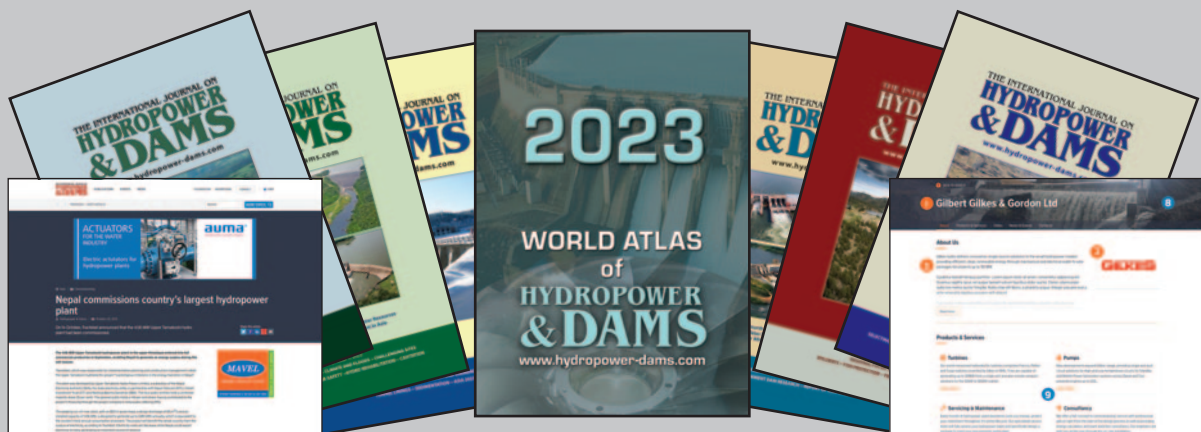


AQUA~MEDIA  
INTERNATIONAL

# MEDIA PACK 2024

At this crucial time of global energy transition, with nations racing to meet targets or commitments for renewable energy generation, the roles of hydropower, pumped storage and the associated water infrastructure have never been as important.

The *International Journal on Hydropower & Dams* and its associated media and events are the leading source of reliable technical and business information for the energy and water sectors.



THE INTERNATIONAL JOURNAL ON  
**HYDROPOWER  
& DAMS**



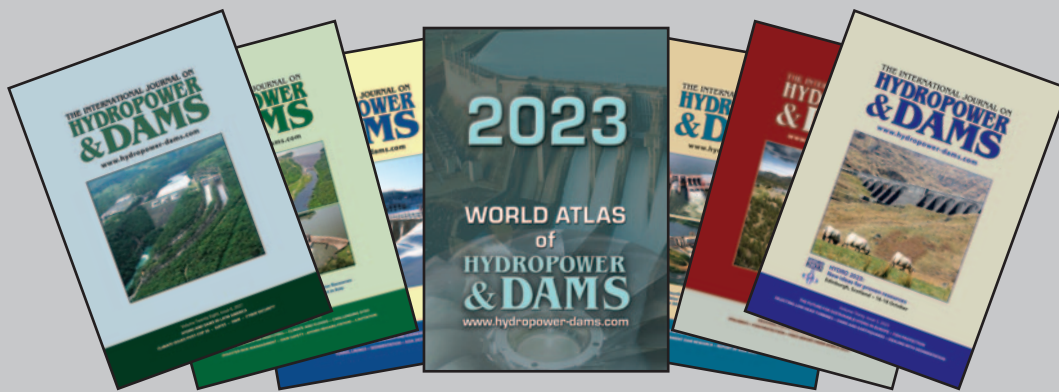
[www.hydropower-dams.com](http://www.hydropower-dams.com)

# GLOBAL READERSHIP

The *International Journal on Hydropower & Dams* has an unparalleled reach to planners, developers, utilities, ministries, financiers, researchers, consultants and manufacturers around the world. Each issue reaches 28,000 readers in more than 180 countries across the globe.

