



MEDIA KIT 2026

**EverythingAboutWater
MAGAZINE**

Discover Water Industry
like never before



INDIAN WATER INDUSTRY:

With a growth rate of 40-45% over the last five years, the Indian Water Industry is becoming a billion-dollar industry.

YOU CAN'T MISS THE INDIAN WATER MARKET

- ◆ The Indian water and wastewater treatment market is expected to grow from ₹913 billion (₹91,300 crore) in 2024 to over ₹1,494 billion (₹1,49,400 crore) by 2026, with a CAGR of 11.22% during 2024–2030.
- ◆ Global water use is likely to increase by 20% to 50% above current levels by 2050, with industrial and domestic sectors growing at the fastest pace.
- ◆ The Indian water and wastewater treatment market is valued at ₹799 billion (₹79,900 crore) in 2024 and is projected to reach ₹1,546 billion (₹1,54,600 crore) by 2033, registering a CAGR of approximately 7.60% during 2025–2033.
- ◆ The Indian bottled water market is valued at ₹789 billion (₹78,900 crore) in 2024 and is projected to reach ₹2,465 billion (₹2,46,500 crore) by 2033, growing at a CAGR of approximately 12.45% during 2025–2033.
- ◆ The Indian water purifier market is valued at ₹278 billion (₹27,800 crore) in 2024 and is projected to reach ₹591 billion (₹59,100 crore) by 2033, with a CAGR of approximately 8.7% during 2025–2033.

The next BIG thing The Indian Water Market!



BEING FROM THE WATER INDUSTRY WE HAVE

- ◆ Water domain expertise
- ◆ Vast database
- ◆ Extensive reach to decision makers
- ◆ Reach to high quality visitors, exhibitors through our Water events
- ◆ Highly cost-effective marketing packages
- ◆ Direct marketing benefits through different media

BENEFITS IN YOUR BAG

- ◆ Reach the Who's Who in the Water industry
- ◆ Upgrade your brand image awareness in India
- ◆ Reach prospective clients at cost effective marketing tariffs
- ◆ Flexibility to explore marketing activities that suit you best
- ◆ Enquiry generation to increase business from your target markets

No reason to wait for tomorrow. The future of your economic growth in India is here and now!



WHY **EverythingAboutWater?**

EverythingAboutWater is widely regarded as the most credible and effective advocate for Water.

As such, it is truly the 'voice of business' in the Water Sector.

OUR GLOBAL PRESENCE

EverythingAboutWater expands its reach with many International Water shows:

EVENT NAME	PLACE
ASIA POOL & SPA EXPO	CHINA
WORLD UTILITIES CONGRESS	UAE
ASEAN PATIO SPA EXPO	MALAYSIA
INTERNATIONAL PORT & MARINE DEVELOPMENT CONFERENCE	UAE
MENA STORMWATER & WASTEWATER FORUM	UAE
MENA DESALINATION PROJECTS	UAE
BAKU WATER WEEK	BAKU
INTERNATIONAL DISTRICT COOLING CONFERENCE	UAE
PUMP & VALVES INDONESIA	INDONESIA
TAIWAN INTERNATIONAL WATER WEEK	TAIWAN
THE UTILITY EXPO	USA
VIET WATER	VIETNAM
WATER LOSS AMERICA	USA

EVENT NAME	PLACE
WATER PHILIPINES	PHILIPPINES
WATERTECH CHINA	CHINA
WATERTECH INDONESIA	INDONESIA
ARAB WATER CONVENTION	UAE
GROUNDWATER WEEK	USA
THAI WATER	THAILAND
WEFTECH 2022	USA
AQUATECH CHINA	CHINA
AQUATECH USA	USA
INDO WATER	INDONESIA
SINGAPORE INTERNATIONAL WATER WEEK	SINGAPORE
WATEC	ISRAEL
WETEX	UAE

For over two decades we have facilitated and helped International companies to establish and grow in India. A partial list of our esteemed clientele:

Company Name	Country
ABB	Switzerland
Andritz	Austria
aQysta	Nepal
Autodesk	USA
Bentley Systems	USA
Berghof Membranes	Netherlands
Dow Water	USA
Ecolab Nalco	USA
Endress + Hauser	Germany
Evoqua Water Technologies	USA
Genesys Korea LLC	South Korea
Grundfos Pumps	Denmark
H2OLL	Israel
Honeywell	USA
Hyflux	Singapore
IDE Technologies	Israel

Company Name	Country
Jinnys Co. Ltd.	South Korea
KISTERS	Germany
Koch Group	USA
Kurita Water Industries	Japan
Midea Group	China
Molecor Tecnología S.L.	Spain
Myron L Company	USA
Pentair Group	USA
Poten Enviro	USA
Shimge Pumps	China
SUEZ	France
VA Tech Wabag	Austria
Veolia	France
Water Offsets Ltd	UK
Xylem	USA
Yokogawa Electric Corporation	Japan
ZILMET SpA	Italy

