

INTEGRATED WATER, HEALTH & ENVIRONMENT FOR THE 21ST CENTURY



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Business Gateway
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Gulf and
North Africa

Reports
Commentaries
Review articles
Scientific articles
And more!



المياه والصحة والبيئة

WATER, HEALTH & ENVIRONMENT

**The official publication of the Arab Healthy Water Association
Affiliated with HWA**



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Water, Health & Environment

Water, Health and Environment is a forum to exchange expertise and transfer knowledge among the water community and all water users. Its main objective is to stimulate common interest in research and practices that bring together all water partners and stakeholders to explore the key issues affecting healthy water products and services. ♦

Distribution

WHE reaches more than 9,000 Water, Health and Environmental professionals including municipal, county, state and federal government agencies; educational institutions; and private businesses. Distribution of *WHE* includes paid subscribers as well as AHWA and HWA members. It is circulated to the desktops of leading decision-makers engaged in industry throughout the Arab World.

Published on a bimonthly basis in English and Arabic. Editorial material including text and photos can be sent by mail or e-mail with text as a Microsoft Word document accompanied by two or more images having a resolution of 200 dpi or more. Printed by El-Ahram Printing Press, Cairo, Egypt.

WHE is published by the Arab Healthy Water Association (AHWA), a not-for-profit organization dedicated to the advancement of Water, Health and Environment professionals. Since 2003, AHWA has offered its members the opportunity to develop a national network of professional contacts and to participate actively in efforts to promote cleaner more healthy water and environment. In addition to publishing *WHE*, AHWA presents a five-day annual educational conference and a number of traveling workshops each year on a wide variety of topics in *WHE*. AHWA also offers nationally recognized credentials in several specialized fields, continuing-education opportunities, and a comprehensive collection of education and training materials. ♦

Cover photo courtesy of <http://cepolina.com/freephoto/> ©2004-2005 Cepolina photo (Greece)

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Consultants, Al-Khobar, Saudi Arabia

DR. MOHAMAD AL FOUZAN

Intl. Water Conference in the Arab Countries (ARWATEX); Intl. Operation and Maintenance conference in the Arab countries (OMAINTEC); GM of Acwa Power Sasakura www.acwasasakura.com, Riyadh, Saudi Arabia; Chairman of Arab Institute, Beirut, Lebanon

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ADVERTISING

Advertising with WHE is your ticket to reaching a large audience of well-educated and highly motivated Water, Health and Environmental advocates.

Impact of WHE

WHE provides peer-reviewed scientific articles, as well as commentaries, reports, and review articles. **WHE** also keeps readers up-to-date on current issues, new research, useful products and services, and employment opportunities in the rapidly expanding field of environmental health.

WHE features a variety of Water, Health and Environment topics including:

- Indoor and outdoor air pollution
- Gas detection
- Storage tanks and containment
- Instrumentation and controls
- Measurement/metering
- Water-borne diseases
- Animal residuals
- Controlling invasive species
- Biological nutrient removal
- Food safety and protection
- Emerging pathogens
- Public/private partnerships
- Computer and automation technology

To request **Water, Health and Environment's** 2006 Media Kit, e-mail ahwamagazine@mgwater.com. ♦

Early Egyptian painting from the 13th century B.C. depicts sedimentation apparatus and wick siphons. It is speculated that the ancients utilized alum to remove suspended solids.



DISCOUNT CARDS

WHE offers 3 types of discount cards to advertising companies: Platinum Card, Gold Card, or Silver Card.

We accept contributions and press releases from industry, consultants, government and research institutions.

To make it easier to provide the right information and format, we have developed a few simple guidelines, outlined below. *WME* accepts contributions on:

- News and events
- New products and processes
- Technical articles and opinion pieces
- Letters and questions.

NEWS

Short bites on topical news, industry activity, new technology, events and conferences, contracts and job appointments. Word length: max 200 words. Photo preferred.

PRODUCTS AND PROCESSES

Information on new technology across the environment industry, including product information and applications, new services and systems. Word length: 200-300. Photo highly desirable, plus contact details.

TECHNICAL ARTICLES

Longer stories on generic issues or new developments in the commercial or technical arena will be considered. Word length: 600-1,300. Photo(s) essential.

LETTERS AND OPINIONS

WHE is keen to air your views. Letters will be published (subject to editing) and relevant opinions published in a monthly column, "In the Loop" Word length: letters-250 words, opinion pieces- 500 words.

PHOTOS

Photos can be either a hard copy print or e-mailed digital image at 300 dpi, and large, ideally 500K.

PRODUCT CARDS

Water, Health and Environment Industry Product cards are mailed three times a year—March, July, and November—to 12,900 named individuals responsible for purchasing and/or specifying water, health and environmental products and services.

Scope of *WHE*

- Magnesium in water
- Drinking water treatment and distribution systems
- Potable water
- Membrane technology
- Water storage
- Groundwater management and protection
- Water resources — development and protection
- Stormwater management
- Infrastructure construction and rehabilitation
- Water reuse programs
- Sewage aeration
- Water and sewer pipes
- Corrosion control
- Sludge treatment
- Wastewater treatment and collection systems
- Pumps and valves
- Environmental legislation regulations and insurance
- Environmental health management
- Hazardous materials and toxic substances

Advertising Rates

For information on advertising rates, contact:
Dr. Hani K. Daas
E-mail: ahwamagazine@mgwater.com

Submissions

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Web: <http://www.mgwater.com/arabhwa.shtml>

Water, Health and Environment (WHE)

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Nasr City, 11371

Cairo, Egypt

Mrs. Janet K. Mason, Webmaster & Organizer

E-mail: jkmm-ahwa@usa.net

ADVERTISING DISCOUNT PACKAGE

WHE has the lowest possible price for advertising. Enjoy the maximum discount rates and discover **WHE's** advertising packages to suit your budget.

