

# *Smart Water Magazine & iAgua* **Media Kit 2024**



*Connecting waterpeople*



## OUR MISSION: COMMUNICATING ABOUT WATER

**Smart Water Magazine** and **iAgua** are the main communication platforms for professionals in the water sector. Our goal is to gather, organize and disseminate information on this resource worldwide.

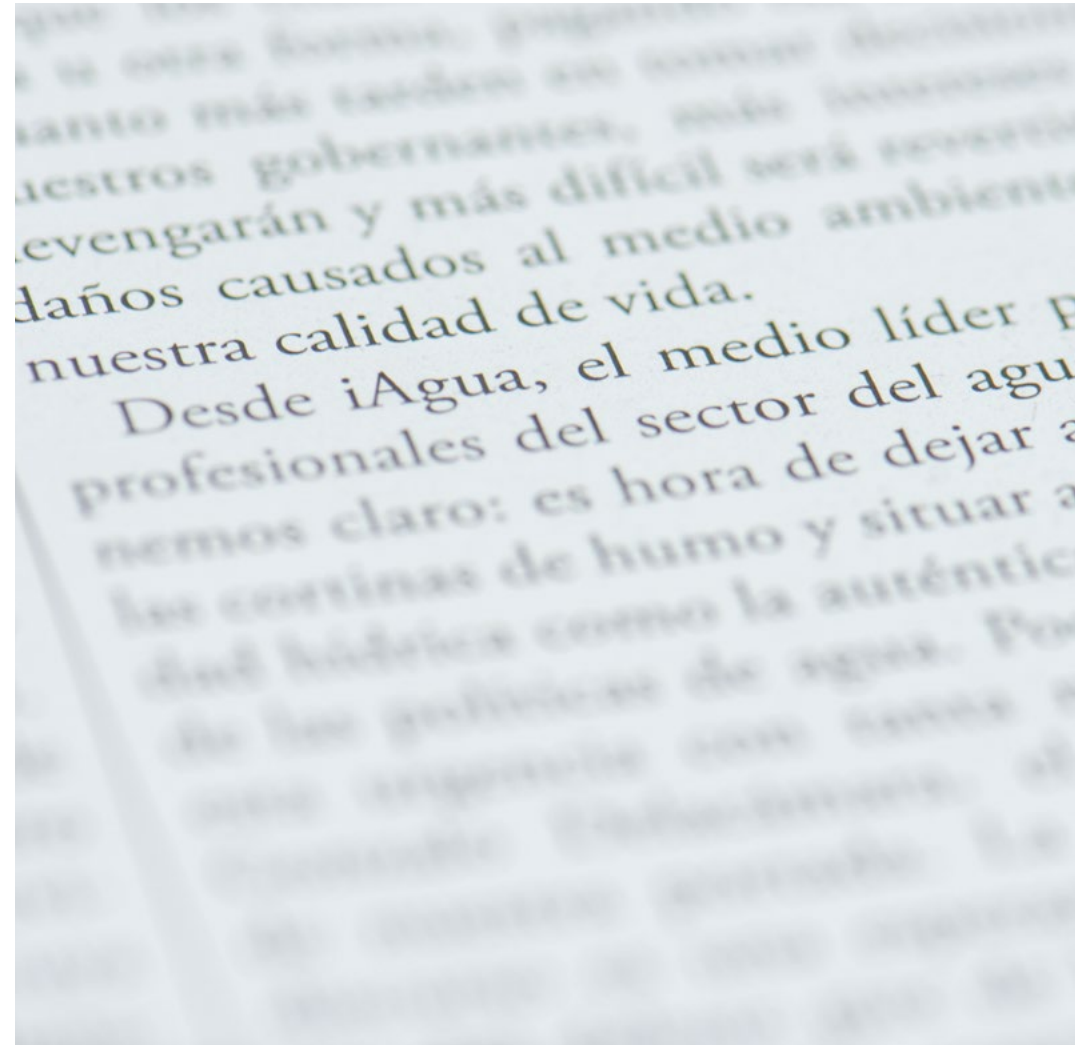
At **iAgua**, our history is synonymous with leadership. We were born and grew on the Internet, where we are read by millions of users in Spain and Latin America. In 2013, we expanded our media with iAgua Magazine, the leading print magazine for water industry leaders. In addition, we have specialized in organizing events of great relevance: we have a solid event calendar of our own, collaborate in webinars with our clients and also work on coverage and dissemination of their events, setting the tone in the industry's agenda.

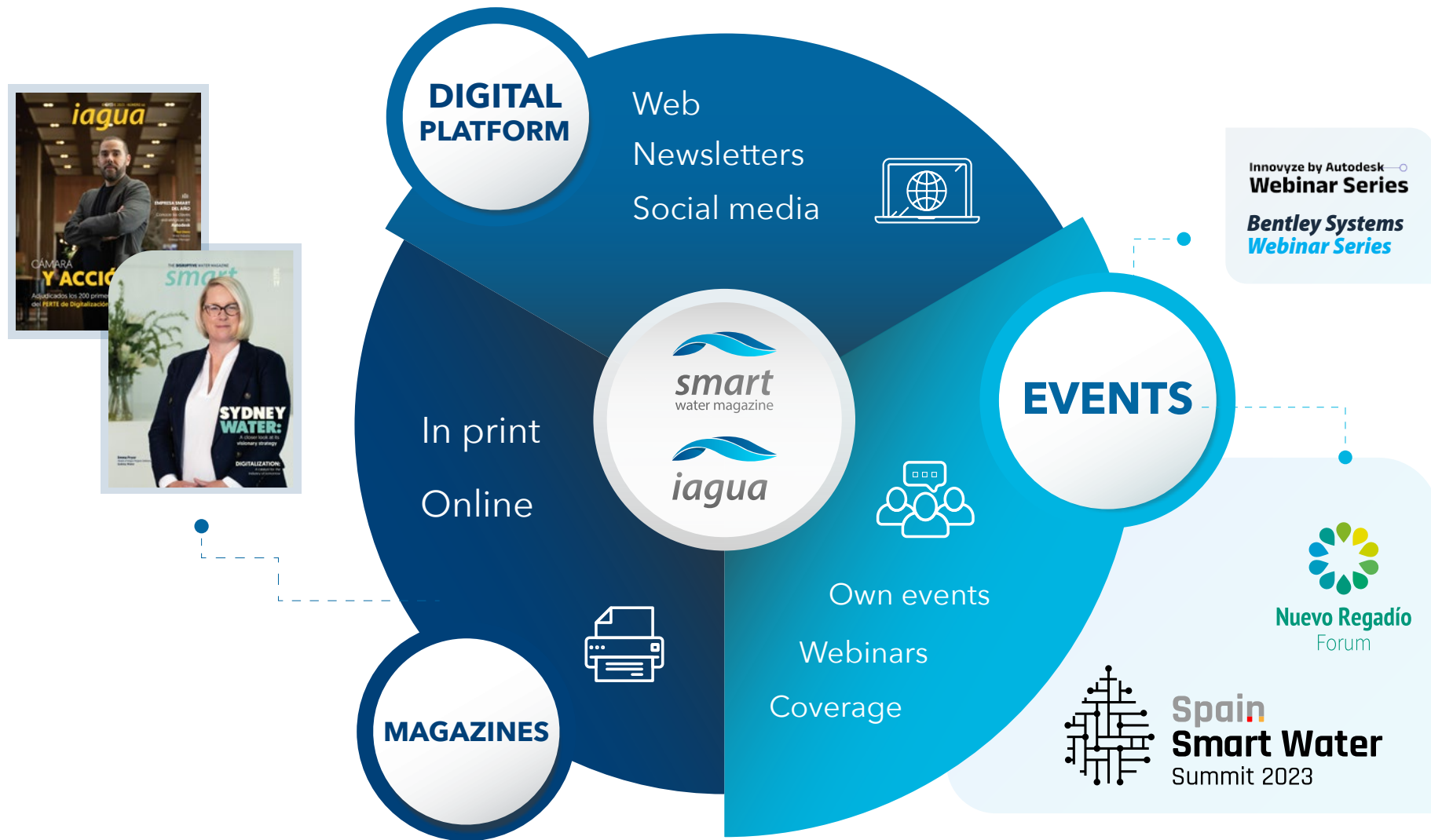
In 2019, we took our vision to the global stage and launched a new platform in English: **Smart Water Magazine**. During these five years, we have consolidated our position as a reliable channel, effectively connecting our clients with their target audience. Although we cover worldwide news, we have focused our efforts on the regions and topics most relevant to the development of the water industry, including the Middle East, North America, Southeast Asia and areas such as Digitalisation, Desalination and Water Treatment.