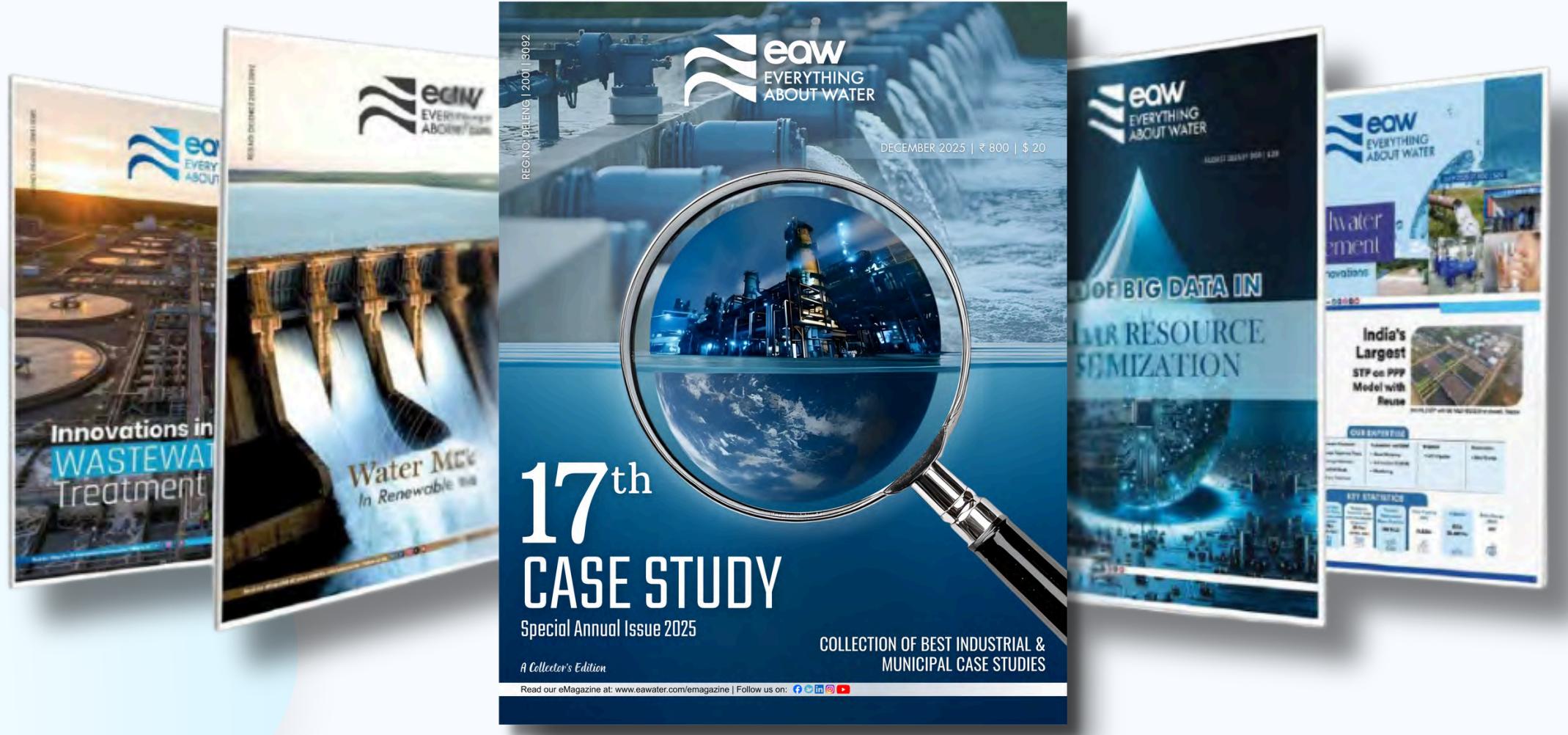
PROVIDING A GLOBAL MARKETING PLATFORM

Think of us as the DESTINATION INNOVATION in the Water Sector

PRINT MAGAZINE

EverythingAboutWater Magazine

- ◆ A monthly industrial magazine focusing on Water & Wastewater management.
- ◆ Provides an excellent platform to showcase your company, products & Services to a focused audience.



Unique Features

- ◆ India's first and only monthly magazine on Water & Wastewater
- ◆ Tremendous impact with a circulation of 31,500 copies
- ◆ Wide range of information on Indian & Global Water Industry
- ◆ Practical and operational information
- ◆ Highly respected and widely quoted publication

Fast Facts

- ◆ **Frequency:** Monthly
- ◆ **Circulation:** 31,500
- ◆ **Readership:** 1 lac plus
- ◆ **Read every month:** 87%
- ◆ **When read:** 62.6% read at work
- ◆ **Purchasing Power:** 59% have a procurement budget (up from 57% in 2024-25) *as per our annual survey

FOCUS / MONTH	JANUARY 2026	FEBRUARY 2026	MARCH 2026	APRIL 2026	MAY 2026	JUNE 2026	JULY 2026	AUGUST 2026	SEPTEMBER 2026	OCTOBER 2026	NOVEMBER 2026	DECEMBER 2026
EDITORIAL DEADLINE	10/01/2026	10/02/2026	10/03/2026	10/04/2026	05/05/2026	05/06/2026	05/07/2026	05/08/2026	05/09/2026	05/10/2026	05/11/2026	05/12/2026
THEME	WATER SENSITIVE URBAN DESIGN	WATER AND WELLNESS	AI-DRIVEN WATER INTELLIGENCE	ZERO LIQUID DISCHARGE & INDUSTRIAL WASTE WATER MONITORING	SMART IRRIGATION AND AGRICULTURAL WATER EFFICIENCY	26TH ANNIVERSARY ISSUE - IN CONVERSATION WITH INDUSTRY LEADERS	WORLD OF PUMPS & PIPES	LEAK DETECTION AND WATER LOSS MANAGEMENT	COOLING TOWERS & BOILERS: EFFICIENCY AND SUSTAINABILITY	CLOSING THE LOOP: THE FUTURE OF WATER RECYCLING	POLICY, GOVERNANCE & THE ECONOMICS OF WATER	18TH CASE STUDY SPECIAL ISSUE - COLLECTION OF BEST INDUSTRIAL & MUNICIPAL CASE STUDIES
BYLINE	INTEGRATING NATURE BASED SOLUTIONS FOR FLOOD RESILIENCE AND SUSTAINABLE CITYSCAPES	EXPLORING THE CONNECTION BETWEEN CLEAN WATER MENTAL WELL-BEING, & COMMUNITY HEALTH	HOW ARTIFICIAL INTELLIGENCE IS REDEFINING MONITORING, FORECASTING & MANAGEMENT ACROSS THE WATER SECTOR. (ALIGNED WITH WORLD WATER DAY)	TOWARDS SUSTAINABILITY INNOVATIONS ACHIEVING COMPLETE REUSE & MINIMAL DISCHARGE IN INDUSTRIES. CLOSE TO (EARTH DAY)	ADVANCING PRECISION FARMING THROUGH TECHNOLOGY-DRIVEN IRRIGATION SYSTEMS	REFLECTIONS, INSIGHTS & VISIONARY PERSPECTIVES FROM GLOBAL WATER EXPERTS ALIGNED WITH WORLD (ENVIRONMENT DAY)	EXPLORING THE VITAL ROLE OF PUMPS AND PIPING SYSTEMS IN EFFICIENT WATER & SEWAGE TREATMENT INFRASTRUCTURE	LEVERAGING SENSORS AI AND PREDICTIVE, ANALYTICS TO MINIMISE NON-REVENUE WATER	WATER TREATMENT AND CONSERVATION STRATEGIES IN THERMAL SYSTEMS AND INDUSTRIAL OPERATIONS	FROM WASTEWATER TO WEALTH - ADVANCING CIRCULAR WATER SYSTEMS FOR SUSTAINABLE GROWTH	SHAPING THE FUTURE OF EQUITABLE WATER ACCESS THROUGH EFFECTIVE GOVERNANCE & FINANCIAL STRATEGIES	UNVEILING SUCCESS STORIES IN WATER MANAGEMENT PRACTICES

JOIN THE INFORMATION & INNOVATION PLATFORM

- ◆ Contribute technical articles & case studies based on your expertise and experience
- ◆ The contributions will help our readers to know more about the latest technologies and trends in the industry
- ◆ It would enable you to build relationship, encourage feedbacks and reach a focused audience of your prospective buyers

EDITORIAL SUBMISSION REQUIREMENTS

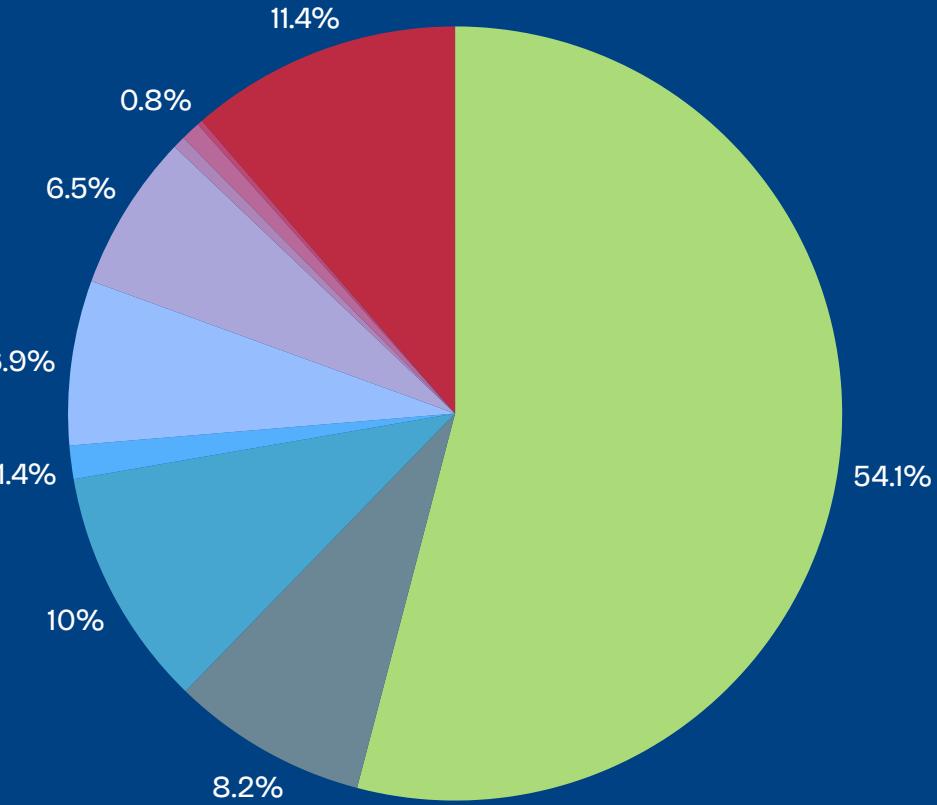
The word limit for the article is 1000-3000 words ◆

