



- wastewater
- water
- desalination
- energy

MEDIA INFO 2006

معلومات المجلة ٢٠٠٦

Pumps

Water Reuse

Reverse Osmosis

Flow Meters
Analytical Instruments
Water Storage

Computer & Automation Technology

Valves

Water & Wastewater Treatment

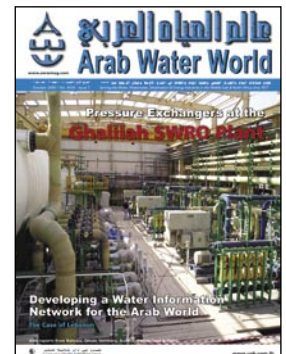
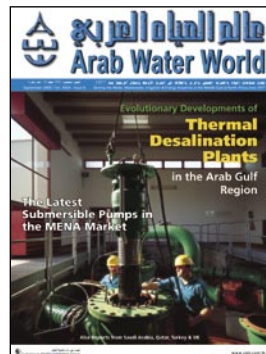
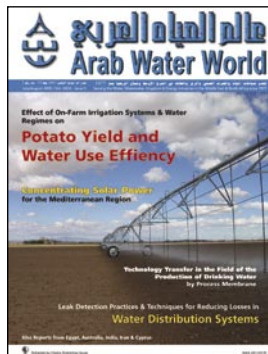
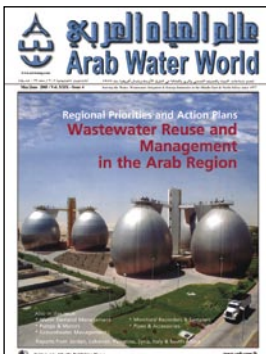
Well Drilling

Modern Irrigation Systems

Pipes

Purification & Disinfection

Ozone & UV Water Treatment



MENA Water Market

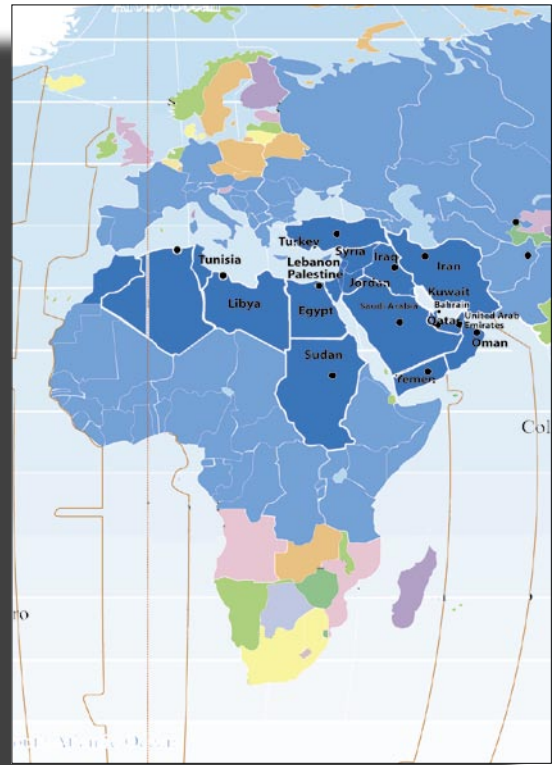
Flooding with Opportunities

If there's only one topic that the Middle East and North Africa (MENA) cannot ignore, it's the water scarcity. MENA has 5% of the world population with less than 1% of the available world's freshwater resources. Today, average per capita water availability in the region is about 1,200 cubic meters per year (world average is close to 7,000). The annual water availability in the region ranges from a high of about 1,800 cu. m per person in Iran to less than 200 cu. m per person in Jordan, West Bank/Gaza, and Yemen. By 2025, the regional average water availability is projected to be just over 500 cu. m/person/year. The total value of water and wastewater projects planned for the Middle East and North Africa (MENA) region over the next decade tops US \$120 billion.

GCC countries are facing an increase in the demand for water, mostly from municipal and industrial users. Their main challenge is to reduce dependence on groundwater, which they are seeking to do by constructing new desalination capacities and developing wastewater reuse projects. **Saudi Arabia** took a "milestone" step towards overhauling its wasteful, state-owned water sector and preparing it for complete privatization within a decade. By the year 2024, demand for potable water is expected to reach 10 millions m³/d, of which 66% to be met by desalinated water (6 millions m³/d in 2003). In **Qatar**, there are plans to extend one of Doha's main WwTPs on a DBO basis. Measures are in place to improve **Bahrain's** and **Kuwait's** wastewater coverage. **Oman** is expecting demand for water to fall by 2015 as a result of reduced agricultural consumption. The big success story in the Gulf is Abu Dhabi's IWPP program which has enabled the emirate to successfully finance new desalination capacity. More projects are planned in **UAE**.

North Africa countries will need to develop new sources of supply to meet a projected 50% high increase in the demand for water by 2015. Tenders for running water networks in large cities in **Algeria** are to be issued at the beginning of 2006. There are plans to build nearly 1 million m³/d of desalination capacity to supplement **Libya's** Great Manmade River (GMR) supplies. Only 40% of **Morocco's** wastewater capacity is currently functioning. However, Morocco has initiated sector reforms and has successfully delegated the management of water and wastewater service to private companies. For **Tunisia**, the main challenge will be treating increasingly saline raw water and improving wastewater coverage in rural areas. Water management in **Egypt** has to be improved in order to save water.

Jordan has to develop brackish water desalination projects. The country is creating a digital national water master plan and establishing a water information system. **Lebanon** has substantial water potential but has not mobilized its resources effectively. New projects are either underway or in the planning stage that will alleviate water shortages in the country.



The **Palestinian Territories** face the triple dilemma of rising water demand, poor wastewater coverage and a weak institutional framework. The security situation is a pressing concern. **Syria** is contemplating water transfer projects but a better course of action would be to improve management of existing resources.