Like iAgua, Smart Water Magazine has a strong **digital platform** and publishes an influential print **magazine**, targeting leaders and decision makers. We are also a major player in the organization of digital **events** in collaboration with our business partners.

For all of this, we have a highly qualified team of editorial, art, web development, account management, commercial and administration staff who maintain and develop the platforms while providing continuous and personalized attention to all our clients.

Over the past year, both platforms have continued to grow in audience and influence. This strong performance drives us to maintain our trajectory in 2024, with a streamlined operating model, and the clear objective of maximizing our clients' results and continuing to deliver quality content and innovative events that will drive the water sector towards a **more sustainable and prosperous future**.





## GLOBAL AUDIENCE

SWM and iAgua

**10 MILLION** users  
**60,000** subscribers

**+50,000** followers on **LinkedIn**

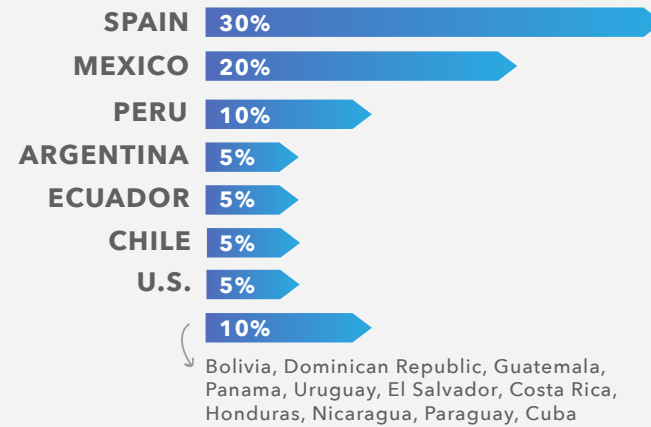
**+400,000** followers on other social media  
(Facebook, Twitter, Instagram and YouTube)

(Source: Google Analytics, Mailchimp, LinkedIn and in-person events)



