



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 \$11 billion in 2024 to over \$18 billion by 2026, with a CAGR of 11.22% during 2024-2030
- ◆ Global Water use is likely to increase by 20 to 50 percent above current levels by 2050, with industrial and domestic sectors growing at the fastest pace.
- ◆ The Indian Water & Wastewater treatment market is valued at USD 9.64 billion in 2024, and projected to reach USD 18.63 billion by 2033, with a CAGR of ~7.60% from 2025-33.
- ◆ The Indian bottled Water market is valued at USD 9.5 billion in 2024 and is projected to reach USD 29.7 billion by 2033, with a CAGR of ~12.45% from 2025-33.
- ◆ The Indian Water purifier market is valued at USD 3.35 billion in 2024 and projected to reach USD 7.12 billion by 2033, with a CAGR of ~8.7% from 2025-33.

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 PHILIPPINES	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	Company Name	Country
ABB	Switzerland	Jinnys Co. Ltd.	South Korea
Andritz	Austria	KISTERS	Germany
aQysta	Nepal	Koch Group	USA
Autodesk	USA	Kurita Water Industries	Japan
Bentley Systems	USA	Midea Group	China
Berghof Membranes	Netherlands	Molecor Tecnología S.L.	Spain
Dow Water	USA	Myron L Company	USA
Ecolab Nalco	USA	Pentair Group	USA
Endress + Hauser	Germany	Poten Enviro	USA
Evoqua Water Technologies	USA	Shimge Pumps	China
Genesys Korea LLC	South Korea	SUEZ	France
Grundfos Pumps	Denmark	VA Tech Wabag	Austria
H2OLL	Israel	Veolia	France
Honeywell	USA	Water Offsets Ltd	UK
Hyflux	Singapore	Xylem	USA
IDE Technologies	Israel	Yokogawa Electric Corporation	Japan
		ZILMET SpA	Italy