Iraq has a plentiful supply of surface water but inadequate capacity for treating and distributing it. An anticipated 11.8 million Iraqis will benefit from water and sanitation projects worth \$600 million. Compared with other countries in the region, **Turkey** has plentiful water resources.

Service levels are generally good although wastewater treatment in certain parts of the country is lacking. Current sector arrangements are in need of reform. **Iran's** main challenge is to raise the amount of controlled surface water to 116 billion cu. m. by the year 2025.

According to a new market report, about US\$80 billion will need to be spent in the MENA region on improving and expanding potable water services, including desalination plants, pipelines and renovating leaking distribution mains, while the figure for drainage and sewerage is approximately US\$40 billion.

Arab Water World (AWW)

Arab Water World (AWW) The One and Only Specialized Magazine in MENA! Serving the Water, Wastewater, Desalination and Energy industries since 1977 AWW magazine, published by **Chatila Publishing House (CPH)**, is established as the world's gateway to the Middle East and North Africa (MENA) water-related industries.

Every issue of **AWW** magazine is kicked off with an Opening Letter comprising timely commentaries and viewpoints from the Editor-In-Chief. An Open Forum provides AWW readers with a space to exchange ideas, opinions and suggestions. Issue Contents feature a mix of technical articles on current practices and advancements, case studies and specific technologies such as Well Drilling, Filtration and Desalination. AWW has also been giving in-depth Industry Spotlights at newsworthy market trends, major projects as well as products that are new to the industry, redesigned to offer innovative solutions for the different sectors of the Water, Wastewater, Irrigation & Energy industries. Every issue also provides several Country / Regional Reports including water supply and demand as well as water management policies and tried-and-tested solutions and projects, allowing companies to make smart investments in the right place at the right time. Highlights on recent industry Publications, Interviews with decision makers and specialized professionals, Corporate Happenings and Products and Services are presented with accurate and up-to-date information that meets professional standards and attracts high-quality readership. Every issue is as well an important resource for major coming Events and those which have already occurred.



Must-Read Articles & News

The purpose of **AWW** magazine is to assist in the dissemination of technical information, case studies, equipment and product development. For 29 years, the publication has been also reviewing research advances to promote a greater understanding of the potential of desalination and water reuse in meeting increased urban pressures and the demand for water in the MENA region.

An Elite Audience of Water Industry Decision Makers

AWW is circulated to the desktop of leading decision makers working in over 8500 firms engaged in the water industry throughout the Middle East & North Africa, and is published nine times a year in a bi-lingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 35, 000 individuals are reading every issue of **AWW** magazine.

Online Presence and Availability

The newly revamped **AWWmag.com** offers authoritative insights to the water industry through a mix of industrial news and trends, innovative technologies, country reports, material focuses, and event news related to the water, wastewater, Irrigation and energy industries. Log on to **AWWmag.com** and delve into the world of water where current and archived issues of the **Arab Water World (AWW)** magazine are available in two formats (html and e-book) for your review.

Formula of Success

The success of **Arab Water World (AWW)** magazine stems from a simple concept built on reliability, novelty, hard work, quality, dedication and commitment. An assiduous and rigorous Honorary Editorial Consultants (HEC) team and a strong marketing network are behind our success. Specialization, professionalism, extensive circulation and bilingualism make **AWW** magazine the ultimate reference for the Middle East & North African (MENA) business & professional community involved in the Water, Wastewater, Desalination & Energy industries.

Other CPH Products

In a quest to fulfill its slogan "**Helping advance the Middle East and North Africa**", **Chatila Publishing House (CPH)** presents to its readers three other magazines tackling three industries, namely construction, food and health. **Arab Construction World (ACW)** magazine serves the Building, Construction Machinery, Road and Power Generation magazine in the MENA region while **Middle East Food (MEF)** magazine is the leading Food, Beverage, and Packaging industries magazine in this region. Other CPH products incorporate four directories (next edition to be published 3rd quarter 2006), each listing more than 15,000 export/import minded firms in seventy five different countries working in the industries related to water, construction and food in several geographical regions; two portals, www.menainfo.com and www.menawater.com, which will be launched during 2006; and a series of services dedicated to decision-makers, professionals, and experts working in the above-mentioned field divided into four categories: Agents and Distributors, Industry Links, Project Monitor and Coming Events.



Editor-in-Chief

Graduated with a BSC in Geology in 1960 from the University of Miami, Florida, Fathi Chatila is the founder of **Chatila Publishing House (CPH)**. He has been publishing the **Arab Water World (AWW)** magazine since 1977. Between 1963 and 1969, Fathi Chatila worked with the **UNDP** in a project which called for studying the groundwater aquifers in Lebanon. As a veteran hydro geologist, he also worked with the **Lebanese Ministry of Hydraulic & Electric Affairs**, studying the interior basins of Lebanon, namely Litani, Orontes and Hasbani Rivers. Among his distinguished activities were two projects. The first calls for supplying Saudi Arabia and other GCC Countries with 750m³ million a year for potable water needs. The other project calls for the construction of a dam on the Damour River for supplying Greater Beirut with 90 m³ million a year. Mr. Fathi Chatila can be contacted at f.chatila@cph.com.lb