Send a short profile and photo of author to be mentioned at the end of the article ◆

The articles & product profiles should be accompanied with relevant high resolution JPEG images/graphs ◆

CIRCULATION SPLIT

Business	Nos.
End Users	30229
Manufacturers of Water	4575
OEMs/System Integrators	5602
Distributors	780
Consultants	3846
Government	3658
Educational/Research Institutions	289
Industry Associations	452
Embassies and Trade Consulates	124
International	6345
Total	55900

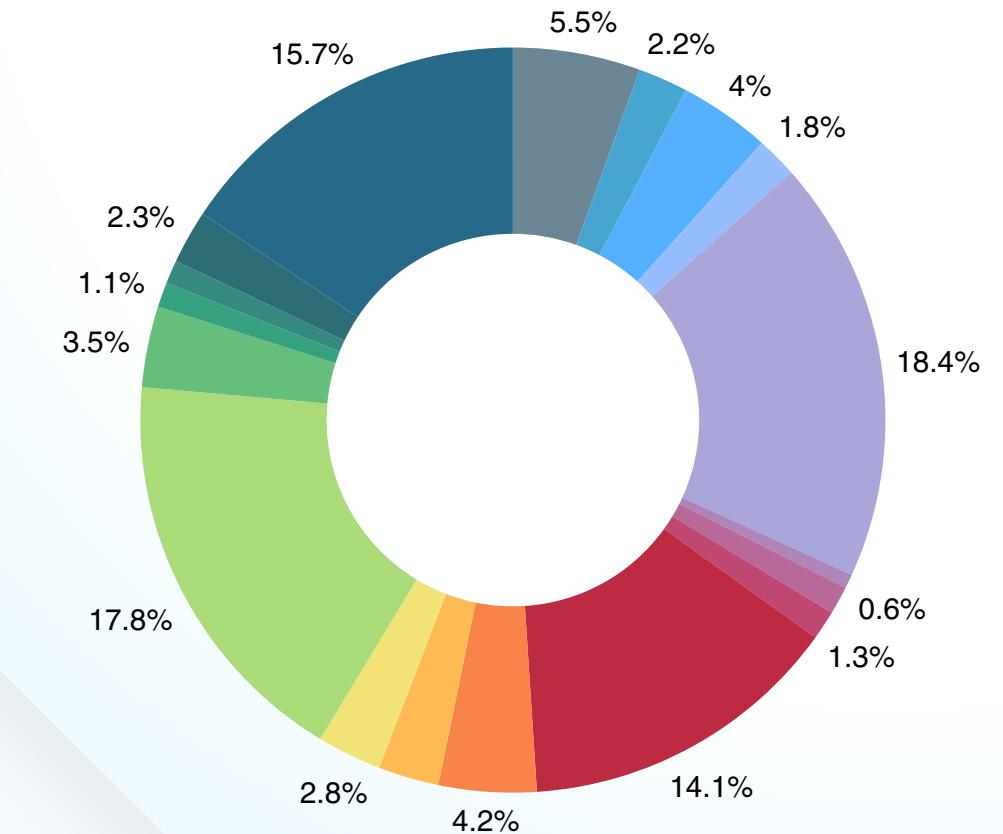


GEOGRAPHICAL REACH

INDUSTRY	NOS.
Automobiles	982
Breweries/Distilleries	385
Builders	702
Cement	316
Chemicals	3267
Dairies	108
Electronics	216
Fertilizers	227
Food & Beverages	2496

Hospitals & Hotels	752
Leather & Tanneries	469
Paper	497
Pharmaceuticals	3156
Power Plants	625
Refineries	189
Steel	182
Sugar	411
Textiles	2783
Total	17763

SPLIT BY JOB FUNCTION

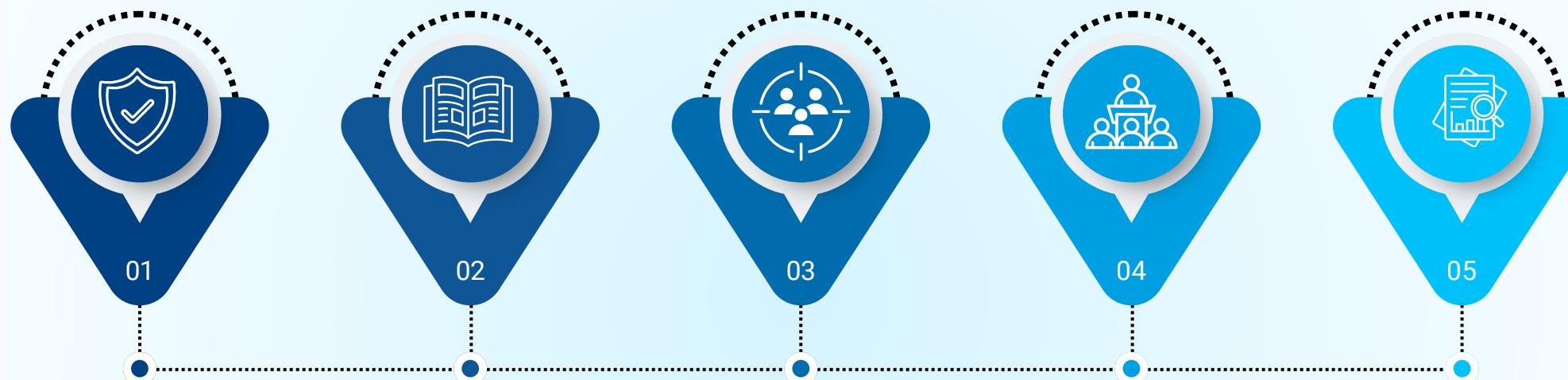


CIRCULATION & REACH

EVERYTHINGABOUTWATER

MAGAZINE ADVERTISEMENT OPTIONS

5 Reasons to Advertise in EverythingAboutWater



01
A trusted information source for our readers

02
Reaching 31,500 print and 1 Lac Plus E-Magazine readers every month

03
Adopt ultra-targeted advertising by tapping the right audience

04
Reader Focus: C-level executives, owners and industry leaders

05
Articles based on research, technological advancements & market reports

- ◆ Preferred advertising options (with special rates) are available on request.
- ◆ Customised reprints are also available which are reproduced as per your specifications.

ADVERTISING RATES

Get the best deals with your preferred packages

ADVERTISEMENT OPTIONS	Rate (₹)/Ad
Full Page	50,000
Half Page	30,000
Quarter Page	15,000
Back Cover Inside Facing	60,000
Front Cover Inside Facing	65,000
Back CoverInside	75,000
Front Cover Inside	80,000
Back Cover	95,000
Front Cover Fold	115,000
Front Cover	125,000

*ALL RATES ARE SUBJECT TO APPLICABLE TAX CHARGES

EverythingAboutWater online magazine is India's first Water E-magazine - available in a page-turn, virtual format, delivered to desktops and mobile devices.