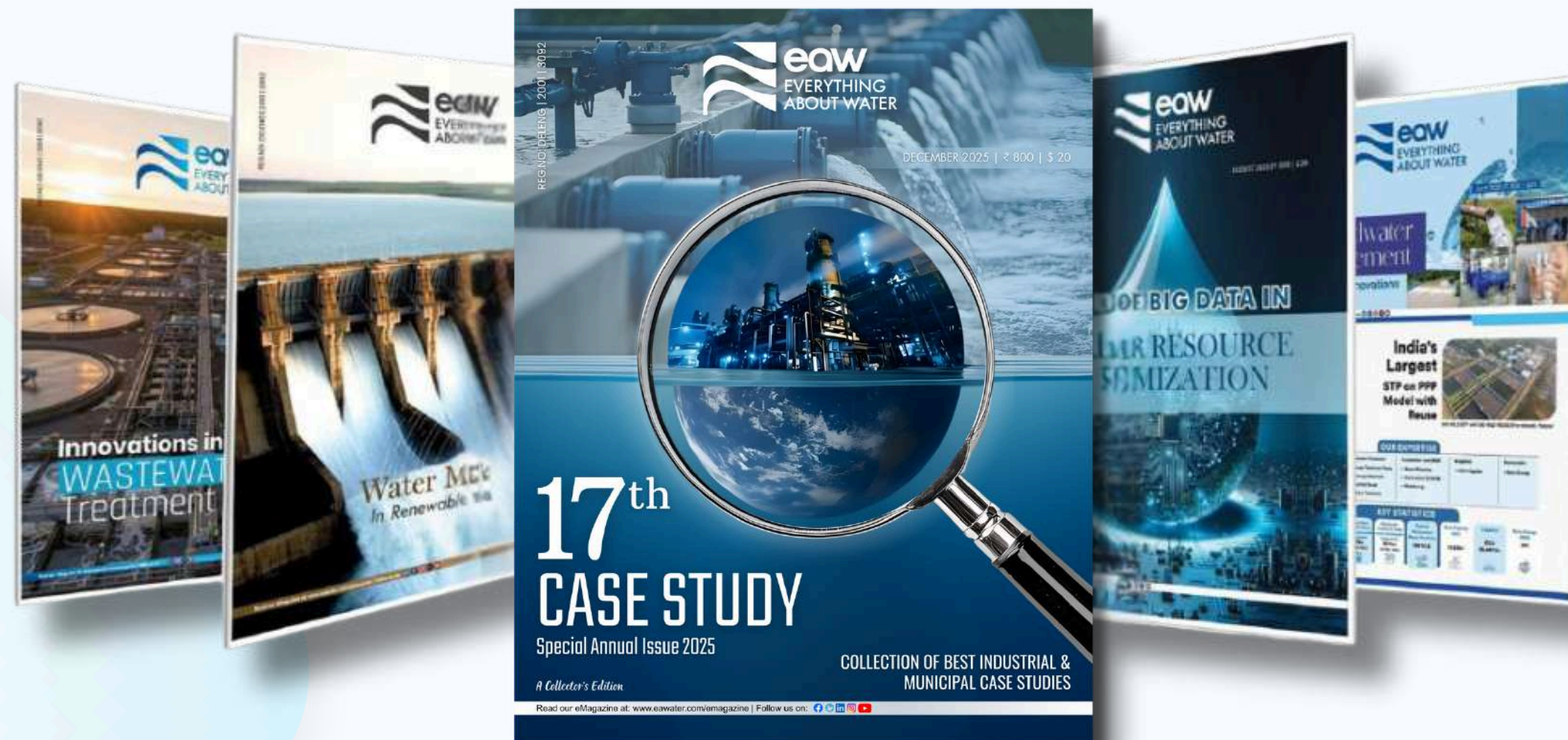
☒ PROVIDING A GLOBAL MARKETING PLATFORM

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 & MANAGEMENTACROSS THE WATER SECTOR. (ALIGNED WITHWORLD 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

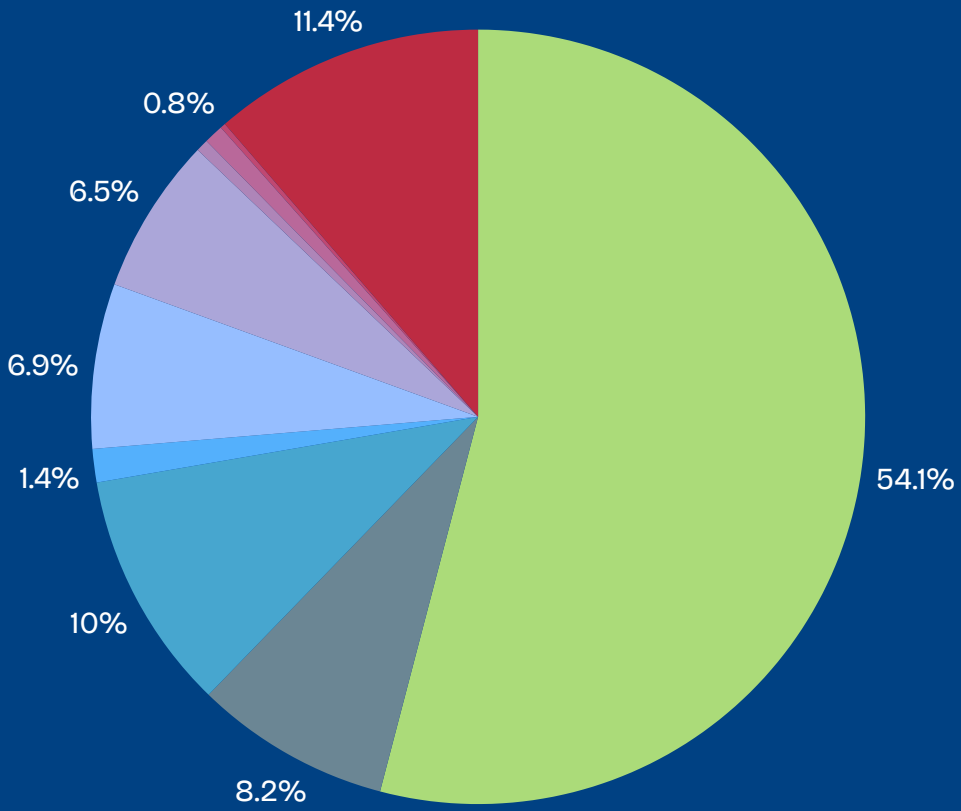
The word limit for the article is 1000-3000 words ◆