| | January-February | March | April | May |
|----------------------------|---|---|--|--|
| Features | Wastewater Treatment & Re-use | Water Treatment | Irrigation Technology | Desalination |
| Industry Spotlights | * Analytical Instruments * Centrifugal Pumps * Plant Power Supply * UV & Ozone Systems | * Flow Meters * Renewable Energy * Sewage / Drainage Pumps * Well Drilling | * Computer Modeling, GIS & Telemetry * Greywater Treatment & Reuse * Tube / Pipe Welding, Bending & Cutting * Water storage | * Filtration & Disinfection Systems * Hydrological & Geophysical Instruments * Pipes & Valves * Submersible Pumps |
| Industry Contacts* | Wastewater Treatment & Re-use | Water Treatment | Irrigation | Desalination |
| Country / Regional Reports | * Saudi Arabia * Spain * Turkey | * Australia * France * North Africa (Algeria, Morocco, Tunisia, Lybia) | * Germany, Austria, Switzerland * South Africa * U.A.E | * Italy * Levant (Lebanon, Jordan, Syria) * Oman * Scandinavia |
| Bonus Distribution** | * WETEX 2006 - Dubai * BIG 4 2006 - Cairo * 2nd International Water Forum - Dubai | * Aquatherm 2006 - Cairo * Rebuild Iraq 2006 - Jordan | * Pipeline Technology 2006 - Hannover, Germany * Aqua 2006 - Italy | * ARWATEX 2006 - Lebanon |
| Closing Date | December 1 st , 2005 | February 1 st , 2006 | March 1 st , 2006 | April 1 st , 2006 |
| Material Due | December 10 th , 2005 | February 10 th , 2006 | March 10 th , 2006 | April 10 th , 2006 |
| Publishing Date *** | December 20 th , 2005 | February 20 th , 2006 | March 20 th , 2006 | April 20 th , 2006 |

* Supplement where leading water-related companies can place their listings for free enabling them to introduce their products and agents / distributors in the MENA region to AWW readers.

** Tentative list of events at which AWW will have bonus distribution of its issues but it might change according to event organizers.

***Indicates when the issue would be available

البرنامج التحريري ٢٠٠٦

| تشرين الثاني - كانون الأول (نوفمبر - ديسمبر) | تشرين الأول (أكتوبر) | أيلول (سبتمبر) | تموز - آب (يوليو - أغسطس) | حزيران (يونيو) |
|--|--|--|--|--|
| معالجة مياه الصرف و الصرف والمخلفات الصناعية | تكنولوجيا الأغشية | تحلية المياه المالحة بواسطة الوميض البرقي | حفر الآبار | إعادة استخدام المياه المعالجة |
| - المضخات وأكسواراتها - ري الحدائق والمساحات - توليد الطاقة - حفر الآبار | - أجهزة المراقبة والتسجيل وأخذ العينات - الصمامات وأجهزة كشف التسرب - تدوير المياه وإعادة استخدامها - تكنولوجيا الحفر من دون شق | - تقنيات الري - المضخات - كلورة المياه - معدات تأمين مياه المسابح | - المحركات والمولدات - أغشية تحلية المياه - مرشحات الري - المواد الكيميائية لمعالجة المياه | - أجهزة تحليل المياه - المضخات النابذة - تقنية الكمبيوتر والتشغيل الآلي - تكنولوجيا الحفر من دون شق |
| توليد الطاقة | الأنابيب، الصمامات والمواسير | المضخات | حفر الآبار - تكنولوجيا الحفر من دون شق | أجهزة التحليل والمراقبة |
| - الإمارات العربية المتحدة - ألمانيا، النمسا وسويسرا - الهند - أمريكا الشمالية (الولايات المتحدة وكندا) | - البحرين - المملكة العربية السعودية - إيطاليا - اليابان | - قطر - تركيا - المملكة المتحدة - تاوان | - مصر والسودان - البينلوكس (بلجيكا، هولندا، لوكسمبورغ) - جمهورية الصين الشعبية - كوريا الجنوبية | - الكويت - إيران - أمريكا الشمالية (الولايات المتحدة وكندا) - روسيا، أوروبا الشرقية |
| - معرض البيئة ٢٠٠٧ - أبوظبي - ويتكس ٢٠٠٧ - الدمام | - مياه الشرق الأوسط ٢٠٠٦ - المنامة | - كيوتكس ٢٠٠٦ - قطر | - معرض الزراعة السعودي ٢٠٠٦ - الرياض - المعارض الخمسة الكبرى ٢٠٠٦ - دبي | - معرض صحارى ٢٠٠٦ - القاهرة |
| ١ تشرين الأول (أكتوبر) ٢٠٠٦ | ١ أيلول (سبتمبر) ٢٠٠٦ | ١ آب (أغسطس) ٢٠٠٦ | ١ حزيران (يونيو) ٢٠٠٦ | ١ أيار (مايو) ٢٠٠٦ |
| ١٠ تشرين الأول (أكتوبر) ٢٠٠٦ | ١٠ أيلول (سبتمبر) ٢٠٠٦ | ١٠ آب (أغسطس) ٢٠٠٦ | ١٠ حزيران (يونيو) ٢٠٠٦ | ١٠ أيار (مايو) ٢٠٠٦ |
| ٢٠ تشرين الأول (أكتوبر) ٢٠٠٦ | ٢٠ أيلول (سبتمبر) ٢٠٠٦ | ٢٠ آب (أغسطس) ٢٠٠٦ | ٢٠ حزيران (يونيو) ٢٠٠٦ | ٢٠ أيار (مايو) ٢٠٠٦ |

ننشر مقالاتكم في مجلة عالم المياه العربي، يرجى إرسالها إلى قسم التحرير في المجلة على العنوان التالي: editorial@awwmag.com