View the virtual edition directly at
HYPERLINK
"<http://www.eawater.com/eMagazine>"
or use our iPad and Android app.



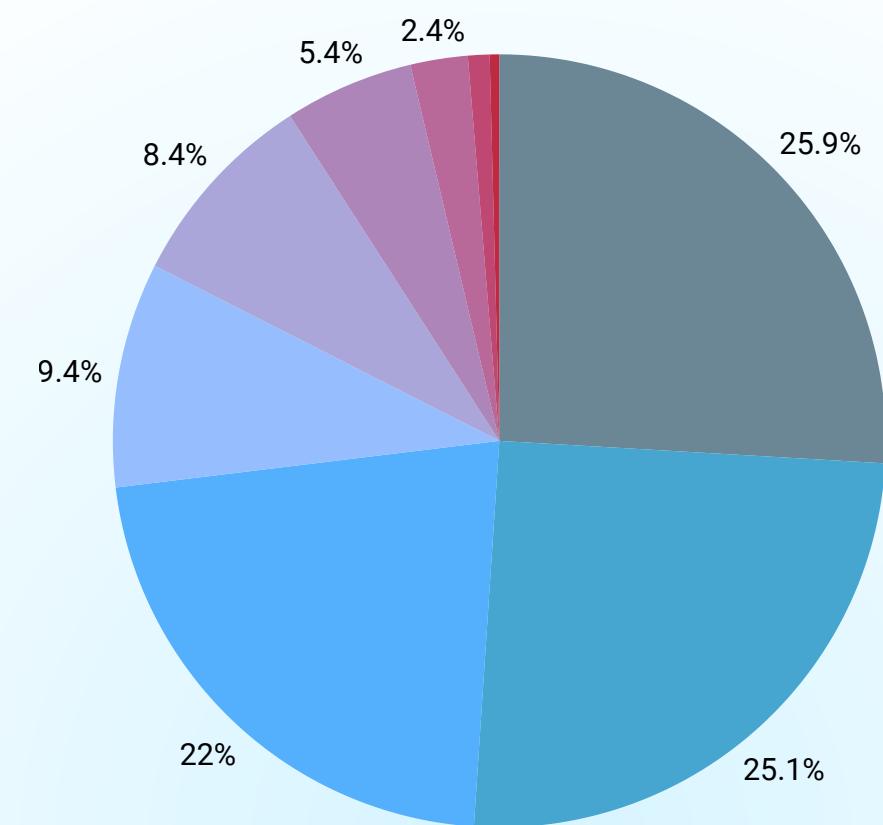
1,00,000 PLUS READERS

Get All the Information on the Indian Water Market

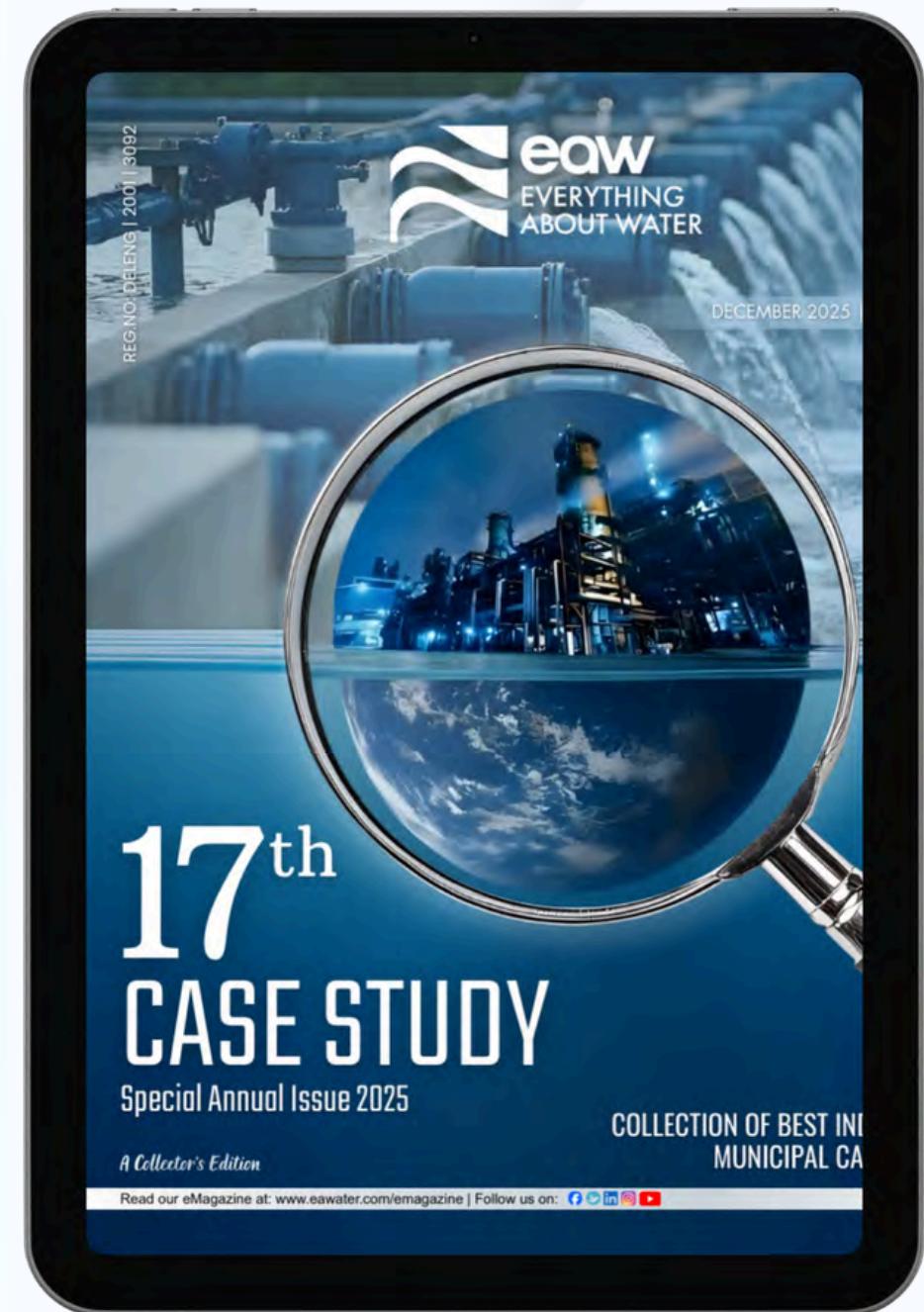
EverythingAboutWater goes online and is India's first E-Magazine on Water. So no waiting for the print copy to arrive you can get it on your systems much ahead of schedule!



-  Available online 24x7
-  Fast delivery by email
-  Direct Web links
-  Forward articles
-  Share on social network
-  Free access



E-Magazine Circulation Split	
Asia	25.90%
North America	25.10%
Europe	22.00%
Middle East	9.40%
Africa	8.40%
South America	5.40%
Asia Pacific	2.40%
Caribbean	0.90%
Central America	0.40%



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that **EverythingAboutWater** magazine is available online in a highly interactive format.