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

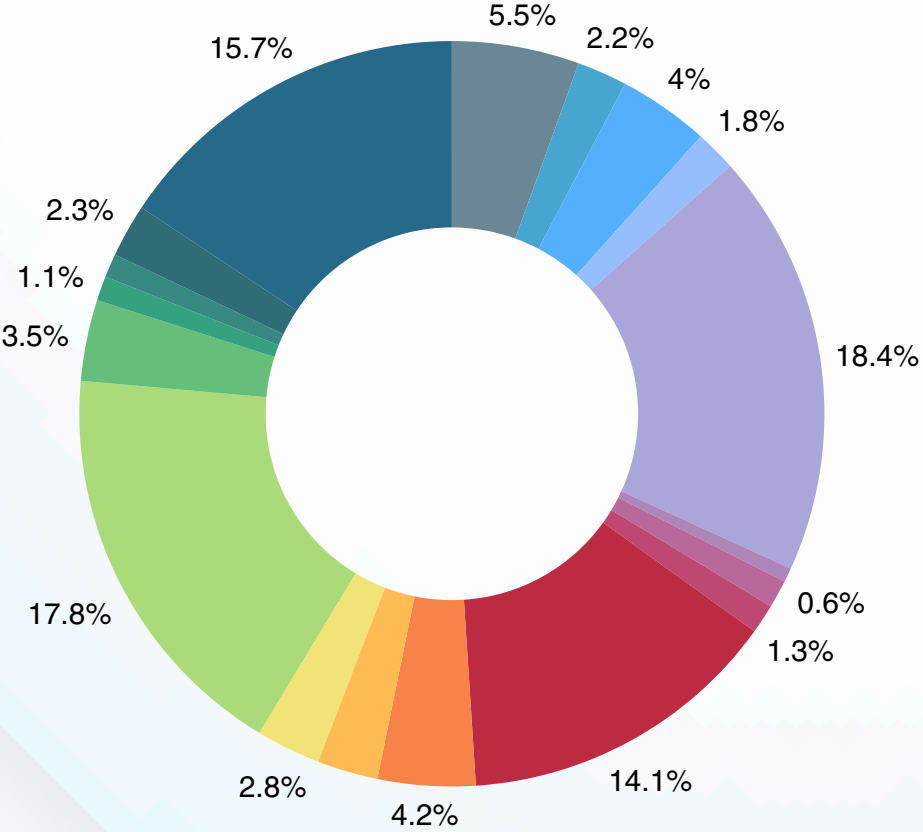


GEOGRAPHICAL REACH

	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

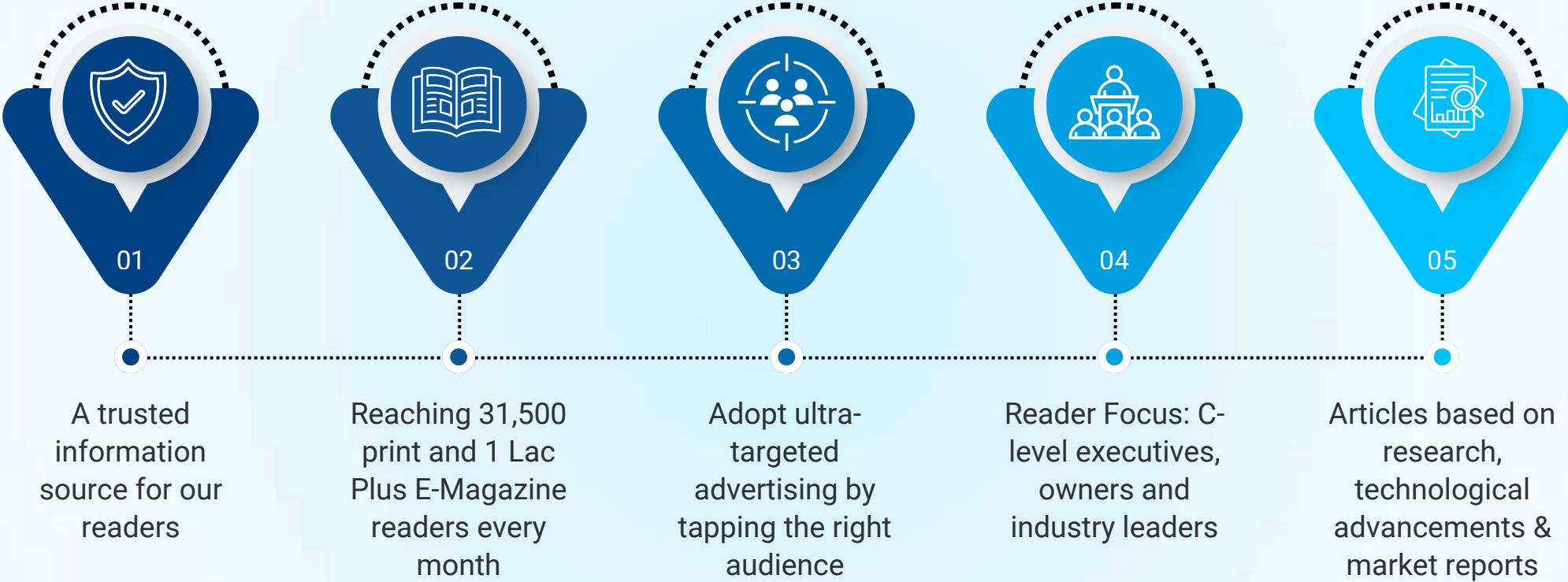


CIRCULATION & REACH

EVERYTHINGABOUTWATER

MAGAZINE ADVERTISEMENT OPTIONS

5 Reasons to Advertise in EverythingAboutWater



- ◆ 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 (USD) / Ad
Full Page	1,250
Half Page	750
Quarter Page	400
Back Cover Inside Facing	1,800
Front Cover Inside Facing	1,800
Back Cover Inside	2,400
Front Cover Inside	2,400
Back Cover	2,600
Front Cover Fold	3,000
Front Cover	3,500
*ALL RATES ARE SUBJECT TO APPLICABLE TAX CHARGES	