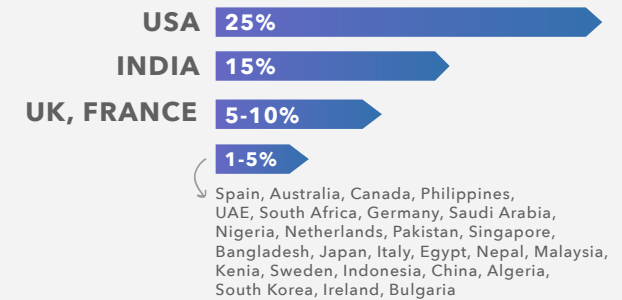
### IAGUA

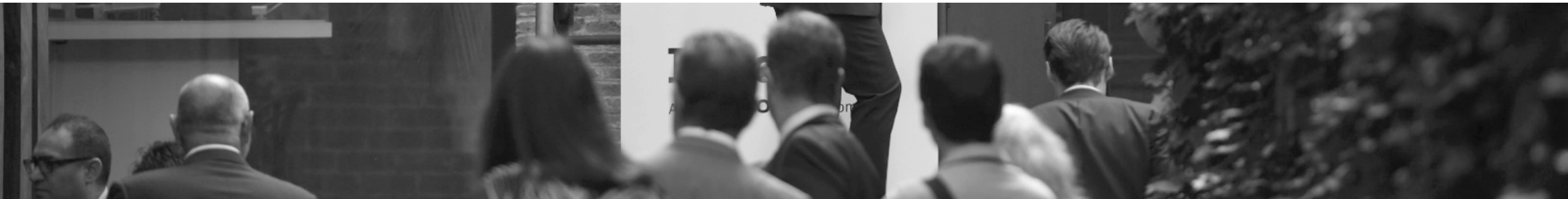
#### GEOGRAPHICAL DISTRIBUTION OF READERSHIP



### SMART WATER MAGAZINE

#### GEOGRAPHICAL DISTRIBUTION OF READERSHIP

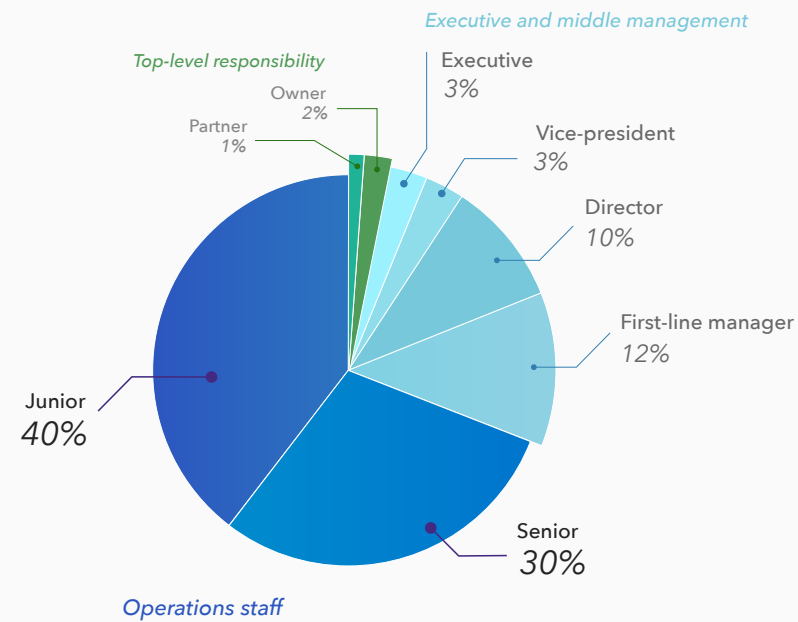
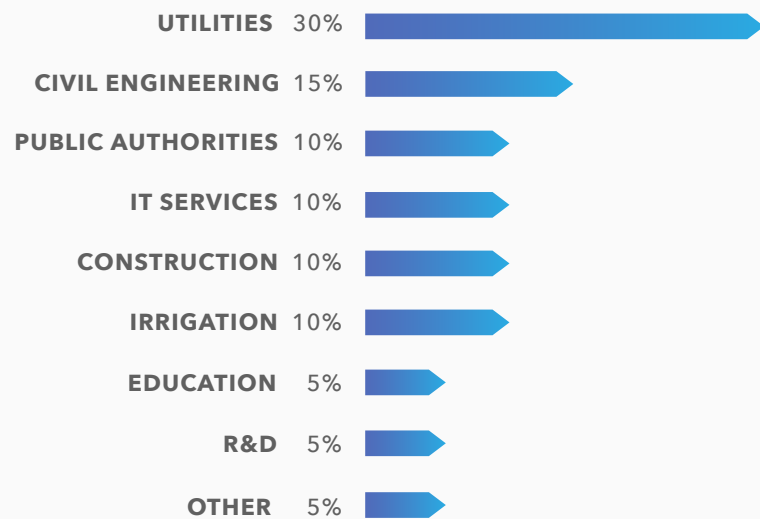




SECTOR  
**SECTOR**

Readership  
**PROFILE**

JOB FUNCTION  
**JOB FUNCTION**



## STAFF



**ALEJANDRO  
MACEIRA**

Director and founder



**DAVID  
ESCOBAR**

Partner



**LAURA  
F. ZARZA**

Editor-in-chief  
of iAgua



**OLIVIA  
TEMPEST**

Editor-in-chief  
of SWM



**CRISTINA  
NOVO**

Technical editor



**BLANCA MARÍA  
ÁLVAREZ**

Editor



**PABLO  
GONZÁLEZ-CEBRIÁN**

Art & photography director



**ESTHER  
MARTÍN**

Graphic designer



**SANTIAGO  
ERVINA**

Head of IT, web design  
& development



**JORGE  
RENEDO**

Web design  
& development



**JAVIER DE  
LOS REYES**

Account supervisor



**GLORIA  
MÉNDEZ**

Head of  
administration



**IGNASI  
SERVIÀ**

Development of  
agro-industry segment



# SWM Club and iAgua Club



**Smart Water Magazine Club (SWM Club) is an exclusive community that merges a passion for water management, business and communication in an unparalleled environment.**

For those seeking to be at the forefront of knowledge in the global water industry, this membership offers privileged access to significant benefits. From the opportunity to contribute to the influential Smart Water Magazine in print to the dissemination of high-impact digital content, the organization of online events and the design of brand visibility and lead generation campaigns, SWM Club provides members with an exclusive platform to **grow, connect and lead** water management into the future.

Synonymous with **exclusivity and premium quality**, SWM Club is a select community that is leading the industry towards a sustainable and efficient water management future.

SWM CLUB	CLUB	CLUB TOTAL
Content in Smart Water Magazine in print	4 pages in 1 issue	6 pages in 1 issue
Advertising in Smart Water Magazine in print	1 page in 1 issue	1 page in 1 issue
Subscriptions to Smart Water Magazine in print	2	3
Publication of digital content	12	Unlimited

## SWM CLUB BENEFITS



Participation in the contents of the Smart Water Magazine in print.



Access to Smart Water Magazine in paper and digital formats.



Press releases, job offers and other content will be published on SWM.



Exclusive and customized space in SWM.



Dissemination of published content through smartwatermagazine.com, SWM Newsletter and SWM social media profiles.



Prominent presence in SWM's home page slider and in the SWM Club section.



Personalized assistance from our editorial, art, web development, commercial, marketing, account management, and administration team.





**iAgua Club is a community for those passionate about water management, business and communication. Being part of this exclusive club is a unique opportunity for those who want to be at the forefront of knowledge, networking and visibility in the water industry.**

**iAgua Club** members enjoy a wide range of benefits, including maximum visibility for their digital content, a guaranteed presence in the influential iAgua Magazine, as well as priority and special discounts on participation in events organized by iAgua.

Joining iAgua Club is synonymous with **exclusivity and premium quality**, allowing our members to stand out in a vital and constantly evolving sector. Join us and be part of this select community that leads the way in water management and sector-based marketing.

IAGUA CLUB	CLUB	CLUB TOTAL
Content in iAgua Magazine	4 pages in 1 issue	6 pages in 1 issue
Advertising in iAgua Magazine	1 page in 1 issue	1 page in 1 issue
Subscriptions to iAgua Magazine	2	3
Publication of digital content	12	Unlimited

## IAGUA CLUB BENEFITS

 <p>Guaranteed participation in iAgua Magazine.</p>	 <p>Access to iAgua Magazine in paper and digital formats.</p>	 <p>Priority registration in events organized by iAgua.</p>	 <p>Discounts on events organized by iAgua.</p>	 <p>Prominent presence in iAgua's home page slider and in the iAgua Club section.</p>
 <p>Press releases, job offers and other content sent to our newsroom e-mail address will be published on iAgua.</p>	 <p>E-mail and iAgua app notifications are sent to your entity's followers when news and blog posts are published.</p>	 <p>Dissemination of published content through iAgua.es, iAgua Newsletter and iAgua social media profiles.</p>	 <p>Exclusive and customised space in iAgua with all your entity's content.</p>	 <p>Personalized assistance from our editorial, art, web development, commercial, marketing, account management, and administration team.</p>



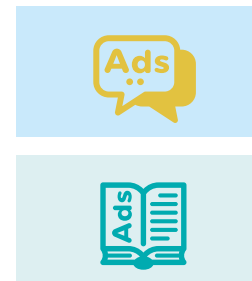
# Annual Sponsorships



To optimize investment in advertising, content dissemination and presence in Smart Water Magazine and iAgua Magazine of those organizations that choose to partner with us to consolidate their leadership position in the water sector, we offer **Annual Sponsorship** contracts.