Editorial Program 2006

editorial 2006

| June | July-August | September | October | November-December |
|---|---|---|---|--|
| Water Re-use * Analytical & Laboratory Instruments * Centrifugal Pumps * Computer Modeling, GIS & Telemetry * Trenchless Technology | Well Drilling * Engines & Generators * R.O. Membranes * Sprinkler Irrigation * Water Treatment Chemicals | Multi-Stage Flash Desalination * Irrigation Technology * Pumps * Softeners & Chlorinators * Swimming Pool Equipment | Membrane Technology * Monitors, Recorders & Samplers * Pipes & Leak Detectors * Recycling & Water Reuse * Trenchless Technology | Industrial Effluent Treatment * Pumps & Accessories * Turf & Landscape Irrigation * Power Generation * Well Drilling |
| Instruments * Iran * Kuwait * North America (Canada / USA) * Russia / Eastern Europe | Well Drilling / No Dig Technology * Benelux (Belgium, Netherlands & Luxembourg) * Egypt & Sudan * P.R. China * S. Korea | Pumps * Qatar * Taiwan * Turkey * U.K | Pipes, Valves & Fittings * Bahrain * Italy * Japan * Saudi Arabia | Power Generation * Germany, Austria, Switzerland * India * North America (Canada / USA) * U.A.E |
| * Sahara Expo 2006 - Egypt | * BIG 5 2006 - Dubai * Saudi Agriculture 2006 - Riyadh | * QWETEX 2006 - Qatar | * Water Middle East 2006 - Bahrain | * Environment 2007 - Abu Dhabi * WETEX 2007 - Dubai |
| May 1 st , 2006 | June 1 st , 2006 | August 1 st , 2006 | September 1 st , 2006 | October 1 st , 2006 |
| May 10 th , 2006 | June 10 th , 2006 | August 10 th , 2006 | September 10 th , 2006 | October 10 th , 2006 |
| May 20 th , 2006 | June 20 th , 2006 | August 10 th , 2006 | September 20 th , 2006 | October 20 th , 2006 |

If you are interested in publishing your editorial material in AWW, please send an email to AWW's editorial department at editorial@awwmag.com

عالم المياه العربي

البرنامج التحريري ٢٠٠٦

| آيار (مايو) | نيسان (أبريل) | آذار (مارس) | كانون الثاني - شباط (يناير - فبراير) | مواضيع خاصة |
|----------------------|----------------|---------------|--|--|
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | أجهزة تحليل المياه المضخات النابذة تأمين وتوليد الطاقة للمحطات معالجة المياه بواسطة الأوزون والأشعة ما فوق البنفسجية |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | أخبار صناعية |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | مرجع الصناعة المائية |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | تقارير البلدان / المناطق |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | توزيع نسخ إضافية |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | تاريخ توقف استلام أوامر النشر |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | تاريخ توقف استلام المواد |
| تحتية المياه المالحة | تكنولوجيا الري | معالجة المياه | معالجة مياه الصرف الصحي وإعادة استخدامها | تاريخ النشر |

× ملحق حيث بإمكان الشركات الرائدة في قطاع المياه نشر مراجعها بهدف تقديم منتجاتها ومزجها في الشرق الأوسط وشمال أفريقيا إلى قراء عالم المياه العربي
×× قائمة قابلة للتعديل بالمعارض التي سيوزع خلالها نسخ من مجلة عالم المياه العربي
××× تبين تاريخ صدور المجلة من المطبعة - يجب توقع من أسبوعين إلى ثلاثة أسابيع تأخير لإستلام المجلة بالبريد

Advertising Benefits

Introduction



January - February 1977 / Issue 1

Since its inception in 1977, **Arab Water World (AWW)** has been the

“Voice of the Water, Wastewater, Desalination and Energy Industries”

in serving decisionmakers and key buyers in more than 8,435 firms in the **Middle East & North Africa (MENA)** region.

AWW provides pioneering marketing and advertising solutions to support an advertiser's specific brand objectives. Advertisers can satisfy their needs in **AWW** through the customized programs. Sponsorship positions, editorial placements, big event promotions, insertion strategies and pricing programs are all available. We invite you to put your concepts and ideas into the hands of our creative marketing specialists, who will help customize a program to achieve your goals and maximize your Return On Investment (ROI).

For more details on our circulation, check the details on the following pages

Our Philosophy



- To provide nothing less than the highest quality service for discerning clients. It is a value we choose to differentiate our services from those of others.
- To offer our clients a wide range of opportunities that are tightly matched to their needs.
- To have a long-term business horizon, and believe in steady growth by building relationships based on trust and recommendation.
- We believe all this can be done by a synergy of commitment, experience and innovation.

AWW magazine is the premier and most trusted, specialized business publication in the **MENA** region.

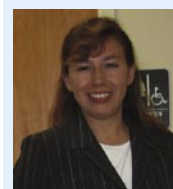
- We circulate to over 8,435 private and public sector firms.
- Our readers are local, national and international, and offer you a broad range of opportunities.
- We have helped thousands of clients penetrate the lucrative MENA water market.
- Bonus copies of AWW magazine are distributed in major events taking place in the MENA region, enabling our clients to reach a wider market.

Don't Take our word for it!

Check testimonials opposite & on the outside cover of the Media Info.

If you are interested in advertising in AWW, please do not hesitate to contact us:
Tel: +961 (01) 748333 - Fax: +961 (01) 352419 ; e-mail: marketing@awwmag.com

Reasons To Advertise



Jaquelin P. Garza
Market Development
Analyst
ITT – Aquious

“ We have been working with AWW magazine for more than 10 years now and have found that what it has been really beneficial for us is all the opportunities for Editorials, press releases and articles. We have been able to get our name out in the market by publishing our case stories and let people know about our dedication and expertise.

We think that this magazine is the best publication to have our Ads spread around the Middle East & African markets.”

Advertising Options

Print Options



• **Display Advertising:** We offer the choice of either full-color or mono display spots (with no additional loading for color), in a range of sizes and placements. Our policy of allocating no more than 35 percent of available space to advertising material ensures that your advertisements will not only be noticed, but also really stand out! Research has showed that the application of color to a display ad boosts the ad's visibility.

• **Classified Advertising:** The Buyer's Guide (BG) is a regular classified advertising section that appears in every issue of **AWW**. This service offers high visibility at a nominal cost. Your classified ad is a 9 cm width X 6 cm height (3 5/8" x 2 3/8") that includes your company logo, product photo, and a short message with your contact details.

• **Advertorials:** These are the ultimate way to getting your story across. It is editorial that is tailored to promoting your business including your full contact details.

• **Fixed Inserts:** Distributed either MENA-wide or to specified countries, fixed inserts are popular and effective form of advertising as they make your ad stand out from the rest!