We offer a series of discount cards of 50% for 6, 40% for 3, or 30% for 1 insertion of any Display or Classified Advertisement if prepaid in full by Copy Deadline.

Card	Discount %	Insertions
Platinum	50	6
Gold	40	3
Silver	30	1

PLATINUM BONUS PROGRAM

SAVING OF UP TO 50%

When you contract to place an ad in all six issues of **WHE** in 2006, you'll enjoy these four exciting benefits of being a *Platinum Advertiser*.

- 1- You'll save 50% off the published six-time ad rates and will not be invoiced for any bleed charges
- 2- Your company logo will be displayed, with your company listing, in the Membership Directory
- 3- A special *Platinum Advertisers' Section* will include additional information and a logo for all *Platinum Advertisers*
- 4- You can place a free, word-only classified ad in any one issue during the course of your contract. (Maximum 3 column inches = approximately 120 words)

GOLD BONUS PROGRAM

SAVINGS OF UP TO 40%

When you contract to place an ad in three issues of **WHE** in 2006, you'll enjoy these three benefits of being a *Gold Advertiser*:

1. You'll save 40% off the published six-time ad rates and will not be invoiced for any bleed charges
2. Your company logo will be displayed, with your company listing, in the Membership Directory
3. A special *Gold Advertisers' Section* will include additional information and a logo for all *Gold Advertisers*.

SILVER BONUS PROGRAM

SAVINGS OF UP TO 30%

When you contract to place an ad in one issue of **WHE** in 2006 you'll enjoy these two exciting benefits of being a *Silver Advertiser*:

You'll save 30% off the published one-time ad rates and will not be invoiced for any bleed charges. Your company logo will be displayed, with your company listing, in the Membership Directory

SUSTAINING MEMBERSHIP DISCOUNT

AHWA Sustaining Members receive a 20% discount off the listed advertising rates. For more information about **AHWA** Sustaining Membership opportunities, please contact an **AHWA** service specialist by phone at 202-7606792 or by e-mail at ahwamagazine@mgwater.com.

SUBSCRIPTION

WHE is published 6 times a year. The yearly subscription rate is: Arab Countries, \$40; Europe, Iran, Cyprus, Turkey and South Africa, \$50; and other countries, \$70.

For further information on multi-year subscription rates, membership privileges, special student, or group/bulk subscription rates, please send your request to ahwamagazine@mgwater.com.

COMPANY PROFILE

This form of advertising offers a comprehensive coverage of your company's history and products. It includes your profile in 2 to 4 pages with photos, charts and tables.

BUYER'S GUIDE

The Buyer's Guide is a regular classified advertising department that appears in every issue of **WHE**. 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") and includes your company logo, product photo and a short message with your contact details.

LIST RENTALS

WHE offers you the opportunity to promote your equipment, products and services to a vast database of decision makers of the ARAB and Middle East region which will be sent to our subscribers by e-mail, fax or regular mail.

DISPLAY ADVERTISING

WHE offers display advertising rates for 1/4 page and larger spaces.

ADVERTORIALS

If you wish to convey a detailed message to our readership, or if you prefer to promote your products through a case study, advertorials are recommended for best results.

AD DESIGN

WHE can design ads for a nominal fee. The design will be e-mailed in PDF format to the advertiser/agency for approval. If signoff on proofs is not received by due date, publisher assumes proof is satisfactory for publication.

As a bonus, most of our issues are distributed at several water, health and environmental conferences and exhibitions. This extra coverage dramatically increases the effectiveness of your advertising — at no extra cost.

CANCELLATION POLICIES

All advertising space cancellations must be received in writing a minimum of 14 working days prior to the closing date of the issue involved. Upon cancellation, campaign advertisers will be shorted to the earned space frequency discount.

AD SUBMISSION SPECIFICATIONS

WHE's Graphic & Web Design Department is primarily Mac based.

Electronic submissions should adhere to the following specifications:

1. Images should not be enlarged or reduced more than 10% in page layout program.

2. All artwork must be scanned at 300-600 dpi
3. Convert all RGB to CMYK
4. TIFF-PDF will be accepted
5. Document size should be created to the final trim size of the page/ad
6. We do not accept Microsoft Word, PowerPoint, Paint, Publisher or Corel Draw Files.

Supported File Types:

1. QuarkXpress V 4.1, 5.0 or 6.0
2. Adobe Indesign V 2.0
3. Adobe Illustrator V 9.0 or 10.0

Quality of Paper:

- Interior 85 grams glossy
- Covers 150 grams cardboard with cellophane coating

Digital Files to be submitted on:

- CD Rom,
- DVD,
- E-mail
- ftp (ftp web address plus username, password and file name to be supplied by e-mail to ahwamagazine@mgwater.com)

Digital materials must be accompanied by an accurate color proof (chromaline) and a list of all files supplied.

2006 EDITORIAL CALENDAR

<i>Issue Date</i>	<i>Space</i>	<i>Materials</i>
January/February 2006	December 10, 2005	December 17, 2005`
March/April 2006	February 10, 2006	February 17, 2006
May/June 2006	April 10, 2006	April 17, 2006
July/August 2006	June 10, 2006	June 17, 2006
September/October 2006	August 10, 2006	August 17, 2006