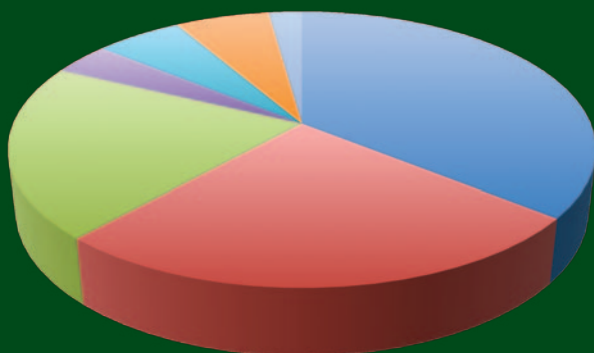
The journal is also distributed to thousands of visitors at around six leading industry events each year, including the HYDRO event series organized by Aqua Media International (AMI). This extends the breadth and depth of readership across the global hydro community and is further supplemented by the AMI Hydropower Foundation which co-sponsors circulation initiatives in the growth areas of hydro in developing countries throughout the world.

The readership covers the complete hydropower and dams' ecosystem from the influencers, decision makers, suppliers and operators who make projects happen. Your key target groups and target markets can be reached through one journal.



Readership by main business category (%)

Developer/Owner/Operator/Manager/Government	34.0	Professional Association/Society	5.2
Consultant/Design Engineer	27.9	Financial Institution	3.4
Contractor/Manufacturer/Supplier	20.3	Other (legal, insurance, etc) or unidentified	2.7
Research/Education	6.5		



- Developer/Owner/Operator/Government
- Consultant/Design Engineer
- Contractor/Manufacturer/Supplier
- Financial
- Research Institute/Universities
- Professional Association/Society/NGO
- Other (legal, insurance, etc) or unidentified

# EDITORIAL PROGRAMME 2024

(Additional topics may be added during the year)

## Issue One

Regional Focus – Southeast Asia and Australasia

- RCC dams and materials
- Pumped storage
- Project design and planning
- Hydropower digitalisation
- Sedimentation

Editorial deadline: January 8, 2024

Advertising deadline: January 19, 2024

Press date: January 31, 2024

Publication date: February 7, 2024

## Issue Two

Regional Focus – Africa

- Floating solar PV, dam-mounted solar and hybrid systems
- Francis turbine technology
- Embankment dams
- Regional hydropower development
- Transmission and distribution

Editorial deadline: February 12, 2024

Advertising deadline: March 1, 2024

Press date: March 13, 2024

Publication date: March 20, 2024

## Issue Three

Regional Focus – North America

- Upgrading and refurbishment
- Managing hydropower assets and AI technologies
- Fish protection
- Exploiting hidden hydro and SHP
- Spillway design and discharge
- Instrumentation

Editorial deadline: April 26, 2024

Advertising deadline: May 10, 2024

Press date: May 22, 2024

Publication date: May 29, 2024

## Issue Four

ICOLD 2024 Special Issue

- Hydropower and dams in India
- Dam safety and disaster risk management

- Sustainable dams and reservoirs

- Tunnels and tunnelling

- HYDRO 2024 Preview

Editorial deadline: June 7, 2024

Advertising deadline: June 28, 2024

Press date: July 10, 2024

Publication date: July 17, 2024

## WORLD ATLAS ON HYDROPOWER & DAMS 2024

Special publication: World Map of Hydropower & Dams

- Comments from leading industry figures
- Statistical tables to show trends in hydro and pumped-storage development and dam construction
- World survey - fully updated country reports

Publication date: September, 2024

## Issue Five

HYDRO 2024 Special: Focus on Europe

- Hydro and pumped storage in the Alpine countries
- Powerplant safety and upgrades
- Operation and maintenance
- Low head turbine technology
- Climate change and ESG
- Software systems and cyber security

Editorial deadline: August 30, 2024

Advertising deadline: September 20, 2024

Press date: October 2, 2024

Publication date: October 9, 2024

## Issue Six

Regional Focus – Latin America

- Electrical engineering
- Bearings
- CFRDs
- Gates
- Kaplan turbine technology

Editorial deadline: November 1, 2024

Advertising deadline: November 29, 2024

Press date: December 4, 2024

Publication date: December 11, 2024

Articles relevant to our profession on topics not listed above may be submitted at any time. They need not be associated with the regional focus.