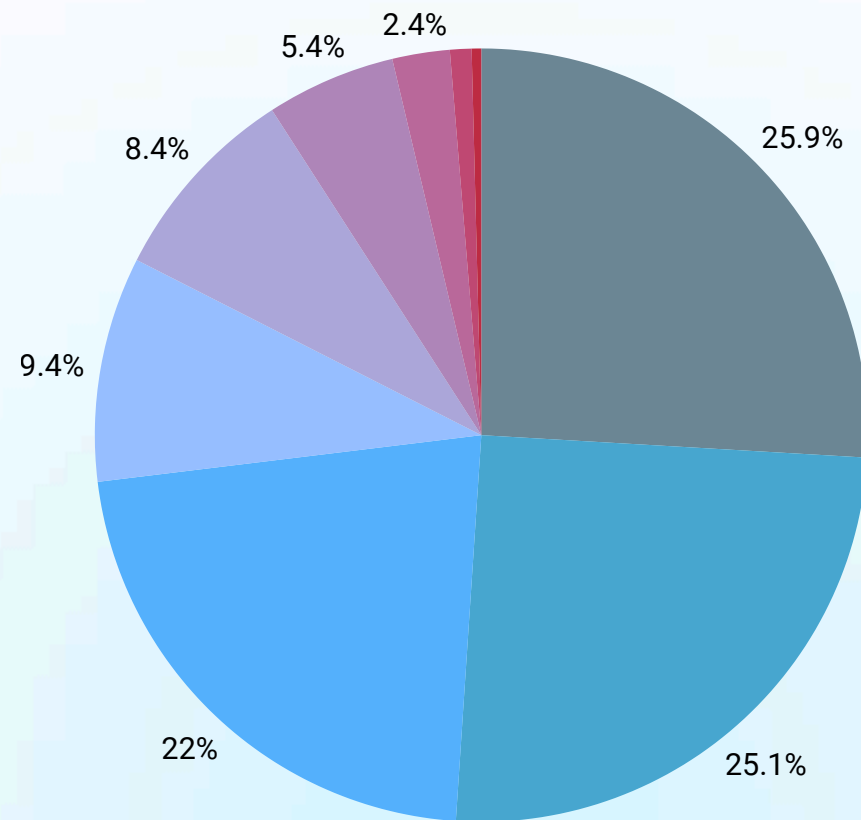
EverythingAboutWater online magazine is India's first Water E-magazine - available in a page-turn, virtual format, delivered to desktops and mobile devices.