With a prominent presence in all our channels, including the website, newsletters, Smart Water Magazine and iAgua's social media profiles, and the prestigious Smart Water Magazine and iAgua Magazine, the Annual Sponsorship contracts guarantee continuous visibility for your organization throughout the year.

Furthermore, an Annual Sponsorship contract ensures a stable work structure that allows planning all initiatives with the time and effort they require. Without last minute rushing and ensuring the impact is maximised.



SWM Sponsorship	SWM Club	Content in Smart Water Magazine in print	Advertising in Smart Water Magazine in print	Subscriptions to Smart Water Magazine in print	Banner on website	Banner in SWM Newsletter	Content on cover of Smart Water Magazine in print	Publication of digital content
GOLD	Yes	6 pages in 4 issues	1 pages in 4 issues	20	Yes	Yes	Yes	Unlimited
SILVER	Yes	6 pages in 3 issues	1 pages in 3 issues	10	Yes	Yes	-	Unlimited
BRONZE	Yes	4 pages in 2 issues	1 pages in 2 issues	5	Yes	-	-	Unlimited

iAgua Sponsorship	iAgua Club	Content in iAgua Magazine	Advertising in iAgua Magazine	Subscriptions to iAgua Magazine	Banner on website	Banner in iAgua Newsletter	Content on cover of iAgua Magazine	Publication of digital content
GOLD	Yes	6 pages in 4 issues	1 pages in 4 issues	20	Yes	Yes	Yes	Unlimited
SILVER	Yes	6 pages in 3 issues	1 pages in 3 issues	10	Yes	Yes	-	Unlimited
BRONZE	Yes	4 pages in 2 issues	1 pages in 2 issues	5	Yes	-	-	Unlimited

**Note:** If you sign annual sponsorship contracts with both Smart Water Magazine and iAgua, a 20% discount will be applied to the lowest value contract.