Articles: Detailed editorial submission guidelines are available on our website: [www.hydropower-dams.com/journal/submissions](http://www.hydropower-dams.com/journal/submissions)

Advertising: Mr Richard Henley / Mrs Melanie Ganz / Ms Tanita Chondrunaiko at [sales@hydropower-dams.com](mailto:sales@hydropower-dams.com) or visit: [www.hydropower-dams.com](http://www.hydropower-dams.com)



# THE ANNUAL HYDROPOWER AND DAMS' MARKET REPORTS

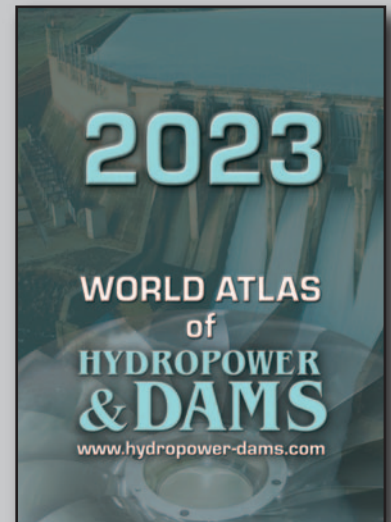
## The World Atlas of Hydropower & Dams

The *World Atlas* is the biggest and best annual report on investment plans in the hydropower and dams market. Uniquely, The *World Atlas* contains original research of the plans by country and by continent, and covers hydropower potential, dams under construction, pumped storage, RCC dams, and concrete faced rockfill dams, plus the role played by hydropower in each country's energy mix, and the priorities and achievements in dam construction. The research is conducted directly with power authorities, electricity regulators, water authorities, regional organizations and ICOLD national committees, providing the latest, cutting-edge data each year.

For those working for the first time in a particular country, information can be found on the structure of the power sector, key organizations and their responsibilities, development potential, progress to date, and future plans for the next five to ten years. The *World Atlas* is used as an annual reference guide by readers, not only to understand the latest on global projects and plans, but also to define and refine their own project needs, and, evaluate the products, services and suppliers that can help.

Advertisements can be reserved against one of the following editorial areas:

- **Word hydro potential and development**
- **Major dams under construction**
- **Concrete faced rockfill dams**
- **Pumped-storage projects status**
- **RCC dams under construction and completed**
- **The world survey of hydro investment plans, (250 pages of reports by country and by continent).**



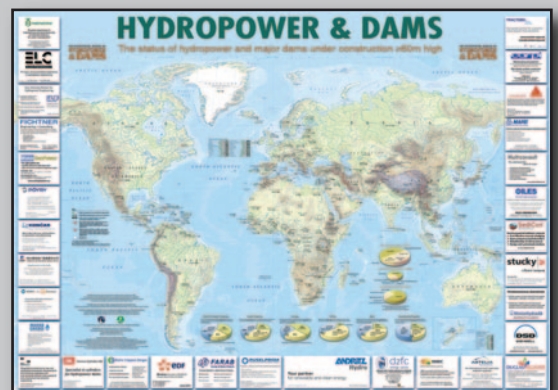
## The World Map

The World Map showcases the latest water resources development projects in operation, under construction and planned. It is a global market report on one map.

The World Map is a source of reference displayed in the offices of numerous utilities, government departments and other organizations, as well as at many project sites, all over the world.

Sponsors of the map can take advantage of being part of this 'snapshot' of the profession, by booking a box advertisement on the perimeter of the map.