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

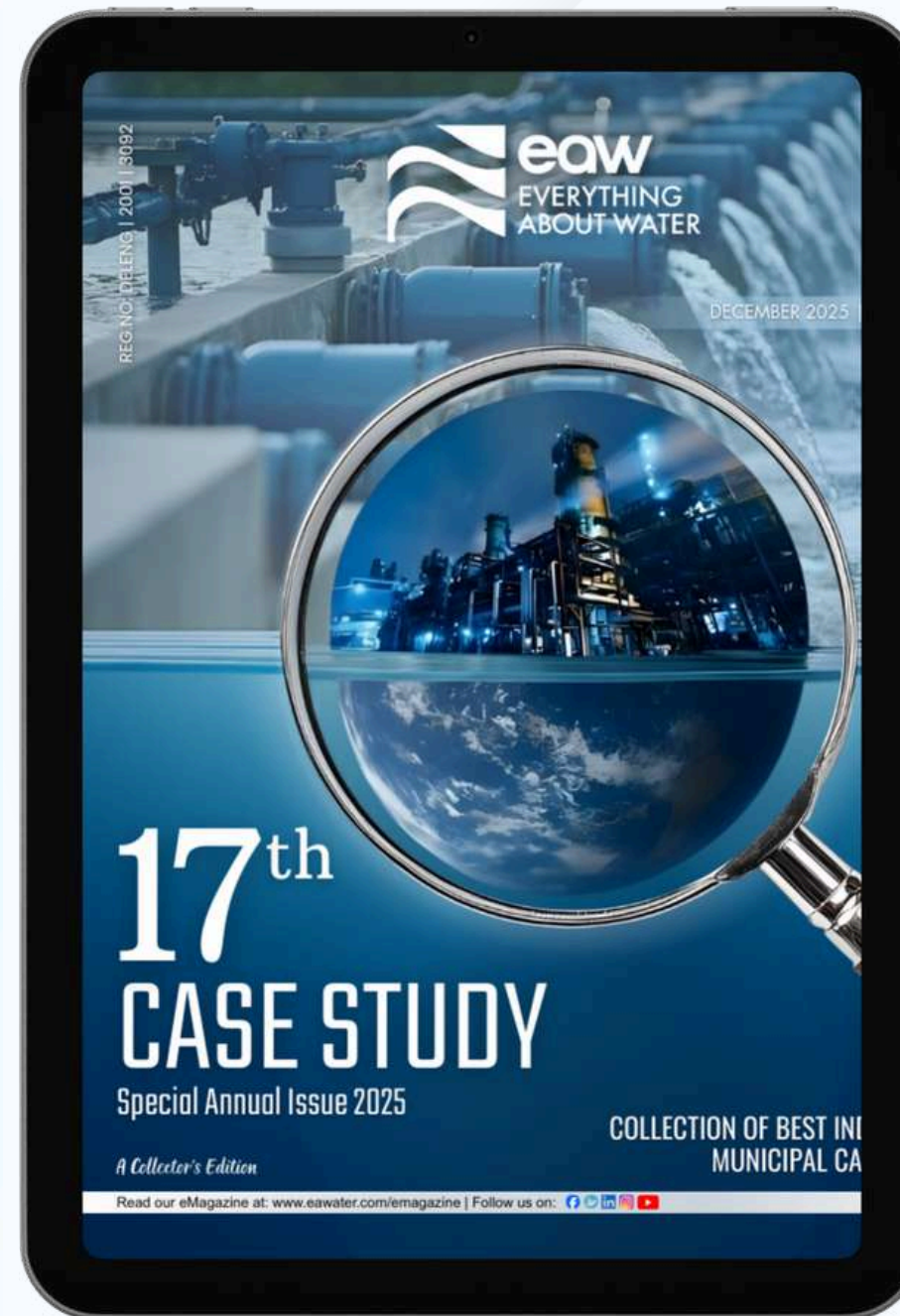


-  Available online 24x7
-  Fast delivery by email
-  Direct Web links
-  Forward articles
-  Share on social network