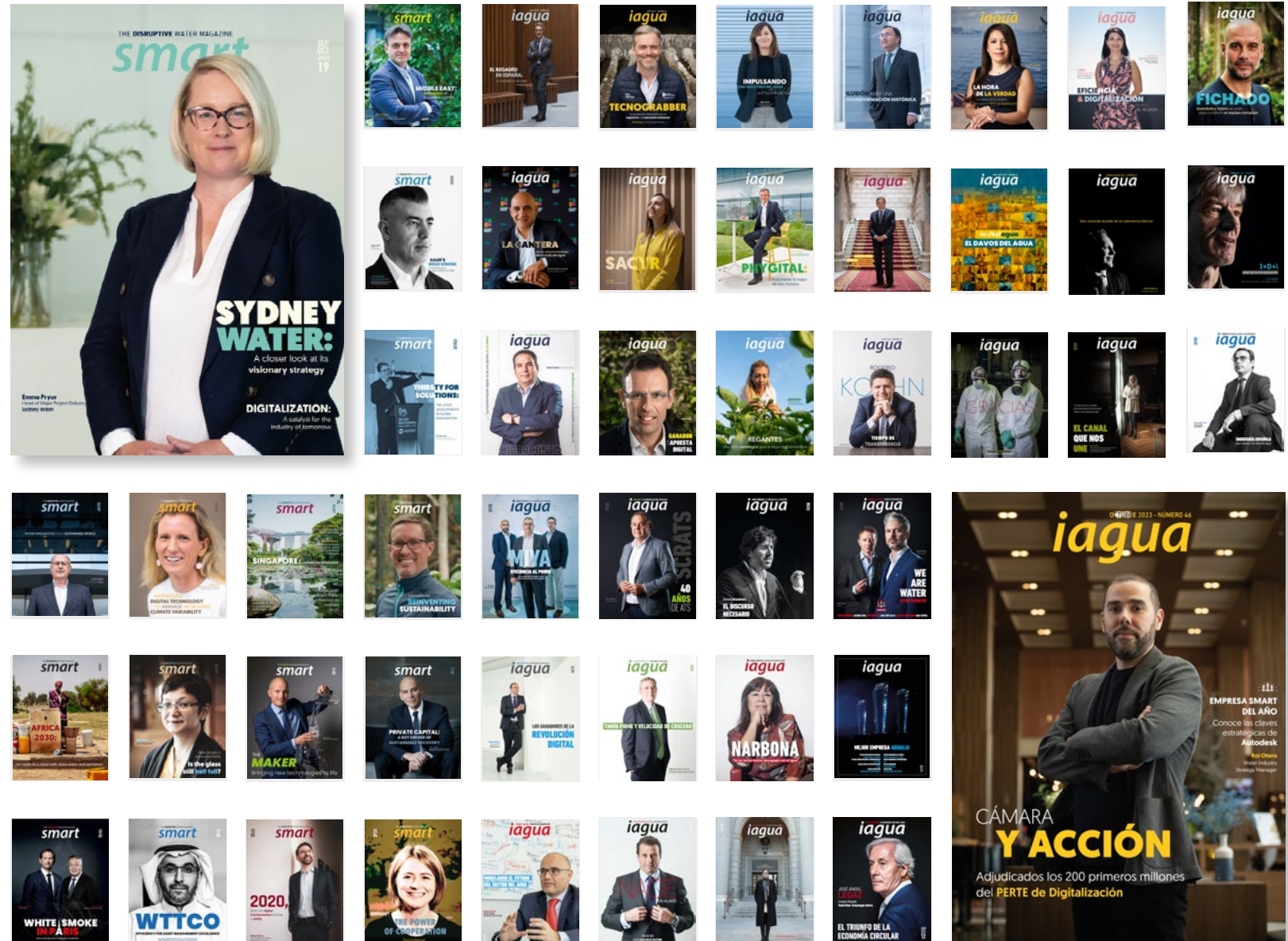


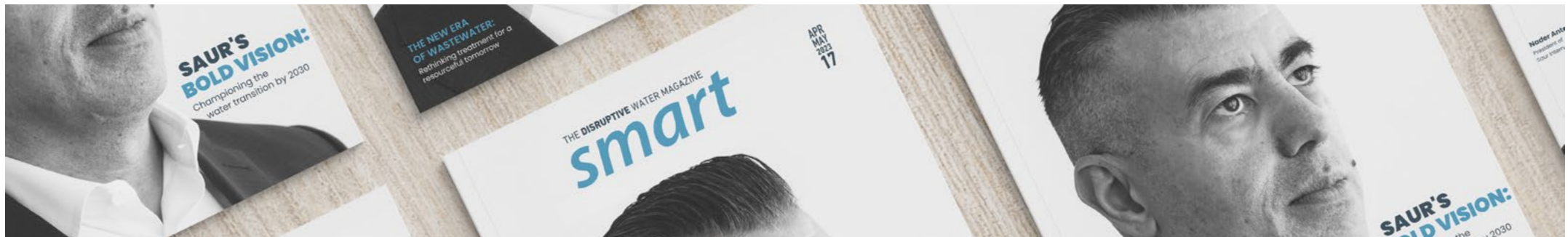
# Magazines

For more than ten years, **iAqua Magazine** and **Smart Water Magazine** have been analysing the most relevant topics for water professionals through the sector's key players.

Through interviews, feature articles, opinion pieces and other sections, our magazines provide a complete picture of the most relevant issues for the sector and showcase remarkable success stories.

In 2024, Smart Water Magazine and iAqua Magazine adapt their periodicity to a quarterly frequency, each of them with four issues per year. Printed copies of the magazines are sent to subscribers and are also published online, ensuring a high impact among the broadest water sector audience worldwide.





**Frequency:** Quarterly (four issues per year)

**Main theme:** each issue focuses on a specific theme that guides the process of content development.

**Print run:** 1,000 copies.

**Distribution:** Public authorities and companies in the water sector across the world (United States, Europe, Middle East, Africa, South-East Asia and Australia). Also available in interactive digital format.

**Online viewing:** 10,000 per issue.

## TECHNICAL SPECIFICATIONS

Printing: Offset.  
Dimensions: 205 x 265 mm + 3mm bleed.

## FORMATS AND METHOD OF DELIVERY

Format: JPG (minimum 300 dpi), TIFF without layers or PDF at 300 dpi. 3 weeks ahead of publication.

EDITORIAL CALENDAR FOR 2024	TOPICS INCLUDED		
<b>SWM 21</b> - 2nd half of March <b>DESALINATION/WATER SUPPLY</b>	Water-energy nexus Water supply Treatment technologies Membranes Materials and equipment	Laboratories Monitoring and control of water quality Legislation Digitalisation	Non-revenue water Innovation Legal framework Investments Financing
<b>SWM 22</b> - 2nd half of June <b>SANITATION, WASTE WATER TREATMENT AND REUSE</b>	Sanitation Sustainable urban drainage Wastewater treatment Industrial water treatment Sludge management	Emerging contaminants Laboratories Circular economy Water reuse Biofactories	Green hydrogen Carbon footprint Investments Sustainability Public policies and legal framework
<b>SWM 23</b> - 2nd half of September <b>DIGITALISATION</b>	Public investment programmes Public authorities Utilities Multilateral organizations IoT	Connectivity Remote reading Artificial Intelligence & Machine Learning Big Data	Platforms BIM Digital twins Cybersecurity
<b>SWM 24</b> - 2nd half of November <b>UTILITIES</b>	PPPs Investments Regulatory and policy issues Water Economics Risk Assessment Research & Development Circular Economy	Water-energy-food nexus Emerging technological trends Water quality Stormwater management and urban drainage	Distribution efficiency Business performance Water security Climate change Sustainability and CSR Communication and awareness



**Frequency:** Quarterly (four issues per year)

**Main theme:** each issue focuses on a specific theme that guides the process of content development.

**Print run:** 2,000 copies.

**Distribution:** Public authorities and companies in the water sector in Spain and in Latin America. Also available in interactive digital format at ([www.iagua.es/magazine](http://www.iagua.es/magazine))

**Online viewing:** 15,000 per issue.

## TECHNICAL SPECIFICATIONS

Printing: Offset.  
Dimensions: 205 x 265 mm + 3mm bleed.

## FORMATS AND METHOD OF DELIVERY

Format: JPG (minimum 300 dpi), TIFF without layers or PDF at 300 dpi. 3 weeks ahead of publication.

EDITORIAL CALENDAR FOR 2024	TOPICS INCLUDED		
<b>iAgua Magazine 48</b> - 1st half of April <b>WATER TREATMENT</b>	Desalination Wastewater treatment Supply Materials and equipment Reuse	Sanitation Sludge Emerging pollutants Investment PPPs	Financing Legislation Digitalisation Cooperation Multilateral organizations
<b>iAgua Magazine 49</b> - 1st half of July <b>AGRICULTURE</b>	PERTE/PRTR Public authorities Irrigators Risk management Irrigation materials and equipment	Energy management/efficiency/ renewables/self-consumption Digitalisation Water treatment for irrigation/ Non-revenue water Drought/Climate change	Sustainability Crops Agro-industrial Water and food SDGs Latin America
<b>iAgua Magazine 50</b> - 1st half of October <b>DIGITALISATION</b>	PERTE/PRTR: implementation, projects, new investments Public authorities Utilities Latin America Multilateral organizations	IoT Connectivity Remote reading Artificial Intelligence & Machine Learning	Big Data Platforms BIM Digital twins Cybersecurity
<b>iAgua Magazine 51</b> - 1st half of December <b>UTILITIES</b>	PPPs Investments Regulatory and policy issues Water economics Risk assessment Research and Development	Circular economy Emerging technological trends Water quality management Stormwater management and urban drainage	Distribution efficiency Business performance Water security Climate change Sustainability and CSR Communication and awareness



