



AQUA (multi) MEDIA

We know our market ~ Let us help you reach yours in 2022

1 WHY PRINT SHOULD BE YOUR MAIN FOUNDATION

Digital publishing, for both editorial and advertising, is fashionable and increasingly popular with those following current trends. Online promotion is certainly a useful addition to the sales and marketing toolkit, but is not an effective strategy on its own. Consider the following:

**Attention span... Concentration levels... Retention of information... Memory of key points...
Frequency of viewing... Credibility... Internet connectivity... Longevity of impact**

Our papers on technology, contributed by world experts, are intended to inform, educate, be retained and referred to easily, and be well understood. Material or artwork may span a spread of pages, not suitable for viewing on small appliances. Advertisements running alongside these papers and in our news section will be viewed frequently, and will be more accessible than when embedded in an electronic file. Will someone seek out an advertisement within a paper on line? It will be seen immediately when a reader is looking through a Journal.

Examples of studies conducted by academic institutions and market research companies confirm these points:

- A study by Nice-Sophia Antipolis University and Aix-Marseille University: 50 adults read a 28-page story. Some read it in print and others read it digitally. Those who read the digital text had a more difficult time putting the events in chronological order, the study found.
- V. Clinton of the University of North Dakota: investigated 33 previous studies that looked at print vs. digital reading, and found that paper readers were more efficient and had a better understanding of what they had read.
- US study on print versus digital: "Both digital and print media create an impression, but print media does not fade away after generating the promotional impression in the minds of consumers. The viewing frequency is high.
- Print media offers better control over appearance – colour, typography and design. Digital material will be configured based on the browser or operating system.

2 WITH ONLINE ADVERTISING AS AN IMPORTANT REINFORCEMENT

The Aqua-Media website has been carefully designed to host the most appropriate material for this medium: current and archived news, bid information, conference reports, national or regional hydropower updates, event promotion, and occasional short features.

Alongside these items there are plenty of opportunities for online advertising, in the form of banners, boxes, and panels.

Those advertising in the printed International Business Directory also appear on line, where there are direct links to company websites.

1 + 2 = 3 ways to succeed

- Be seen frequently in a well respected Journal, and online for quick impact
- Reach all readers in both print and digital media
- **Be remembered**

Aqua-Media offers attractive packages for advertising in print AND online. Don't miss the chance to cover all options.

AQUA~MEDIA
INTERNATIONAL

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