-  Free access

Everything AboutWater 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!



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

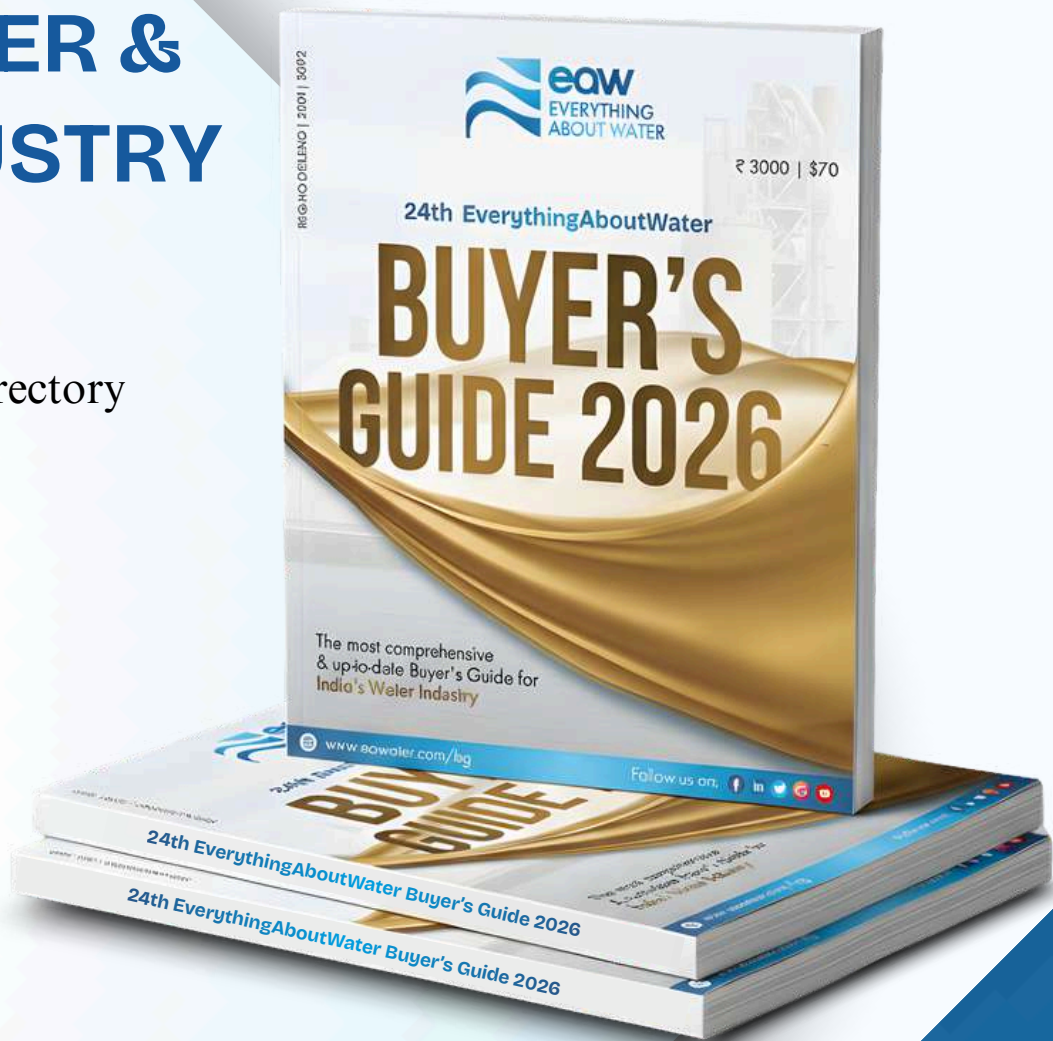
How is it Unique?