**smart**  
water magazine

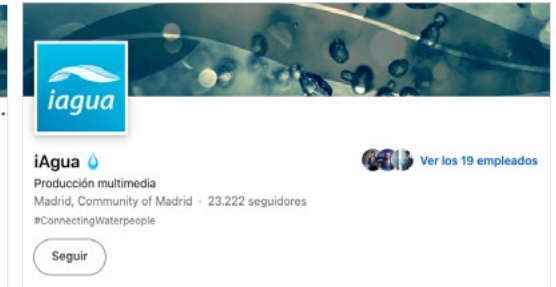
**iagua**

1800  
GALL

# Digital Platform

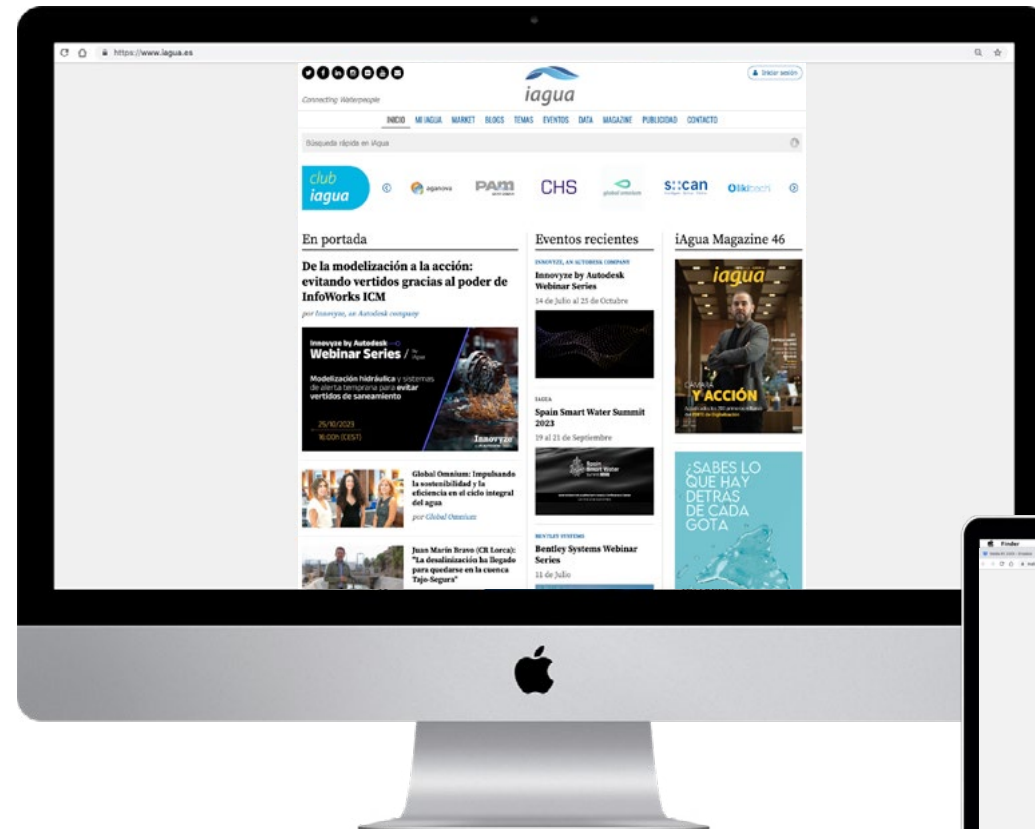


**Smart Water Magazine and iAgua are the leading online media of the water sector thanks to their comprehensive, real-time coverage of water sector news. This leadership has made the two platforms the ideal meeting point for the world's largest community of professionals.**

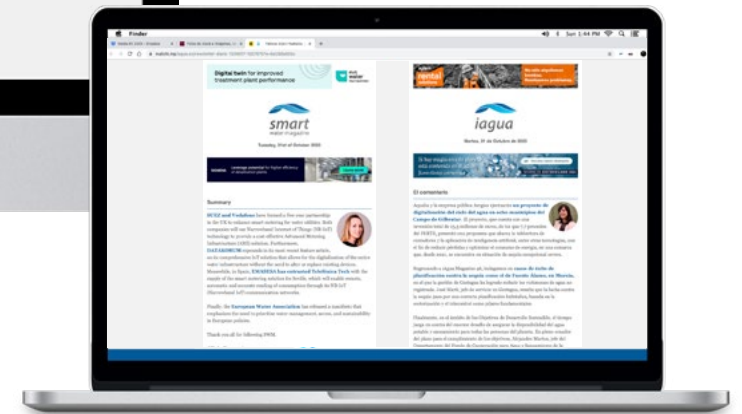
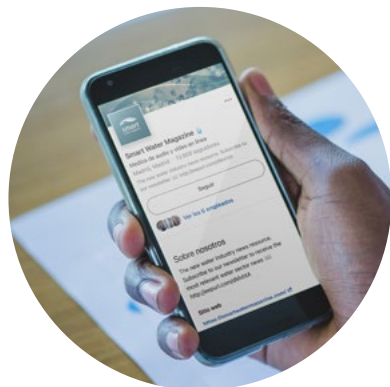


The most modern **web design** adapted to all devices is the tip of the iceberg that allows us to organise the information of **more than 2,000 entities**. All this while reserving the most important spaces to maximise the presence of our sponsors.

The Smart Water Magazine and iAgua's newsletters set the pace and are recognised as leading sources of **relevant news and views** of the water sector. Tens of thousands of subscribers receive a carefully selected selection of the most relevant content.



In addition, our presence in social media allows us to disseminate the most relevant news in an effective way. In particular, on **LinkedIn**, the professional network par excellence, Smart Water Magazine and iAgua maintain pages with a **solid community of followers** that exceeds 50,000 followers. We also maintain an active presence on other popular social media such as Twitter, Facebook and Instagram or YouTube with over 400,000 followers, to keep our audience informed and always connected.



**KEEP BUSINESS FLOWING**

Choose cogeneration to help lower your operating costs, boost efficiency, and power resilience.

LEARN MORE

**CAT**  
LET'S GET TO WORK

smart water magazine

Connecting Waterpeople

HOME MY FEED NEWS BLOGS BIMONTHLY ENTITIES MARKET THEMES Q & A ADVERTISING CONTACT

Quick search in Smart Water Magazine

SWM BIMONTHLY 19

**Sydney Water: a closer look at its visionary strategy**

1 / 132

**TOP STORIES**

"More than ever, we need information on the current state of the water cycle"

by Australian National University

**PST acquires Fluid Components International**

by Process Sensing Technologies (PST)

**The European Water Association announces Arthur Guschet as successor to Secretary General**

by European Water Association (EWA)

**Jacobs to advance development of new water tidal turbine technology**

by Jacobs

**BarhaleExpure JV secures Yorkshire F-removal Package**

by Barhale

**GHD to work on first major new UK reservoir in more than 30 years**

by GHD

**Gearing up for smart meter mass rollout**

by GHD

**OPINION**

How smart sewers can stop disgusting UK sewage spills

Ari Goldfarb

What is seawater intrusion? The shifting balance between fresh and salt water at the coast

Holly Michael

Digitalization, a catalyst for a better outcome

Olivia Tempest

Nature-based solutions: ecological engineering tools for a circular society

Alexandros Stefanakis

Fighting water scarcity - how utilities can step in

Sheila Ice

What Arizona and other drought-ridden states can learn from Israel's pioneering water strategy

Gabriel Eckstein

In the face of drought, cities turn to technology to combat water scarcity and recover

Quinn Jackson Elliott

**Why the UK government is relaxing rules for river pollution**

Quinn Jackson Elliott

**Most popular**

WEX Global will once again bring together the world's leading water experts in 2024

Alpha Star Industries and N...