The World Map is circulated at key industry events throughout the year and 10 000 copies are distributed to journal readers and professional associations.



# ONLINE BRANDING AND BUSINESS DEVELOPMENT

Our website attracts 96 000 unique visitors and 403 200 total visits a year, representing ministries, utilities or private developers of hydro plants, consultants, suppliers, financiers, academics and students. This includes all those involved in hydropower policy, planning, development, operation, maintenance or refurbishment, from more than 180 countries.

*The International Journal on Hydropower & Dams* offers four key routes for building brands and generating business enquiries online.

1. Banner advertisements to build awareness and increase the numbers of clicks to your web pages
2. Webinars to use bespoke themes and audience interaction to develop business enquiries
3. The Supplier Guide: to profile your company in a fully searchable, online database of more than 1200 hydropower and dams engineering companies.
4. *The International Business Directory* for low cost, high-value branding in-print and online

## Targeted advertising

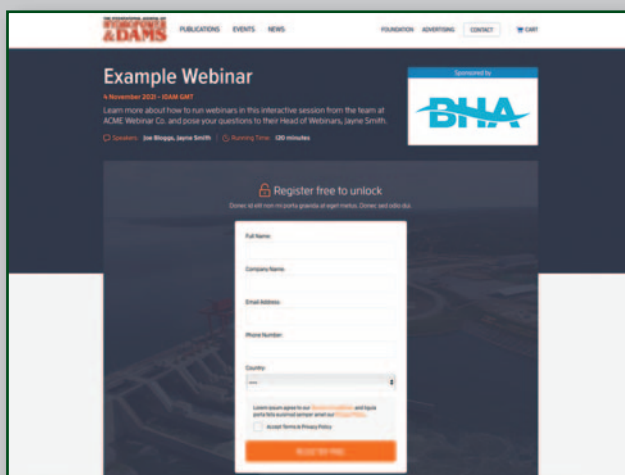
Banner positions will be shared by a maximum of three companies with the advertisements rotating.

You can tailor the sections in which you would like your online advert to appear by region of interest, news articles and/or events.

## On-line advertisement prices:

1. Jumbo horizontal €2600
2. Large vertical €2200
3. Medium rectangle €1800
4. Event banner – HYDRO 2024 €4450

\*Rate applies on a 3-month basis



## Technical webinars

We are pleased to offer the hosting of technical webinars through the *Hydropower & Dams* website. Successful past webinars have been highly successful in bringing together a 'niche' audience to focus on an innovative subject of interest.

This will include:

- Live online conference or presentation
- A live Q&A with audio and messaging
- Lead generation and attendance analysis
- Attendees from the global hydro community
- Promotion of your webinar in our e-newsletters, on LinkedIn, and across our website



# THE SUPPLIER GUIDE

## Profiling your Company in the market-leading *SUPPLIER GUIDE*

The *Supplier Guide* is a searchable, online database of more than 1200 hydropower and dams engineering companies and organizations active in 180 countries. You can book a *Company Profile* to provide buyers with more information about your company so that you appear on more project shortlists.

### Company Profiles in The Supplier Guide

The following information forms the foundation of your *Company Profile*.

- 1 Organisation/Company Name** - How you would like your company to be listed in the directory
- 2 Logo** - An on-white version of your logo in PNG/JPEG format, minimum 600px wide
- 3 About us** - Plain text, up to 1,500 characters (including spaces)
- 4 Product/service areas** - Select from *Supplier Guide* product/service categories that are most relevant to your profile
- 5 Email address** - A primary email contact
- 6 Website url** - Your main website address
- 7 Phone number** - A primary phone contact

### Optional information

The options below can enhance your *Company Profile* and help you stand out from other entries in our directory.