- ◆ 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' 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	Rates (USD)/Ad
Full Page	1,500
Half Page	750
Quarter Page	400
Back Cover Inside Facing	1,800
Front Cover Inside Facing	1,800
Back Cover Inside	1,800
Front Cover Inside	1,900
Back Cover	2,500
Front Cover Fold	3,000
Front Cover	3,500
*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

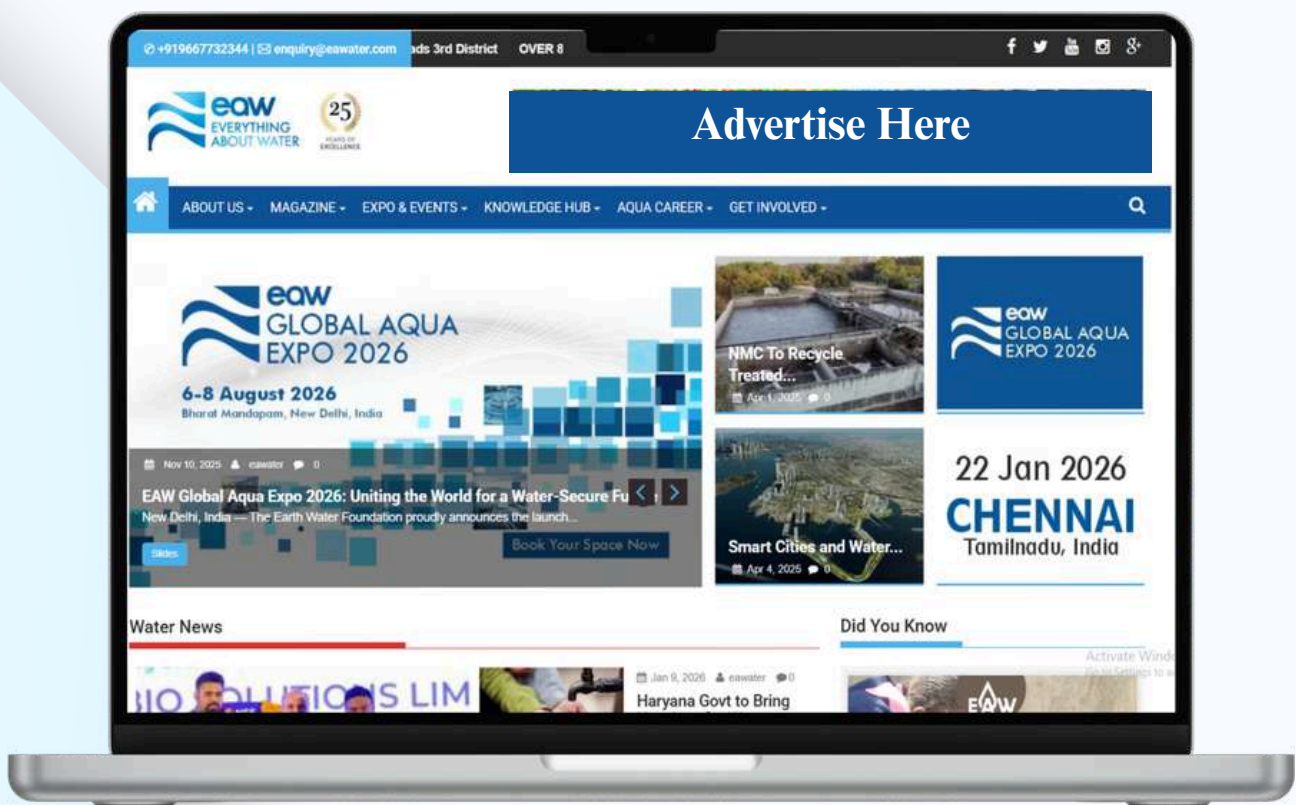
ADDITIONAL ONLINE OFFERINGS

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



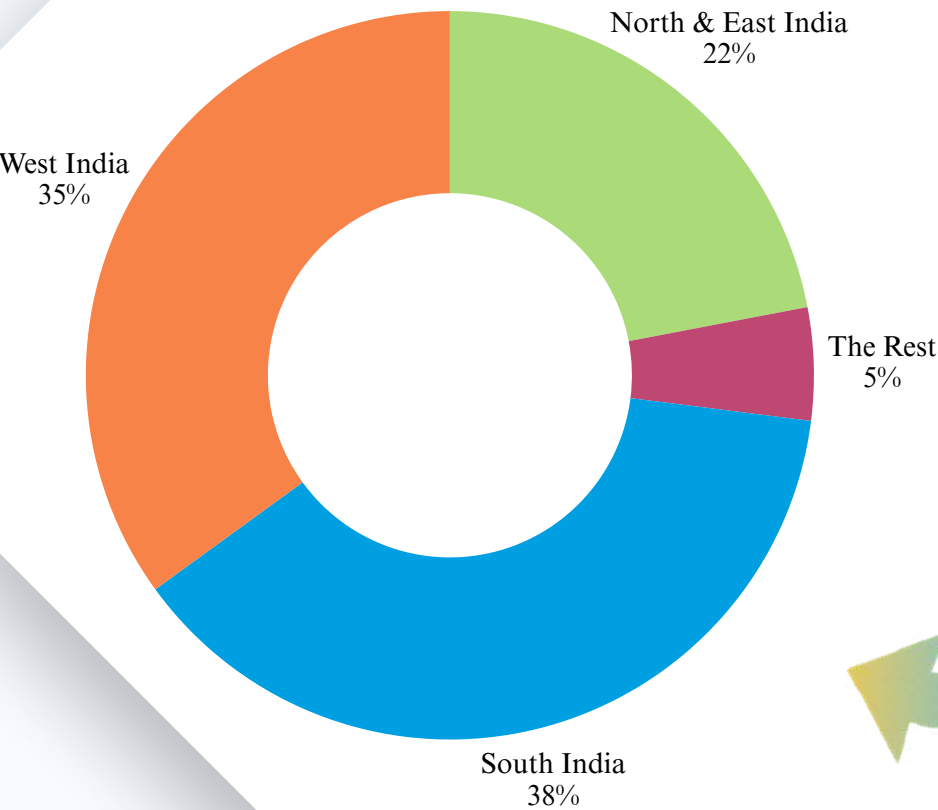
Advertisement Options	Top Banner 728 x 90 pixels	Middle Banner 728x90 pixels
Monthly Package 1 insertion (USD)/Ad	2,500	1,000
Quarterly Package 3 insertions (USD)/Ad	6,000	2,400
Half Yearly Package 6 insertions (USD)/Ad	9,000	4,200
Annual Package 12 insertions (USD)/Ad	12,000	6,000
*All rates are subject to applicable tax charges		

CUSTOMIZED HTML MAILERS

HTML Mailer Package	Cost of Mailer Design & Mailing (USD)	Discount You Get (%)
01 Mailer	500	Nil
03 Mailers	1,300	10%
06 Mailers	2,400	20%
12 Mailers	4,200	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

FEATURES

- 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

Designed to Reach. Built to Convert.

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:
\$9,000

Combo Offer Rate:
\$7,650

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:
\$19,500

Combo Offer Rate:
\$15,990

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:
\$40,000

Combo Offer Rate:
\$32,000

Smarter Visibility. Better Value. Stronger Industry Presence.