E-MAGAZINE

A user-friendly, interactive Media Rich PDF format that includes:



Active hyper-links to all websites and e-mails contained in the publication



Active links to the specific stories from the front cover & contents page



Active links to advertiser websites from their ads

Information now on your finger tips

ANNUAL BUYER'S GUIDE ON WATER & WASTE WATER TREATMENT INDUSTRY

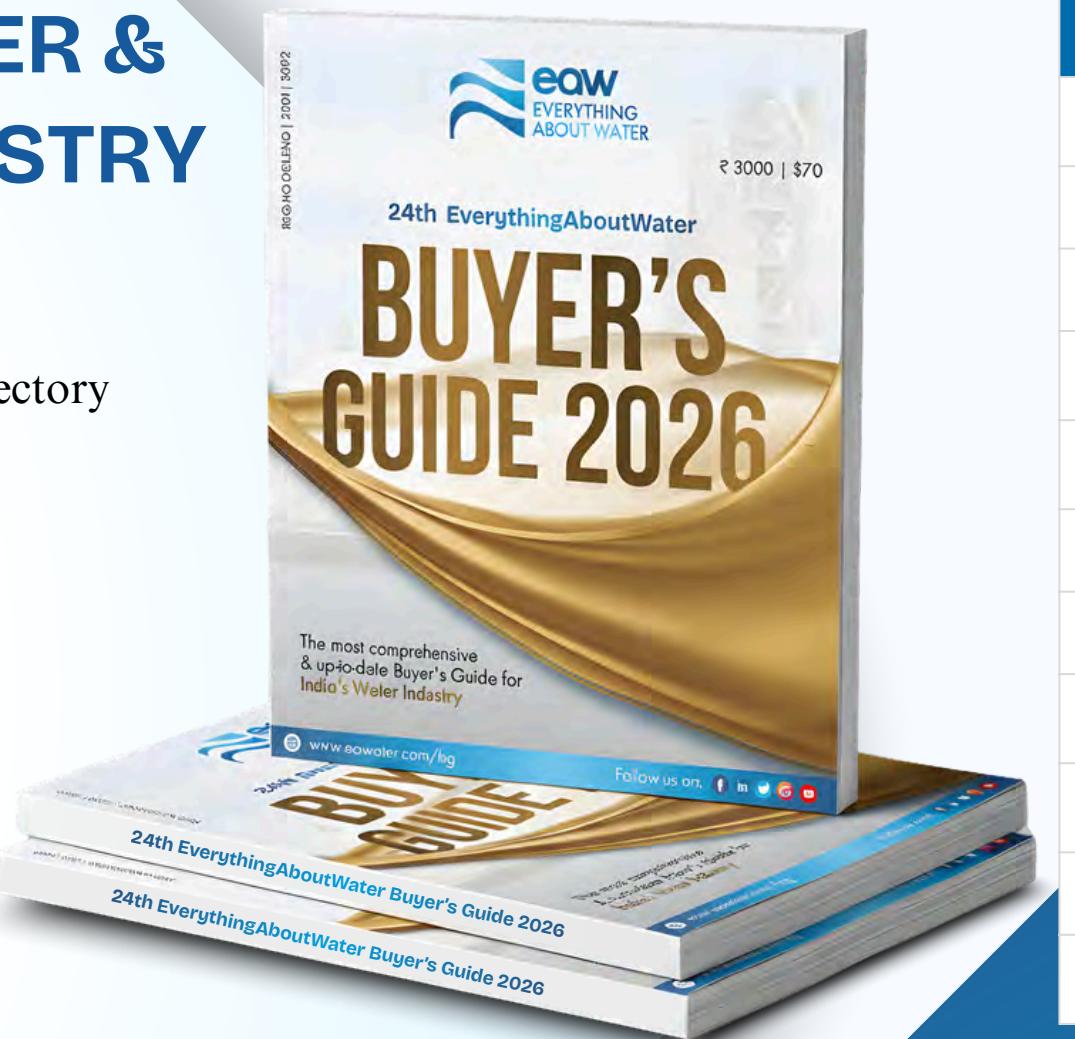
How is it Unique?

- ◆ India's No. 1 annual Buyer's Guide now as a stand-alone Water Directory
- ◆ Covering all major suppliers in Water and Wastewater sector
- ◆ Most comprehensive list of products and services
- ◆ Year long shelf life
- ◆ Dedicated print and online marketing activities

WHY BE A PART OF 24TH BUYER'S GUIDE 2026

REACH your clients in all corners of India. Use this unique medium to communicate your product offerings to:

- ◆ Reaching 5,000 top Water companies in India
- ◆ Distribution at all major Water events in India
- ◆ Purchase and Utility Managers of End-User Industries
- ◆ Consultants and Contractors for Water and Effluent Management
- ◆ Builders, Architects and Construction Companies
- ◆ Water Treatment OEMs & System-Integrators
- ◆ Municipalities, Water Boards and Public Health Departments



ADVERTISEMENT OPTIONS	Rate (₹)/Ad
Full Page	60,000
Half Page	30,000
Quarter Page	15,000
Back Cover Inside Facing	75,000
Front Cover Inside Facing	75,000
Back Cover Inside	100,000
Front Cover Inside	100,000
Back Cover	110,000
Front Cover Fold	125,000
Front Cover	150,000

*All rates are subject to applicable tax charges

BUYER'S GUIDE 2026

The most comprehensive directory of its kind, the EverythingAboutWater Buyer's Guide features hundreds upon hundreds of listings - manufacturers, distributors and suppliers of water treatment equipment and services, associations and related organizations. The Guide is arranged by product category as well as brand and trade names. Basic company listings are free of charge. You can book display ads and regular ads now to avail discounts.

Exciting trade enquiries are on your way

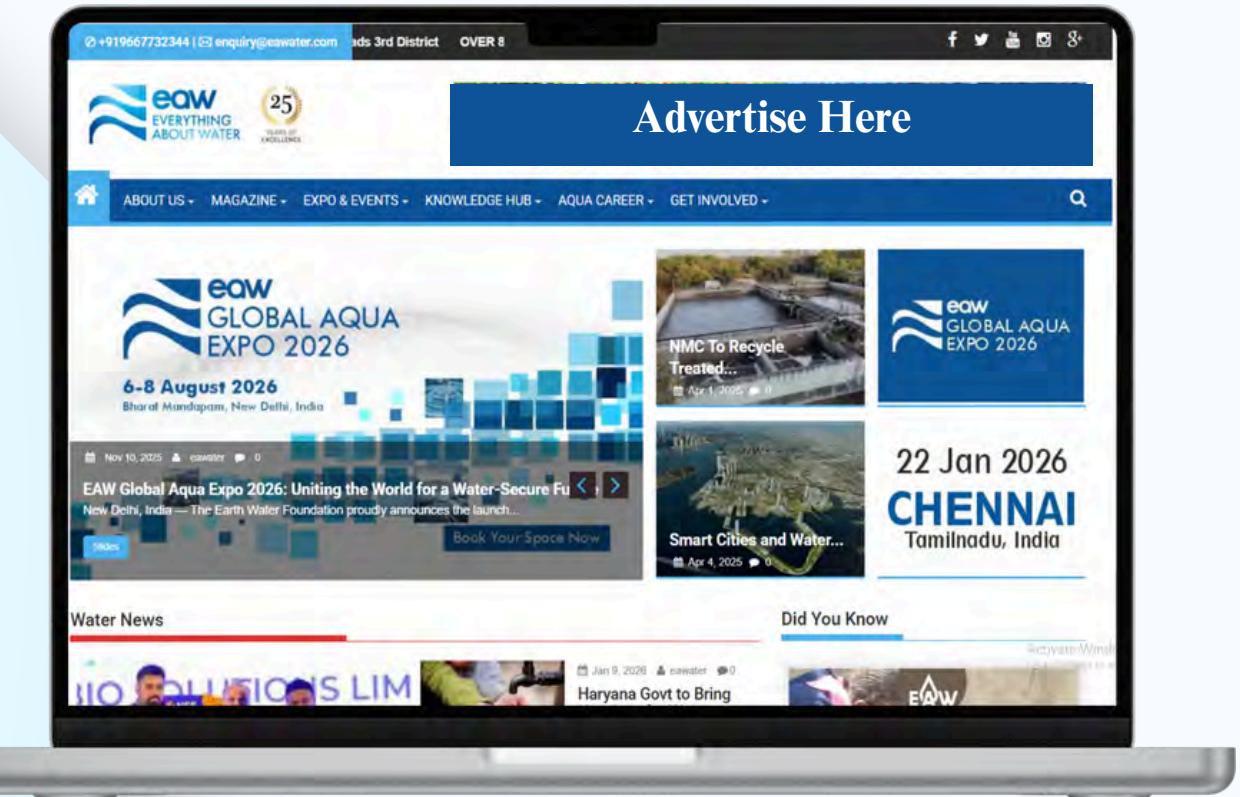
ADDITIONAL ONLINE OFFERINGS

EverythingAboutWater WEB PORTAL

- ◆ Most searched website to get marketing solutions for the Water industry
- ◆ Accurate and reliable source of information for the water Industry