• **Direct Mail List Rentals:** You can promote your equipment, products and services to a vast database of decisionmakers through our expertise. **AWW** will commit to forwarding your message to our subscribers by email, fax or regular mail.

• **Company Profile:** This form of advertising offers comprehensive coverage of your company's history and products.

Online Options

Online advertising has become necessary to any marketing campaign. For guaranteed effective communication, we will place your banner with a link to your company or email address on the **AWW's** website. Your online advertising options are:

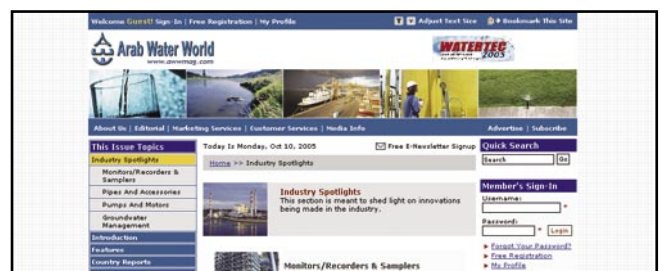
Top Banner

Width x Height: 468 X 60 pixels
Max size (Kb): 20
Types: GIF, JPEG &/or animated GIF

Right Side Banner

Width x Height: 120 X 60 pixels
Max Size (Kb): 15
Types: GIF, JPEG &/or animated GIF

If you place your full page or more ads in **AWW** magazine, your banner will be placed for free on **AWW's** website. Email us at marketing@awwmag.com to find out more regarding this offer



Advertising Rates & Specifications

| Display Ads | Full Color (4C) | | | | | | | |
|-------------|-----------------|------|-------------|------|-----------|------|------------|------|
| | Once | | Three Times | | Six Times | | Nine Times | |
| Frequency | US \$ | Euro | US \$ | Euro | US \$ | Euro | US \$ | Euro |
| Currency | US \$ | Euro | US \$ | Euro | US \$ | Euro | US \$ | Euro |
| Spread | 4900 | 4020 | 4650 | 3810 | 4285 | 3515 | 3800 | 3115 |
| 2nd Cover | 2900 | 2380 | 2750 | 2290 | 2540 | 2085 | 2250 | 1845 |
| 3rd Cover | 2900 | 2380 | 2750 | 2290 | 2540 | 2085 | 2250 | 1845 |
| 4th Cover | 3200 | 2625 | 3040 | 2490 | 2800 | 2295 | 2480 | 2010 |
| Full Page | 2500 | 2050 | 2375 | 1945 | 2190 | 1795 | 1940 | 1590 |
| 2/3 Page | 2100 | 1720 | 1995 | 1635 | 1850 | 1540 | 1650 | 1375 |
| 1/2 Page | 1700 | 1395 | 1615 | 1325 | 1490 | 1220 | 1320 | 1080 |
| 1/3 Page | 1500 | 1230 | 1425 | 1170 | 1310 | 1075 | 1160 | 950 |
| 1/4 Page | 1200 | 985 | 1140 | 935 | 1050 | 860 | 930 | 765 |

| Display Ads | Black & White (B&W) | | | | | | | |
|-----------------------------|---|------|-------------|------|-----------|---|------------|------|
| | Once | | Three Times | | Six Times | | Nine Times | |
| Frequency | US \$ | Euro | US \$ | Euro | US \$ | Euro | US \$ | Euro |
| Currency | US \$ | Euro | US \$ | Euro | US \$ | Euro | US \$ | Euro |
| Full Page | 2000 | 1640 | 1900 | 1560 | 1750 | 1435 | 1550 | 1270 |
| 2/3 Page | 1600 | 1310 | 1500 | 1230 | 1400 | 1150 | 1240 | 1015 |
| 1/2 Page | 1200 | 985 | 1150 | 940 | 1050 | 860 | 950 | 780 |
| 1/3 Page | 950 | 780 | 900 | 740 | 850 | 700 | 750 | 615 |
| 1/4 Page | 750 | 615 | 710 | 575 | 650 | 530 | 600 | 490 |
| Black & White (Extra Color) | <ul style="list-style-type: none"> • 1 Publisher's Standard color & Black Ad: • 1 Matched color & Black Ad • 2 Matched colors & Black Ad | | | | | US\$ 150 (Euro 125) US\$ 250 (Euro 210) US\$ 350 (Euro 290) | | |

| Classified Ads (Buyer's Guide) | | |
|--------------------------------|-------|------|
| Currency | US \$ | Euro |
| Once | 450 | 370 |
| Six Times Each | 375 | 310 |
| Nine Times Each | 300 | 245 |
| Nine Times All Prepaid | 2100 | 1720 |



Ads Material Specification

Physical Submissions should be directly submitted by post to our offices or through the concerned agent (if available). Digital Material must be accompanied by an accurate Color Proof (Chromaline) and a list of all files should be supplied.

Electronic Submissions should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Type Specifications:

- Bitmap Image Files: TIFF, PDF, JPEG and CDR will be accepted.
- QuarkXpress 5.0 or 6.0, with relevant fonts and images.
- Adobe Indesign V 2.0. , Adobe Illustrator V 9.0 and above.
(All fonts and images should be outlined and embedded)
- Corel Draw V 11.

Quality of Paper: Interior pages 70 grams LWC Paper TOP KOTE-L – Covers 150 grams 2S Coated Paper Matt.

Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program), changes or cancellations must be received in writing. Any advertiser canceling afterwards must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Materials Due Deadline (as indicated in Editorial Program).