**GOLD**

1.180 x 180 px

Placeholder for Gold banner content.

**SILVER**

300 x 600 px

**BRONZE**

300 x 600 px

Smart Water Magazine and iAgua have the best advertising spaces to position your brand amongst the world's largest community of professionals.

The Gold, Silver and Bronze annual agreements include banners displayed in various areas ensuring your brand's presence in the best locations.

The web banners will appear on the homepages of SmartWaterMagazine.com and iAgua.es and on the content of non-sponsoring organisations. In each area, the sponsors' banners will rotate in each category.



**GOLD**

1.180 x 180 px

iagua

Connecting Waterpeople

INICIO MI IAGUA MARKET BLOGS TEMAS EVENTOS DATA MAGAZINE PUBLICIDAD CONTACTO

**NOTICIAS - DEFURACIÓN**

**ACUAES inicia las obras de saneamiento y depuración de Pontareas con una inversión de 14,1 M€**

La nueva depuradora prestará servicio a 20.000 habitantes equivalentes y permitirá mejorar la calidad de las vertientes que actualmente llegan al cauce del río Tes.

19/11/2023

La sociedad mercantil estatal Aguas de las Comarcas de España (ACUAES), del Ministerio para la Transición Ecológica y el Reto Demográfico, ha iniciado las obras de mejora del saneamiento y depuración de Pontareas en las que se invertirán 14,1 millones de euros.

La actuación se enmarca en el convenio firmado el 28 de enero de 2022 entre ACUAES, la Comarcas de Infraestructuras y Movilidad de la Xunta de Galicia y el Consejo de Pontareas para la construcción, ejecución y explotación de las obras, cuyo objetivo es aumentar la capacidad de la actual depuradora y colectores y eliminar los vertidos contaminantes al río Tes.

En virtud de dicho acuerdo se va a actuar en la estación depuradora y también en el sistema de saneamiento del Concello mediante la ejecución de dos colectores y la rehabilitación del último tramo del Colector Interceptor del Río Xisnos, ya construido.

A pesar de las inclemencias y eventuales lluvias de las últimas semanas, las obras se han iniciado a buen ritmo. Los trabajos realizados hasta el momento han sido la tala y el cableado en el entorno de la EDAR y se ha comenzado el movimiento de tierras en la parcela para poder iniciar la obra civil del nuevo edificio de pretratamiento.

10/11/2023

Sobre la Entidad

ACUAES

Inicio

Societal Estatal Aguas de las Comarcas de España, S.A. es una sociedad mercantil estatal del sector público empresarial, cuyo objetivo es asegurar la gestión directa de las actuaciones encomendadas por el Ministerio.

10/11/2023

10/11/2023

**SILVER**

300 x 600 px

**SILVER**

300 x 600 px

**BRONZE**

300 x 600 px

## GOLD and SILVER Featured Sponsorships

### VISUAL EXCLUSIVITY:

Your brand will stand out in our newsletters. GOLD and SILVER sponsors will enjoy a privileged position with a 600x200px banner our newsletters' headers.

### TECHNICAL FEATURES:

Accepted formats: jpg, png, gif - versatile for all your design needs.  
Maximum weight: 200 kb - optimised for fast and efficient loading.

## Continuous and thematic newsletter coverage

### Smart Water Magazine:

#### Specialised Weekly Newsletters

We explore critical issues such as:

- >> Water Treatment
- >> Digitalisation
- >> Utilities/Water Security

### iAguia:

#### >> Weekly and Daily newsletters:

Keep up to date with the latest news and trends.

#### >> Themed newsletters are sent twice a month:

We take an in-depth look at key areas such as Water Treatment, Digitalisation, Agriculture and Climate Change.

Note: Newsletters will be sent every week except during the Easter and Christmas holidays and during August, when the frequency will be modified.



Tuesday, 31st of October 2023



### Summary

**SUEZ and Vodafone** have formed a five-year partnership in the UK to enhance smart metering for water utilities. Both companies will use Narrowband Internet of Things (NB-IoT) technology to provide a cost-effective Advanced Metering Infrastructure (AMI) solution. Furthermore, **DATAKORUM** expounds in its most recent feature article, on its comprehensive IoT solution that allows for the digitalisation of the entire water infrastructure without the need to alter or replace existing devices. Meanwhile, in Spain, **EMASESA has entrusted Telefónica Tech** with the supply of the smart metering solution for Seville, which will enable remote, automatic and accurate reading of consumption through its NB-IoT (Narrowband IoT) communication networks.



Finally, the **European Water Association** has released a manifesto that emphasizes the need to prioritize water management, access, and sustainability in European policies.

Thank you all for following SWM.

Olivia Tempest



### TOP STORIES

**SUEZ and Vodafone partner in the UK on connectivity for next generation of smart water meters**

by SUEZ



Martes, 31 de Octubre de 2023



### El comentario

Aqualia y la empresa pública Aregisa ejecutarán **un proyecto de digitalización del ciclo del agua en ocho municipios del Campo de Gibraltar**. El proyecto, que cuenta con una inversión total de 13,3 millones de euros, de los que 7,7 proceden del PERTE, presentó una propuesta que abarca la telectura de contadores y la aplicación de inteligencia artificial, entre otras tecnologías, con el fin de reducir pérdidas y optimizar el consumo de energía, en una comarca que, desde 2021, se encuentra en situación de sequía excepcional severa.



Regresando a iAguia Magazine 46, indagamos en **casos de éxito de planificación contra la sequía como el de Fuente Álamo, en Murcia**, en el que la gestión de Gestagua ha logrado reducir los volúmenes de agua no registrada. José Martí, jefe de servicio en Gestagua, resalta que la lucha contra la sequía pasa por una correcta planificación hidráulica, basada en la sectorización y el telecontrol como pilares fundamentales.

Finalmente, en el ámbito de los Objetivos de Desarrollo Sostenible, el tiempo juega en contra del enorme desafío de asegurar la disponibilidad del agua potable y saneamiento para todas las personas del planeta. En pleno ecuador del plazo para el cumplimiento de los objetivos, Alejandro Martos, jefe del Departamento del Fondo de Cooperación para Agua y Saneamiento de la AECID, **firma este artículo en el que reivindica la complejidad de este escenario**, instando a los actores involucrados a elevar los esfuerzos e impulsarlos hacia un crecimiento exponencial.