MONTHLY e-NEWSLETTER - DROPLETS

- ◆ Monthly e-Newsletter for the Indian & Global Water industry
- ◆ 56,000 Readers
- ◆ Reaching water professionals with latest updates on the industry for a decade



Advertisement Options	Top Banner 728 x 90 pixels	Middle Banner 728x90 pixels
Monthly Package 1 insertion (Rs.)	60,000/-	40,000/-
Quarterly Package 3 insertions (Rs.)	1,20,000/-	1,05,000/-
Half Yearly Package 6 insertions (Rs.)	1,80,000/-	1,50,000/-
Annual Package 12 insertions (Rs.)	2,40,000/-	1,80,000/-

*All rates are subject to applicable tax charges

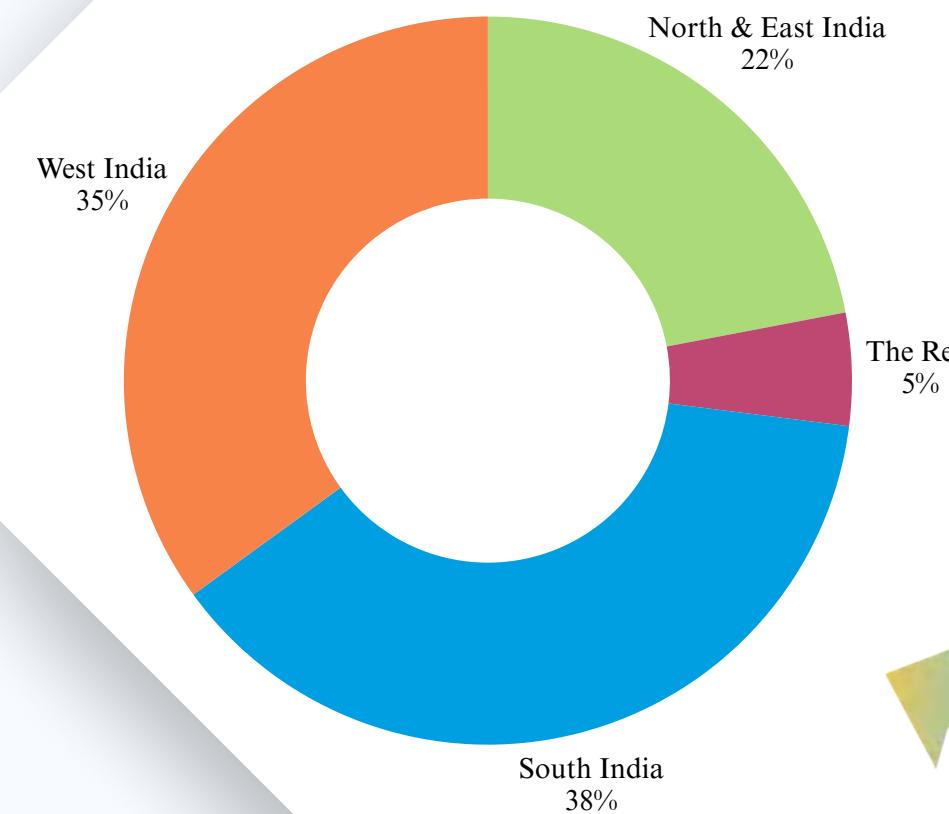
CUSTOMIZED HTML MAILERS

FEATURES

HTML Mailer Package	Cost of Mailer Design & Mailing (Rs/-)	Discount You Get (%)
01 Mailer	25,000	Nil
03 Mailers	67,500	10%
06 Mailers	120,000	20%
12 Mailers	210,000	30%

CIRCULATION SPLIT

Business	Nos.
End Users	30229
Manufacturers of Water Components	4575
OEMs/System Integrators	5602
Distributors	780
Consultants	3846
Government	3658
Educational/Research Institutions	289
Industry Associations	452
Embassies and Trade Consulates	124
International	6345
Total	55900



GEOGRAPHICAL REACH

Designed to Reach. Built to Convert.

- Send e-mail blast to focused database of over 56,000 online readers
- Track the effectiveness of your campaign in real-time
- Get your E-mailer designed as per your own brief
- You can decide your target segments in the industry

BENEFITS

- Fast, targeted and cost-effective
- Generates an immediate response
- Highly effective vehicle for advertising messages
- Best return on investment (RoI) of direct marketing
- Increase visitors to your website
- Build long-term relationships with existing & potential customers

COMBO PROMOTION PACKAGES

Get more reach across print, digital, and industry events with our bundled promotion packages from EverythingAboutWater Magazine. These combo plans are specially designed for brands that want consistent visibility, multi-channel exposure, and cost savings — all in one structured plan.

Instead of booking individual services, choose a combo package and maximize your branding impact throughout the year at discounted rates.

WHY CHOOSE COMBO PACKS

- Multi-channel promotion in one plan
- Higher brand recall through repeated visibility
- Strong positioning across print + digital + events
- Sponsored content support for thought leadership
- Long-term value at special bundled rates
- Priority presence across our industry platforms

Quarterly Promotion Pack

Ideal for short-term campaigns & product launches

Deliverables:

- 3 Full Page Advertisements
- 3 Dedicated Email Campaigns
- 3 Months Website Middle Banner
- 1 Sponsored Article Coverage
- Event Access for 3 Months
- 1-Year Magazine Subscription

Standard Rate:
₹3,90,000

Combo Offer Rate:
₹3,25,000

Half-Yearly Promotion Pack

Best for sustained brand visibility

Deliverables:

- 6 Full Page Advertisements
- 6 Dedicated Email Campaigns
- 5 Months Middle Banner + 1 Month Top Banner
- 3 Sponsored Article Coverages
- Event Access for 6 Months
- 2-Year Magazine Subscription

Standard Rate:
₹8,05,000

Combo Offer Rate:
₹6,50,000

Yearly Promotion Pack

Maximum exposure + best value

Deliverables:

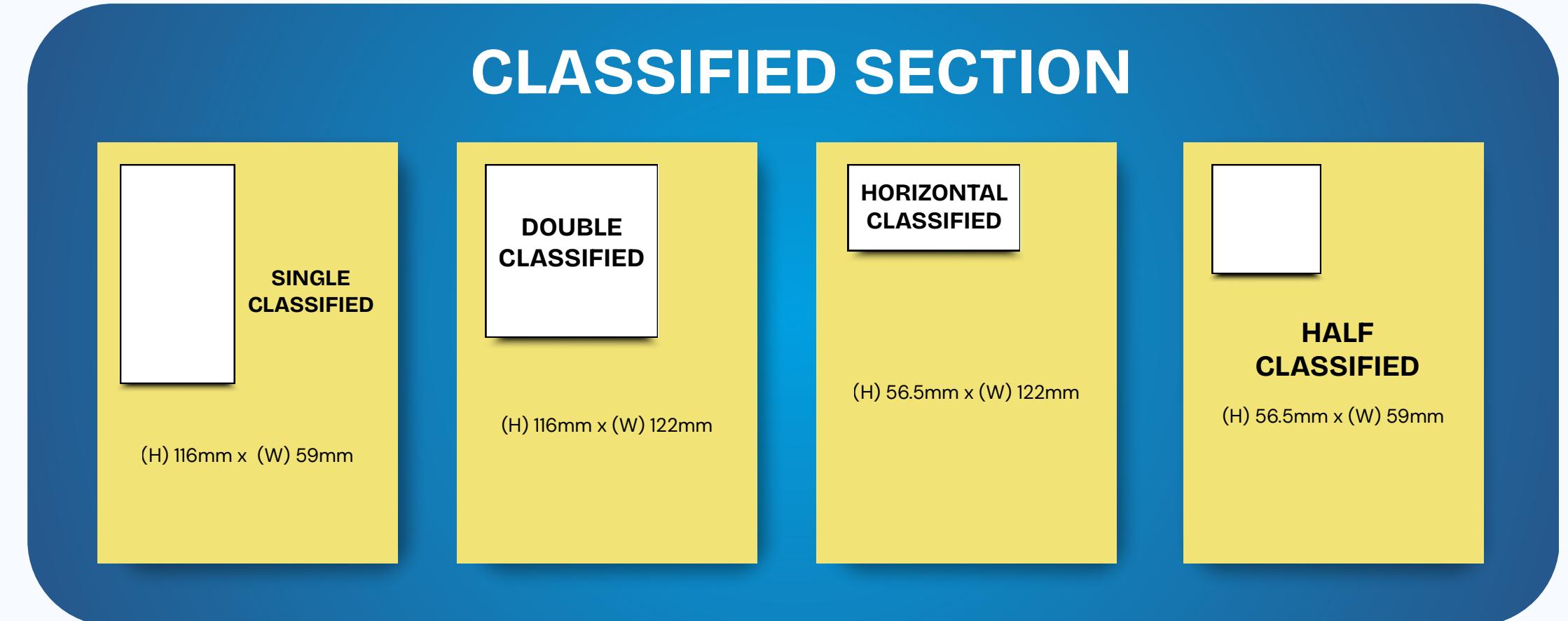
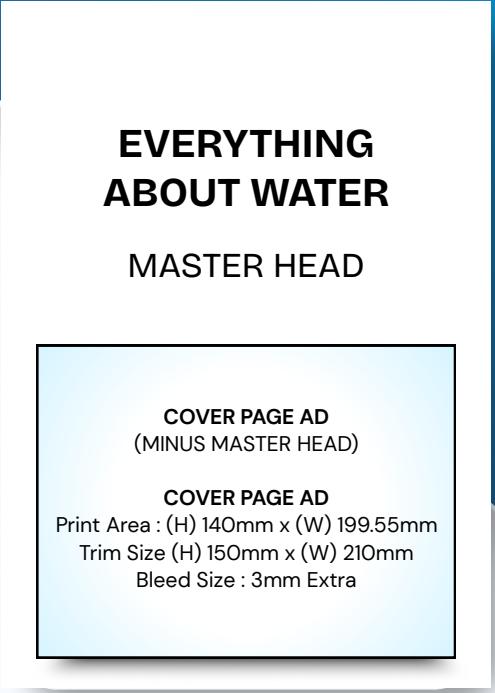
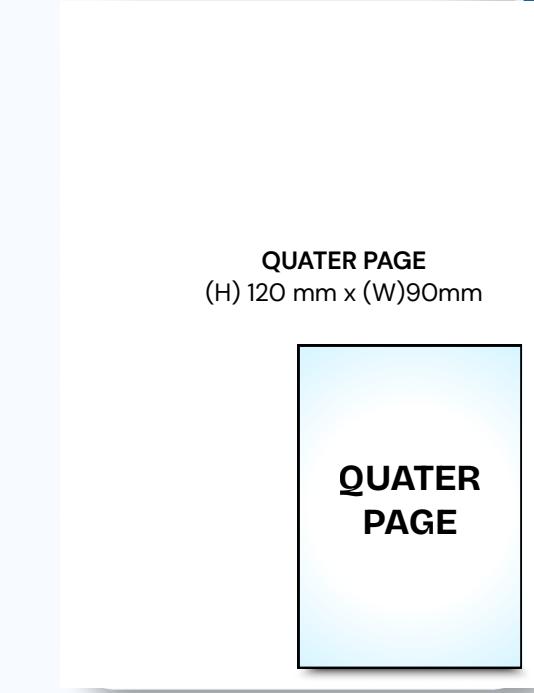
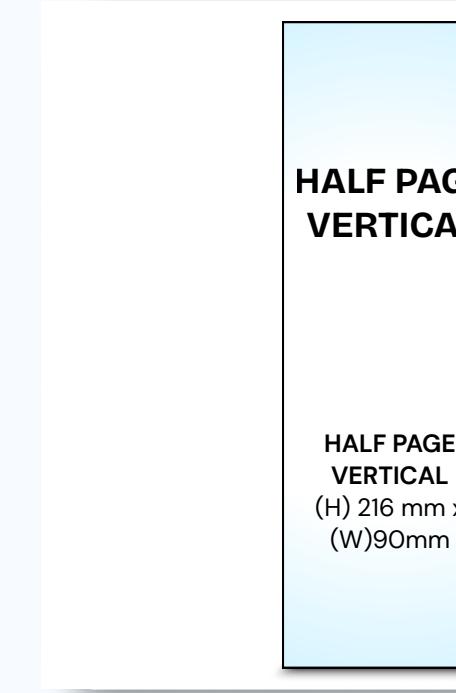
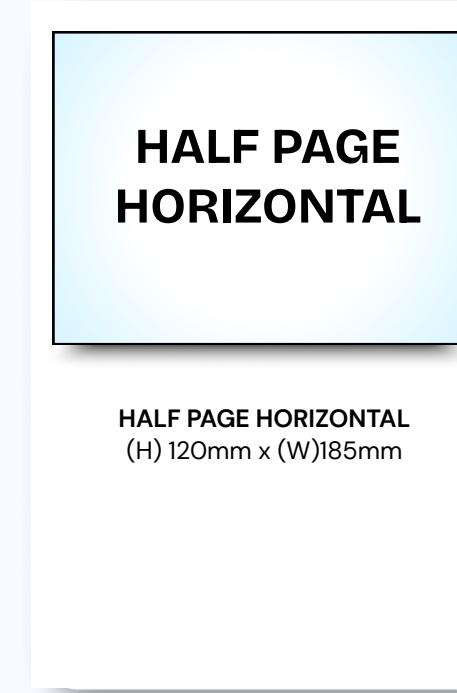
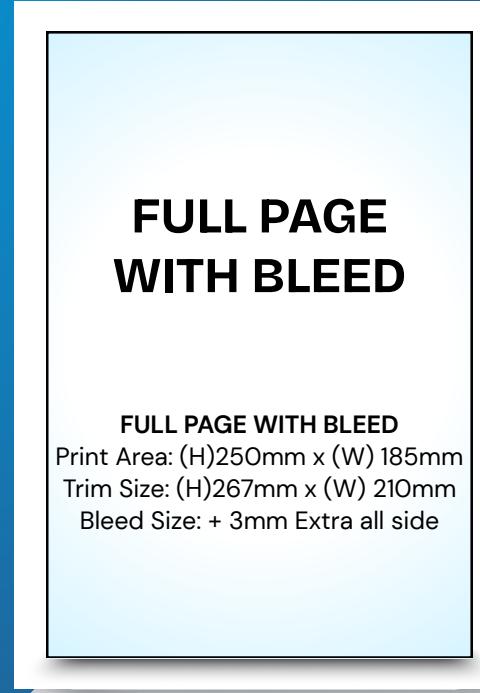
- 12 Full Page Advertisements
- 12 Dedicated Email Campaigns
- 1 Full Page Ad in Buyer's Guide
- 10 Months Middle Banner + 2 Months Top Banner
- 6 Sponsored Article Coverages
- Event Access for 1 Year
- 3-Year Magazine Subscription