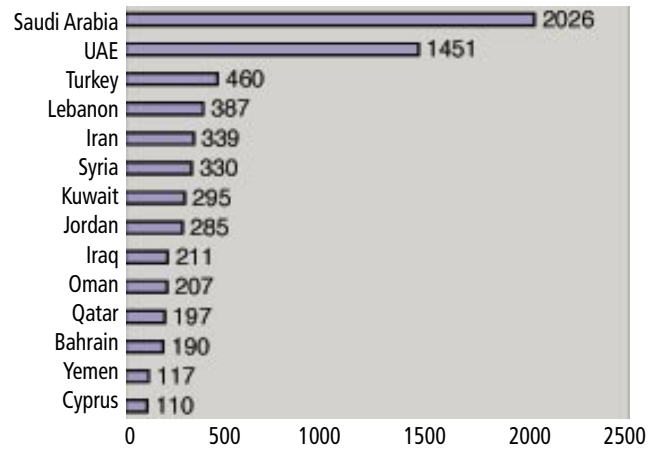
Digital Files are to be submitted on CD Rom, DVD, Email, or ftp (ftp web address plus username, password and file name to be supplied by email to gwd@awwmag.com).

| Ads Mechanical Data | | |
|------------------------|---------------|----------------------|
| Space | Dimensions | (Width x Height) mm |
| 1 Simple Page | Print Size | 188 x 254 |
| 2 Bleed Page | Trim Size | 215 x 285 |
| | Original Size | 220 x 290 |
| 3 Double Page | Print Size | 405 x 254 |
| 4 Double Bleed Page | Trim Size | 425 x 285 |
| | Original Size | 435 x 295 |
| 5 Vertical 2/3 Page | Print Size | 120 x 254 |
| 6 Vertical Half Page | Print Size | 88 x 254 |
| 7 Horizontal Half Page | Print Size | 188 x 127 |
| 8 Island Half Page | Print Size | 120 x 184 |
| 9 Vertical 1/3 Page | Print Size | 57 x 254 |
| 10 Horizontal 1/3 Page | Print Size | 188 x 88 |
| 11 Vertical 1/4 Page | Print Size | 88 x 127 |
| 12 Horizontal 1/4 Page | Print Size | 188 x 60 |
| 13 Classified Ads | Print Size | 90 x 60 |

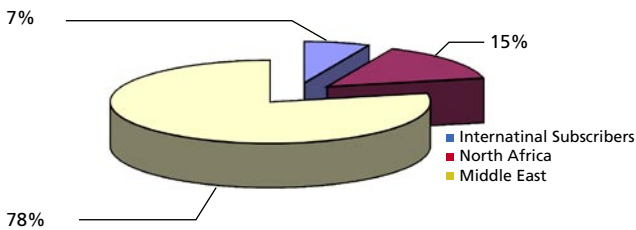
| International Subscribers | |
|---------------------------|-------------|
| Regions | # of copies |
| Oceania | 28 |
| South America | 36 |
| Africa | 41 |
| Asia | 121 |
| North America | 154 |
| Europe | 176 |
| Total | 556 |

| Region | # of copies |
|---------------------------|-------------|
| International subscribers | 556 |
| North Africa | 1274 |
| Middle East | 6605 |
| Total | 8435 |

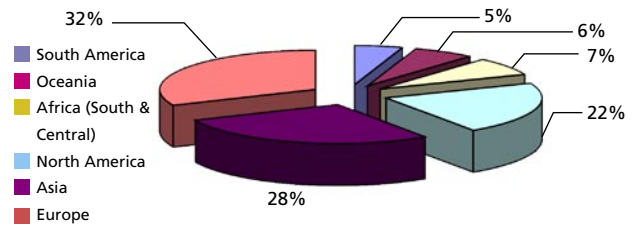
Circulation to Middle East



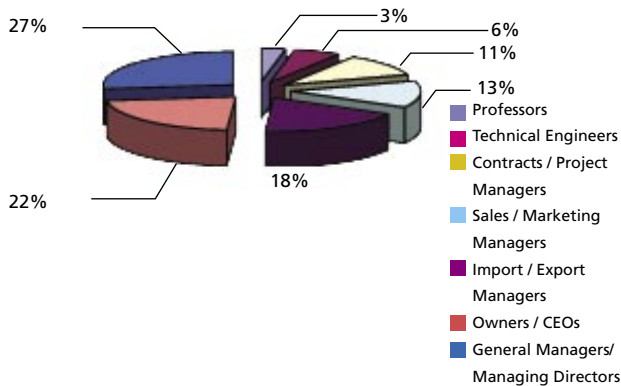
Circulation by Region



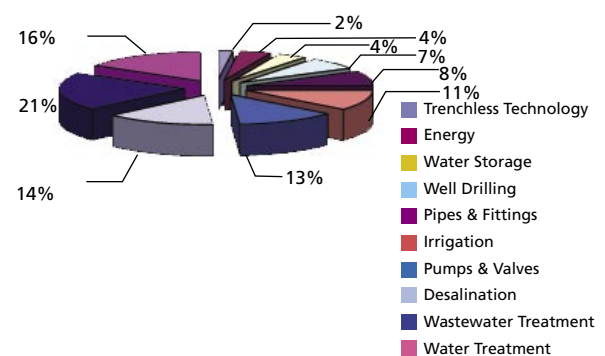
International Circulation



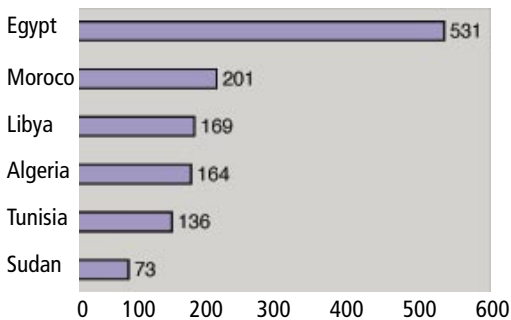
Circulation by Job Position



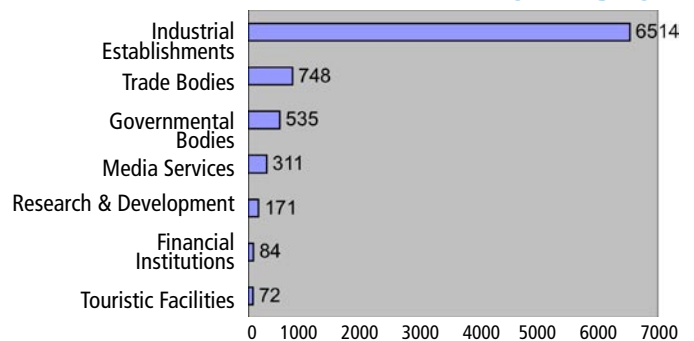
Circulation by Activity



Circulation to North Africa



Circulation by Category



Services

Chatila Publishing House (CPH) offers a series of services dedicated to decision-makers, professionals, and experts in the water-related fields



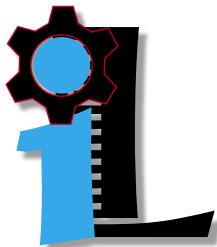
Agents & Distributors

Links you to agents and/or distributors in MENA market if you are interested in expanding your business network.