EDITORIAL SECTION

FULL PAGE WITH BLEED

FULL PAGE WITH BLEED
Print Area: (H)250mm x (W) 185mm
Trim Size: (H)267mm x (W) 210mm
Bleed Size: + 3mm Extra all side

FULL PAGE

FULL PAGE
(H) 250mm x (W) 185mm

HALF PAGE HORIZONTAL

HALF PAGE HORIZONTAL
(H) 120mm x (W)185mm

HALF PAGE VERTICAL

HALF PAGE VERTICAL
(H) 216 mm x (W)90mm

QUATER PAGE
(H) 120 mm x (W)90mm

QUATER PAGE

EVERYTHING ABOUT WATER

MASTER HEAD

COVER PAGE AD
(MINUS MASTER HEAD)

COVER PAGE AD
Print Area : (H) 140mm x (W) 199.55mm
Trim Size (H) 150mm x (W) 210mm
Bleed Size : 3mm Extra

FRONT COVER FOLD

FRONT COVER FOLD
Print Area : (H)255mm x (W) 392mm
Trim Size : (H)267mm x (W) 406mm
Bleed Size : + 3mm Extra all side

CLASSIFIED SECTION

SINGLE CLASSIFIED

(H) 116mm x (W) 59mm

DOUBLE CLASSIFIED

(H) 116mm x (W) 122mm

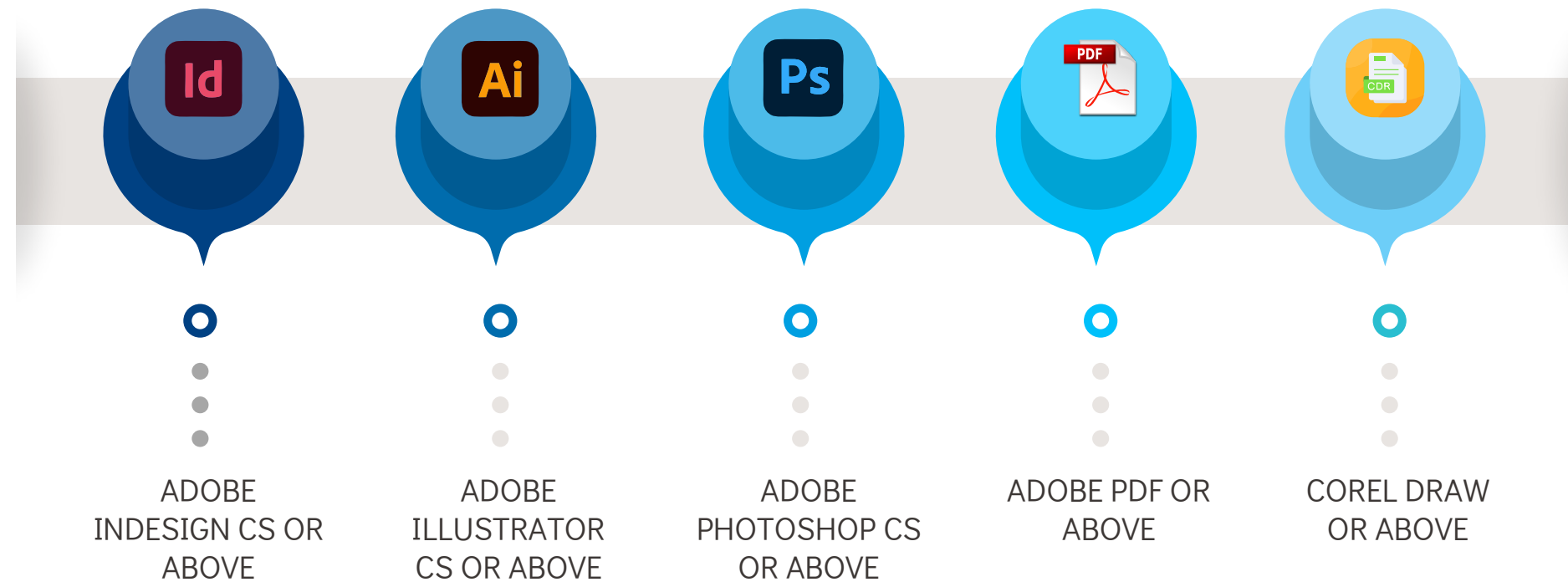
HORIZONTAL CLASSIFIED

(H) 56.5mm x (W) 122mm

HALF CLASSIFIED

(H) 56.5mm x (W) 59mm

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.

Mechanical Specifications: Display options

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

For Press Release/ Articles:
editor@eawater.com
For Subscription/ feedback
enquiry@eawater.com

MANAGEMENT

Shivani G.
Founding Member
shivani@eawater.com

Mohd. Wasim Fazal

Business Head
wasim@eawater.com

MARKETING, DESIGNING & OPERATIONS

Rahul Mourya
Sr. Manager
rahul@eawater.com

SALES

Sanjay Menani

GM- Sales & Marketing
sanjay@eawater.com

Pratibha Chauhan

Sr. Manager- National Sales
pratibha@eawater.com

Neetu Kashyap

Manager- International Country Desk
neetu@eawater.com

Pooja Gupta

Sr. Executive - Business Development
pooja@eawater.com

FOLLOW US

 <https://www.facebook.com/eawaterindia>

 <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