Standard Rate:
₹16,65,000

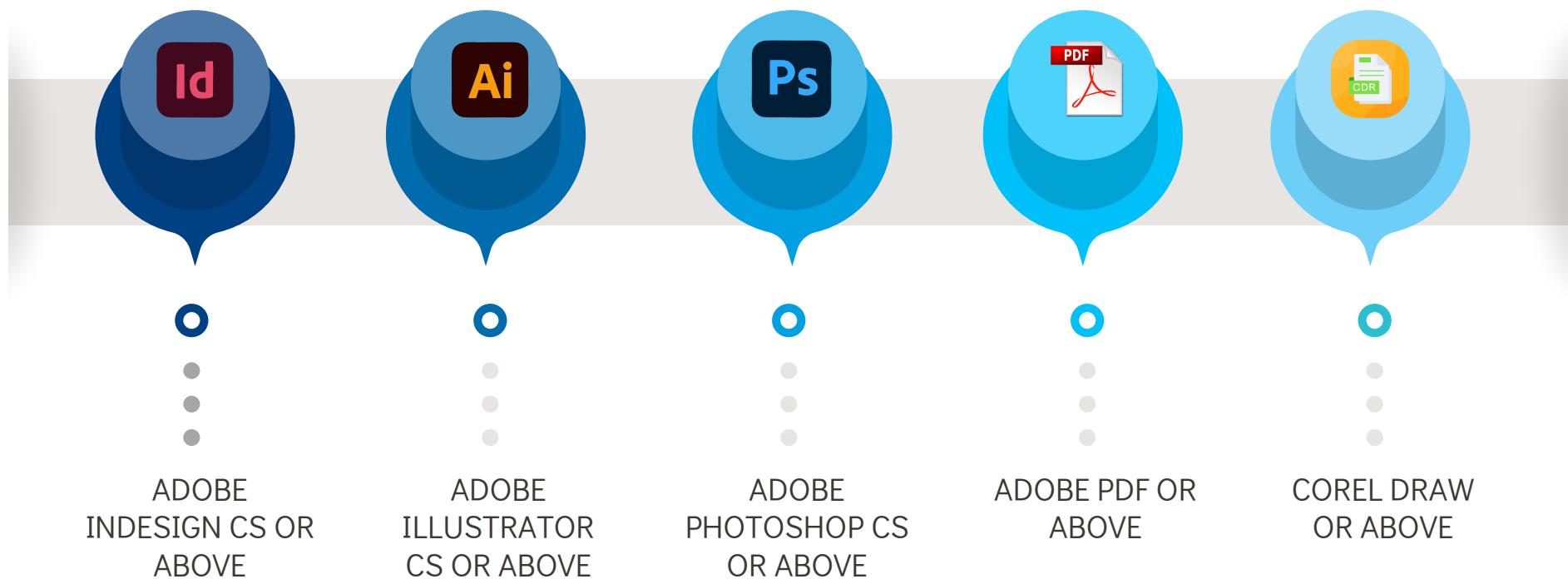
Combo Offer Rate:
₹13,25,000

Smarter Visibility. Better Value. Stronger Industry Presence.

EDITORIAL SECTION



SUPPORTED FILE TYPES



IMAGES

- ◆ Images must be 300 dpi.
- ◆ Include all graphics and images placed, imported or embedded in your ad.
- ◆ RGB, index or 72 dpi images are unacceptable. Be sure to convert images from RGB to CMYK.
- ◆ Avoid rotation or cropping of images in Quark - do this in Photoshop or Illustrator.
- ◆ All photo images must be saved as Photoshop EPS or TIFF files in CMYK (Not in RGB and no Pantone colours)
- ◆ NO File Compressions, NO Masks and NO layers. Place images at 100% scaling with 300 dpi. Line work bitmap scans (logos) should have 1200 dpi resolution.

PREFERRED FORMATS FOR MATERIALS (MUST BE 300 DPI)

PDF (PREFERRED):
INDUSTRY STANDARD
FONTS MUST BE
EMBEDDED (NO
SUB-SET)

**EPS-CMYK OR
GRAYSCALE. ALL FONTS
AND GRAPHICS MUST
BE INCLUDED WITH
THE FILE**

**TIF/JPG
(NOT RECOMMENDED)**
- 300 DPI, CMYK.
**DIMENSIONS MUST
BE PURCHASED AD
SIZE.**

FONTS

- Include all fonts with your ad. If using PC fonts, make sure the fonts are embedded in the file you submit.
- For best results, select the actual font (such as Futura Bold) instead of applying bold style to regular Futura. If you are using unusual fonts, it is best to outline them (convert to a graphic).

MAILING INSTRUCTIONS:

All contracts for space, insertions, proofs, correspondence and copy should be sent to enquiry@eawater.com

CLOSING DATES FOR ADVERTISEMENTS & EDITORIAL

10th of each month

NOTE:

- All ads must be submitted in CMYK or grayscale. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100%.
- PDFs prepared for use on the web, and low-resolution images taken from websites are unacceptable.
- DO NOT include crop marks, bleed marks, registration marks or any data outside the borders of the ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.
- Document size should be created to the final trim size of the page/ad.

PROOFS

All color ads, including e-mailed submissions, must be accompanied by a high-quality digital proof. Publisher is not responsible for color match from proofs that are not color accurate.

TERMS & CONDITIONS

- RATE PROTECTIVE CLAUSE:** Rates are subject to change on notice and become effective for all advertisers with the started specific issue and all issues thereafter.
- PUBLISHER COPY PROTECTIVE CLAUSE:** In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in this rate card. the advertiser and/or advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication shall be free of libel and thereof will not violate or infringe any copyright, trademark, right of privacy or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency, assigns and successors against any claims, demand, costs, expenses and damages, including reasonable attorneys fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or advertising agency of any of the foregoing. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner. The publisher reserves the right to change the content of the magazine. Cancellation of space orders must be in writing and will not be accepted after closing date.

Mechanical Specifications : Display options



MAKING BUSINESS HAPPEN GLOBALLY

ADVERTISING CONTACT

GENERAL:

enquiry@eawater.com
Mob: +91 9667732344

EDITORIAL CONTACT

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For Subscription/ feedback
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Neetu Kashyap

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Pooja Gupta

Sr. Executive - Business Development
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<https://www.linkedin.com/company/everythingaboutwater>

https://x.com/ea_water

https://www.instagram.com/ea_water

CORPORATE OFFICE

Earth Water Foundation

ADD: Plot no. 03, Sector33, Gurugram, Haryana, 122001, India

MOB: +91-9667732344 Email: enquiry@eawater.com, Web: www.eawater.com