Project Monitor

Connects you to the most recent business opportunities across the region, namely Tenders, Project Bidders, Awarded Contracts, and Project Developments. This service is there to ensure objectives have been satisfactorily met.



Puts you in contact with water-related suppliers, manufacturers, purchasers, sellers, re-sellers and high-level professional employees.

Industry Links

- **Industry Contacts:** A new supplement printed in every issue of AWW. It consists of two sections: First section carrying details about international and regional manufacturers or suppliers of equipment or products relevant to the topic covered in the issue concerned; the second section covering names and contact details of firms acting as agents, representatives, distributors, etc to the firms listed in section one.

Coming Events

Lists the dates of various industrial, professional and business-related exhibitions, conferences, workshops and seminars.



For more Information, email us at services@menawater.com

Water Industry Contacts

Arab Water World magazine (AWW)

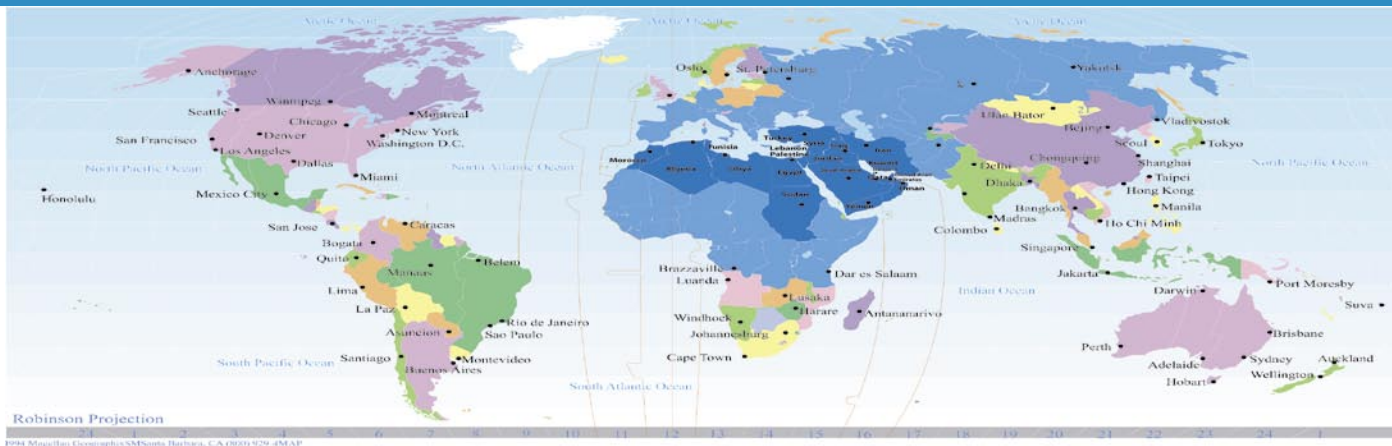
Starting January 2006, every issue of **AWW** magazine will carry "**Industry Contacts**", a supplement where leading manufacturers and suppliers companies can place their free listing enabling them to introduce their products and agents/distributors in MENA region to **AWW** readers. Company details will be considered for possible inclusion in the issues below according to the business activities:

| Issue | Industry Contacts | Issue | Industry Contacts |
|--------------------|------------------------------|---------------------|-----------------------------------|
| January / February | Wastewater Treatment & Reuse | July / August | Well Drilling / No Dig Technology |
| March | Water Treatment | September | Pumps |
| April | Irrigation | October | Pipes, Valves & Fittings |
| May | Desalination | November / December | Power Generation |
| June | Instruments | | |

Kindly fill out the form below, providing us with some 30 words about your company as well as details of your agents, distributors, suppliers and representatives in the MENA region to be included for free in the same supplement

| | | | | |
|-----------------------|--------------------|--|---------|--------|
| Company Name : | | Company Profile & Business Activity (max 30 words) | | |
| Address: | | | | |
| City: | Zip / Postal Code: | | | |
| Country: | P.O.Box: | | | |
| Tel: | Fax: | | | |
| Email: | | | | |
| Website: | | Agents & Distributors in the Middle East & North Africa | | |
| Contact Person | | Company Name | Country | Email: |
| Job Position: | | | | |
| Email: | | | | |

Please send us this form by faxing it to: +961 (01) 352419
or scan & email it to services@menawater.com



Sales Representatives List

Canada

Ms. Maria Tolgyessy
Hassan Youssef & Associates Inc.
Tel: 1-416-3684626
Fax: 1-416-3683461
Email: hay@on.aibn.com

China

Mr. Weng Jie
Zhejiang International Advertising Co., Ltd. (ZIAC)
Tel: 86-571-87053998 / 85150937
Fax: 86-571-85150669 / 85150444
Email: silkroad@mail.hz.zj.cn, or wj@hz.cn

Denmark

Mr. Bent Wissing
BSW International Marketing
Tel: 45-3538-5255
Fax: 45-3538-5220
Email: bsw@worldonline.dk

France

Mr. Fabio Lancellotti
Def & Communication
Tel: 33-147307180
Fax: 33-1-47300189
Email: Fabio.l@wanadoo.fr