- 8 Banner image**  
To help bring your offering to life you can include a banner image that will appear at the top and bottom of your profile - ideally a photograph of your product/service in-action. You need to have the rights to use the supplied image in this way and it should be a minimum of 1440 x 270 pixels in size.
- 9 Highlighted products/services**  
Highlight up to 6 individual products or services. We simply need a name, short description (up to 275 characters) and optional 'learn more' web link for each.
- 10 Video**  
If you have a company overview or product/service highlight video why not add it to your profile? We can embed videos hosted on YouTube or Vimeo and can include an optional explanatory caption up to 200 characters in length. Simply supply your video URL.
- 11 News & events**  
If you are exhibiting at one of our events we'll automatically show this information on your profile. You can also choose to highlight up to three news items from your own website. All we need is a headline, short abstract (up to characters) and a web link for the full article/press release. Optionally you can supply an accompanying image for each item, which should be at least 500 x 250px in size.
- 12 Additional contacts**  
You can include up to 9 additional contacts to provide information for different departments, offices or suppliers. Each contact simply needs an identifying title and then you can provide any from a company contact name, email address, phone number, fax number and website url for each.



# THE INTERNATIONAL BUSINESS DIRECTORY (IBD)

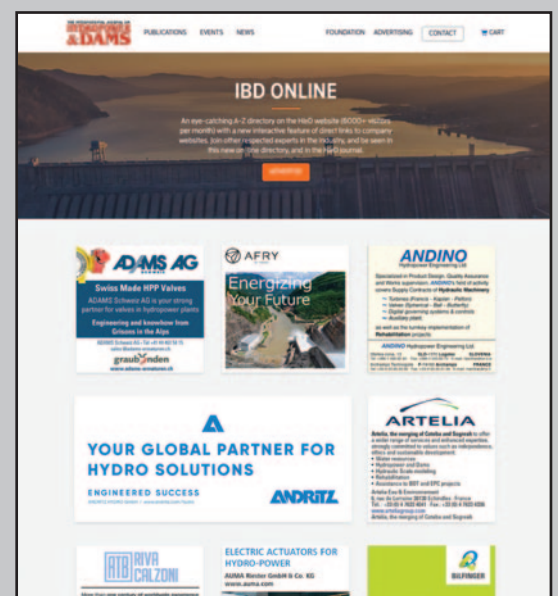
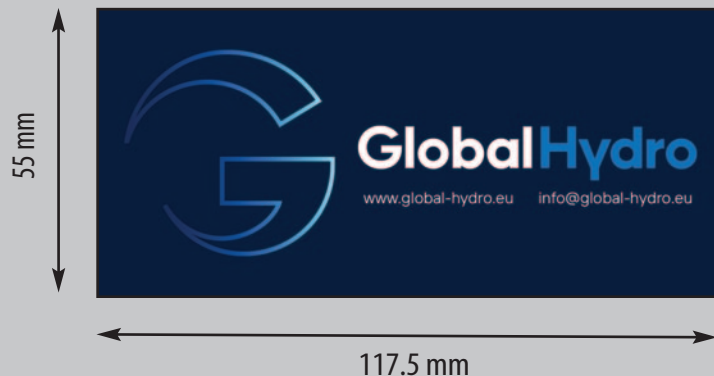
## LOW-COST, HIGH-IMPACT BRANDING IN PRINT AND ONLINE

Join other respected experts in the industry, and be seen in the online directory, and in the journal. Listed companies are now seen prominently on the *Hydropower and Dams* website attracting 96 000 visitors per year, and links take visitors directly to company websites.

Each entry in *The International Business Directory* includes a box-advertisement with a colour logo and text about the company, its product and services, with contact details and links in the online version. Appearing in print reaching 28,000 readers every issue and more than 8000 visitors per month on the website, it is a cost-effective branding and business development tool.

You can rotate copy each issue or month to promote specific products or service areas, events or other key marketing activities. Existing companies typically represent electromechanical and hydromechanical suppliers and services, civil engineering companies, consulting engineers, suppliers of components and monitoring systems, small hydro, and various other specialists.

