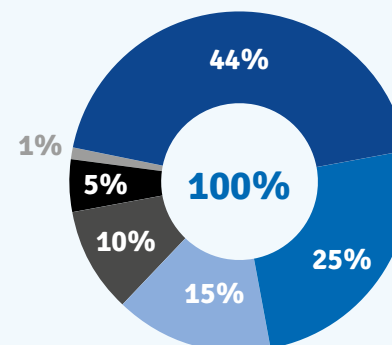
VOLUME:
50 – 90 pages

AVAILABILITY:
Printed version,
Digital (e-issue),
e-archive

PRICE FOR 1 COPY:
€4,50

PRECISE TARGET GROUP

The main receives of the magazine are local government units and management staff of water and sewage treatment companies as well as wastewater treatment plants. The magazine is also sent to engineers, scientists and experts working in the water and sewage sector. Detailed description of recipients is presented below:



44%
LOCAL GOVERNMENTS
(CITIES, MUNICIPALITIES,
DISTRICTS)

25%
PRESIDENTS OF THE WATER AND
SEWAGE TREATMENT COMPANIES,
DIRECTORS OF THE WASTEWATER
TREATMENT PLANTS

15%
MUNICIPAL
MANAGEMENT
COMPANIES

10%
CONSULTING AND ENGINE-
ERING OFFICES, COMPA-
NIES FROM THE SECTOR:
DELIVERING EQUIPMENT AND
CONTRACTORS.

5%
ENVIRONMENTAL
PROTECTION
INSPECTORATES,
SANITARY AND EPIDEMIOLOGICAL
STATIONS

1%
UNIVERSITIES



WIDE DISTRIBUTION



PERSONALIZED POSTING

with the names from the base of the active subscribers

FREE DISTRIBUTION

during the most important trade fairs (WOD-KAN fair in Bydgoszcz, POL-ECO SYSTEM fair in Poznań)

FREE DISTRIBUTION

during specialist conferences and seminars (including our own – ABRYS is an organizer of the cycle of the conferences on water and sewage management)

DIFFERENT FORM OF PROMOTION



The monthly is distributed during 20 the most important events on water and sewage management

TRADITIONAL POST

sending out the printed issues

E-MAILINGS

to the e-mail addresses from the base of few thousand professionals

PROMOTION IN OTHER MAGAZINES PUBLISHED BY ABRYS

for example in *Communal Review*

PROMOTION

During trade fairs, conferences, seminars

WEB PAGES

www.abrys.pl • www.portalkomunalny.pl
www.wodociagi-kanalizacja.abrys.pl

SOCIAL MEDIA:

 [wodociagikanalizacja](https://www.facebook.com/wodociagikanalizacja) •  [Abrys](https://www.linkedin.com/company/abrys)



WIDE RANGE OF TOPICS



WE WRITE ABOUT:

Modern and intelligent solutions for the water and sewage systems

Possibilities of financing of the investments

The ways of the water and sewage treatment companies managing

Challenges and trends in the sector

Legal regulations related to the sector and their interpretations

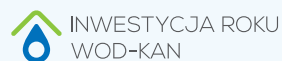
IN THE FORM OF:

Articles, interviews, columns, opinions, presentations and reports

EDITORIAL AND ABRY'S' EVENTS

THE WATER-SEWAGE MAGAZINE IS AN ORGANIZER OF:

- events like: editorial debates, breakfasts for experts
- prestigious competitions: **Manager of the Year WATER-SEWAGE** and **Investment of the Year WATER-SEWAGE**, which have the final during the great gala of the ENVICON WATER Congress



- well known **Loud Water Competition** for the most interesting educational campaign among the water and sewage treatment companies



ABRYS – PUBLISHER OF THE WATER-SEWAGE IS AN ORGANIZER OF*:

- International Congress for WATER-SEWAGE Sector ENVICON Water, that has been organized since 2015



- cycle of the conferences on water and wastewater management (4 events bringing together several hundred participants)

* magazine is distributed during these events.

ADVERTISEMENT PRICE LIST

K1	1 page PRICE: €1035		
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JUNIOR PAGE	JUNIOR PAGE PRICE: €900		

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S2	2 pages – left and right PRICE: €1860
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INSERTS

WODOCIAGI KANALIZACJA PFR I NFOŚIGW: nowy kapitał dla wod-kan	INSERT PRICE: €750
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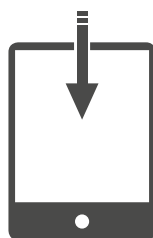
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SUBSCRIPTION OF THE MAGAZINE

Use when you want
and how you want



paper



digital



e-archive

You might find the **DISCOUNTS
AND PROMOTIONS** in an offer

For example: for long term (few years) subscription and for chosen target groups.

ATTRACTIVE PACKAGES

Economical Package
Standard Package
Premium Package



The packages includes:

Printed magazines, e-issues, access to the sources of e-archive, free specialist supplements.

WE ARE LOOKING FORWARD TO WORKING WITH YOU

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ABRYS sp. z o.o.

Our natural environment needs protection and rational resources management. The mission of the company ABRYS is to support the entities from the public and private sectors in implementation of that aim. We realize that by using our own media and publishing activities, organizing the congresses and conferences, environmental projects and competitions.

For 28 years we have been published one of the most recognizable in the municipal and environmental protection sectors title – monthly *Communal Review*. We deliver to our Readers day-to-day package of information on our internet portal PortalKomunalny.pl. In our portfolio might be found another, strong specialist titles like: *Urban Greenery, Energy and Recycling*.

Moreover, the company ABRYS is an organizer of the prestigious congresses and many other conferences related to the topics like waste management, water and wastewater, energetics, transport and many other. For many years of its activity the company has been organized about 500 of these events for thousands of participants. The biggest of that type event is International Environmental Protection Congress ENVICON Environmental that has been organized every year, for more than 20 years. ABRYS is also an organizer of International Congress for the Water and Sewage sector – ENVICON Water.

ABRYS dynamically develops also the area of educational projects, dedicated to both adults and children, ordered by self-governments and companies. Created by ABRYS campaign “Mission Emission” had won the competition organized by the Ministry of Environment “Active for clean air”. ABRYS is also an organizer of many competitions which aim is to popularize the attitudes, activities and values that help to implement its mission. The most known are: Recycling Cup, Ecoresponsibles in business or Green Energy Promoter.



ABRYS

MANY BRANDS, ONE IDEA

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im. Włodzisława Brajera

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