Germany

Mrs. Dorothee Schendzielorz
Eisenacher Medien
Tel: 49-228-2499860
Fax: 49-228-650076
Email: info@eisenacher-medien.de
Web: www.eisenacher-medien.de

India

Mr. H. Subramaniam
EA Water Private Limited
Tel: 91-11-29531288
Fax: 91-11-29531291
Email: subrah@eawater.com
Web: www.eawater.com

Italy

Mr. Fabio Potesta
Mediapoint & Communications SRL
Tel: 39-010-5704948
Fax: 39-010-5530088
Email: info@medisapointsrl.it
Web: www.mediapointsrl.it

Japan

Mr. Yuko Ishihara
Japan Advertising Communications
Tel: +81-3-32614591
Fax: +81-3-32616126
Email: ishihara@media-jac.co.jp
Web: www.media-jac.co.jp

Korea

Mr. C.H.Park
Far East Marketing Inc. FEM
Tel: 82-2-730 123
Fax: 82-2-732 8899
Email: femads@unitel.co.kr

South Africa

Mr. Bod Stephen
Stephen Marketing
Tel: 27-11-9521721
Fax: 27-11-9521607
Email: bstephen@iafrica.com

Taiwan

Mr. Stuart Phillips-Laurie
Worldwide Services Co. Ltd.
Tel: 886-4-23251784
Fax: 886-4-2325967
Email: sales@www.taiwan.com
Web: www.wwsataiwan.com

Turkey

Mr. Hilmi Erdem
Titajans Dis Tanitim Ltd.Sti
Tel: 90-212-2577666
Fax: 90-212-2870099
Email: titajans@titajans.com
Web: www.titajans

U.A.E

Mr. Fouad Hammad
International Advertising LLC
Tel: 971-4-2699855
Fax: 971-4-2691514
Email: interad@emirates.net.ae
Web: www.iamediaservices.co

U.K

Mr. Stuart Smith
SSM Global Media Ltd, UK
Tel: 44-2084-645577
Fax: 44-2084-645588
Email: stuart.smith@ssm.co.uk
Web: www.ssm.co.uk

U.S.A (East)

Mr. Roy Diton
Trade Media International Corp. USA (EAST)
Tel: 1-212-5643380
Fax: 1-212-5943841
Email: rdtmicor@cs.com

U.S.A (Midwest)

Mr. Hooper R.Jones
Hooper Jones Associates Inc. USA (midwest)
Tel: 1-847-4861021
Fax: 1-847-4861025
E mail: HooperHJA@aol.com

Arab Water World (AWW)

Arab Water World

(AWW)

In case there is no agent in your country please send us an email to:

marketing@awwmag.com

Testimonials

"Water related information is widely perceived to be scarce in many parts of the Arab world. However, indications show that a wealth of information on water resources in the region does exist, but is widely scattered, neglected, not archived and collected under a myriad of uncoordinated and unrelated programs or projects. From the pages of **Arab Water World** magazine, I hereby call researchers in universities and research centers and institutes across the Arab world to work together in small local teams, where individuals have the motivation, aptitude and common interest to derive each local effort to success. The outcome of each effort is a water information base that will serve and get served by local research communities."

Dr. Hamed Assaf

Department of Civil and Environmental Engineering, Faculty of Engineering and Architecture,
American University of Beirut
Beirut, Lebanon



"My personal history with **Fathi Chatila**, publisher of **Arab Water World** magazine started as I.C (A.U.B.) elementary school classmates early 40s. Since then, our relation never seized; but the contrary, lately we started with **C.P.H.** our factories' ads (SOCAP) in his two magazines **AWW** & **ACW**, in addition to our articles on the technologies and equipment that are indispensable to water systems, oil and gas etc. that yielded benefits to all concerned.

May I wish C.P.H. continuous success in serving our region, with my personal best regards."



Fuad Bishouty, P.D.G.,
MEEC - Middle East
Environmental
Consortium s.a.r.l
Lebanon



"I really think that the magazine **ARAB WATER WORLD** is very useful for all the companies involved in the water sector. The magazine gives helpful information, if you look for a company, if you want to know a little bit more about a certain foreign market, or if you need some more technical information. The things I like most are the technical articles about valves!

You can have the chance to refresh yourself about their uses, and you can be also updated on new technologies!"

Dott.ssa Elisa Reggiani
Marketing Manager
Valvotubi Ind. S.r.l.

"I would like to thank Arab Water World for always focusing on the topics that are relevant to pumps and water treatment equipment, and for being one of the few magazines on the market providing reliable and well informed material.

We are delighted at the amount of interest generated through this magazine."

MASARU KAMODA
DIRECTOR & GENERAL MANAGER
INTERNATIONAL SALES DIVISION
TSURUMI MANUFACTURING CO., LTD.



Contact Addresses

عناوين المجلة

Postal Address

Arab Water World (AWW) magazine
P.O.Box: 13-5121 Chouran
Postal Code: 1102-2802, Beirut - Lebanon

Courier Address

Arab Water World (AWW) magazine
Hamra, Commodore, Barouk Street
Chatila & Chehab Building, 2nd Floor,
Beirut - Lebanon

Tel: +961 (01) 748333
Fax: +961 (01) 352419 / 802950
Email: info@awwmag.com



www.cph.com.lb

العنوان البريدي:

مجلة عالم المياه العربي
ص.ب: ١٣-٥١٢١ شوران
الرمز البريدي: ١١٠٢-٢٨٠٢، بيروت - لبنان

عنوان البريد السريع:

مجلة عالم المياه العربي
الحمرا، الكومودور، شارع الباروك،
بناية شاتلا وشهاب، الطابق الثاني، بيروت - لبنان

هاتف: +٩٦١ (٠١) ٧٤٨٣٣٣

فاكس: +٩٦١ (٠١) ٣٥٢٤١٩ / ٨٠٢٩٥٠

البريد الإلكتروني: info@awwmag.com