### IBD design and layouts in-print and online





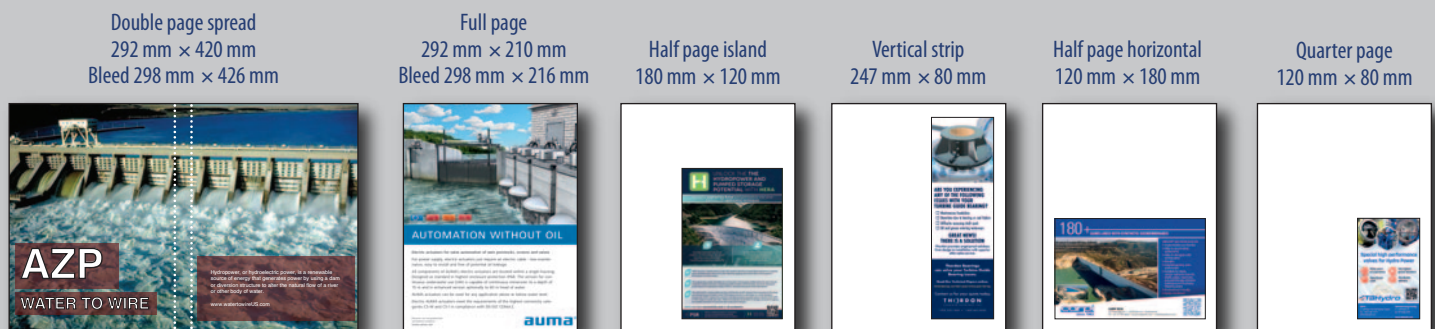
# RATES AND DATA 2024

Advertise in the industry's most respected journal and reach 28 000+ hydropower and dam experts

## 1. The International Journal on Hydropower & Dams:

Advertisement types	Frequency of insertions		(6 issues + Atlas)
	1-3 insertions per year	4-6 insertions per year	7 insertions per year
	EURO	EURO	EURO
Double page spread	3980	3760	3475
Full-page	2750	2600	2400
Half page island or vertical strip	2050	1900	1800
Half page horizontal	1900	1750	1580
Quarter page	1250	1180	1150

## Technical Specifications for advertisements



The International Journal on Hydropower & Dams is a perfect-bound publication, trimmed to 210 by 292 mm. Allow 3mm in each dimension for bleed (where the image extends to the edge of the page) Please supply as CMYK format, all electronic file(s) may be supplied in these formats: High resolution PDF, JPEG or TIF or set to high resolution • Adobe Illustrator EPS (fonts set to outline/curves).

2. **The World Atlas Annual Hydropower and Dams Market Report:** €3000 per full-page advertisement or €1900 half-page advertisement

3. **The World Map Sponsorship:** €2400 per box advertisement

## 4. On-line banners:

1) Jumbo horizontal €2600 2) Large vertical €2200 3) Medium rectangle €1800 4) Event banner HYDRO 2024 €4450 (\*Rate applies on a 3-month basis)

5. **Technical Webinars:** Sponsorship from €4500

6. **A Company Profile and The Supplier Guide:** €1750 for the main profile for 12 months online

## 7. The International Business Directory (IBD):

Single box:

One year: €1400 (6 insertions)

Two years: €2300 (12 insertions)

Double box:

One year: €2100 (6 insertions)

Two years: €3450 (12 insertions)



## Sales contacts:

Mr Richard Henley (Sales & Marketing Manager) • email: richard.henley@hydropower-dams.com • tel: +44 (0)20 8773 7252  
 Mrs Melanie Ganz (Deputy Sales & Marketing Manager) • email: melanie.ganz@hydropower-dams.com • tel: +44 (0)20 8773 7251  
 Miss Tanita Chondrunaiko (Sales & Marketing Executive) • email: tanita.chondrunaiko@hydropower-dams.com • tel: +44 (0)20 8773 7250