Feliz martes.

Blanca María Álvarez Román



### EN PORTADA

**La aplicación de IA supondrá el ahorro de agua y energía en ocho municipios del Campo de Gibraltar**

por Aqualia



## Interstitial Ad Club

The Interstitial Ad is the advertising format that guarantees Club entities a **greater and faster impact** on the world's largest water-focused audience.

By combining desktop and mobile adaptations, this large format **guarantees an average of 30,000 impressions** with an average click through rate (CTR) of between 2% and 4%. In this advertising space, up to 3 banners can rotate simultaneously.

### TECHNICAL FEATURES

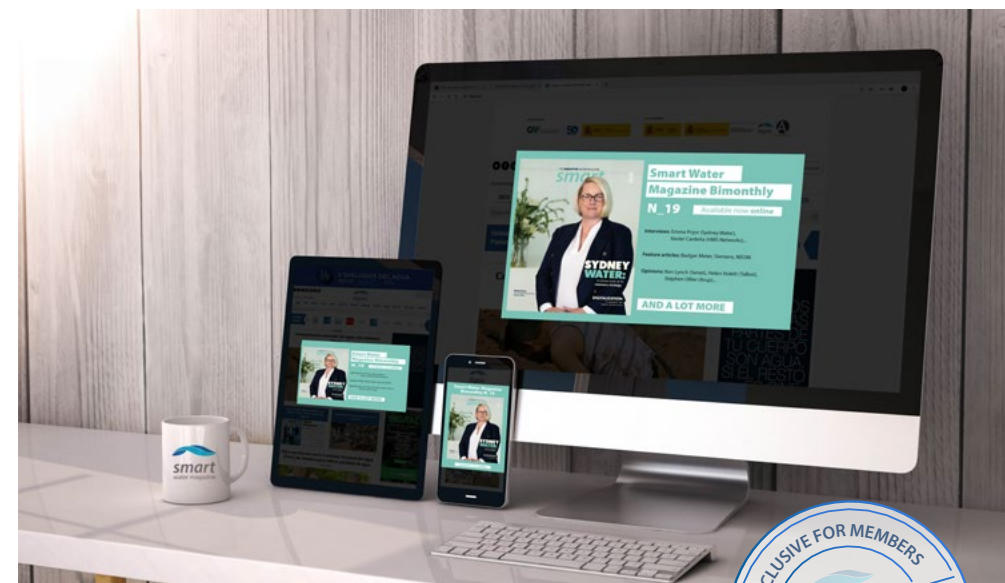
Format: jpg, png.  
Maximum weight: 200 kb

**MOBILE:** 360x520 px

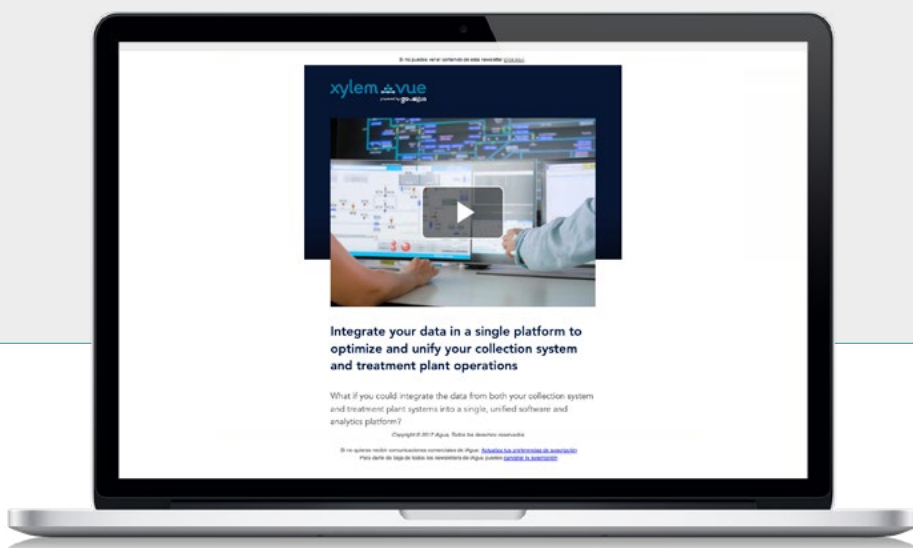
**WEB:** 800x500 px

**FAST IMPACT**  
30,000 views  
CTR 2% - 4%

**€1,000 / WEEK**



## Mailing Club



Send a personalised campaign targeting our **general database** as well as to our segmented lists by topic, allowing you to impact up to 30,000 contacts.

**€1,500 / MAILING**



**SPECIAL OFFER**

**INTERSTITIAL AD + MAILING**

**€2,000**

**With more than a decade of experience in writing content on water resources management, Smart Water Magazine and iAgua offer their expertise and resources to support Clubs entities in generating content.**



## Branded Content

We elevate the essence of your brand through engaging content that shares your values, beyond products or services. We innovate with formats and strategies that maximize online visibility.

### TECHNICAL FEATURES:

**Length:** 7,000 to 9,000 characters with spaces

**Source material:** created using the texts and images provided by the client, enriched with exclusive content.

**Deadline:** within 30 days, with two rounds of revisions.

**Promotion:** one-week interstitial ad and promotion on web, newsletter and social networks to foster visibility.

**PRICE:** Please ask us

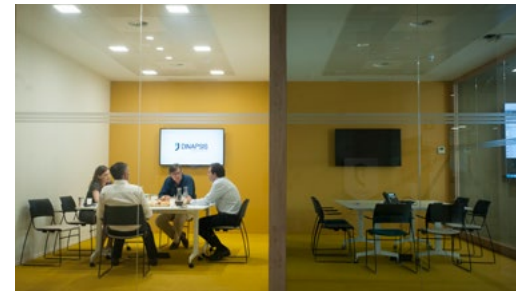


## Audiovisual content

Our professional team supports water sector entities in the generation and production of video content in multiple formats:

- >> Corporate documentary
- >> Treatment plant documentary
- >> Current news article
- >> Premium interviews
- >> Events (SWM Coverage)

**PRICE:** Please ask us



## Photography

Our team of professional photographers will portray the best profile of your team, event, product or facilities.

- >> Event coverage
- >> Editorial portraits
- >> Feature stories
- >> Product and still life
- >> Facilities

**PRICE:** Please ask us



## Translation services

Our editorial team has a bilingual English-Spanish/ Spanish-English translation team with extensive experience in the translation of technical content.

If you want to translate any content about water or you want your content to be revised, do not hesitate to contact us.

**PRICE:** Please ask us

# Webinars and event coverage

 smart iagua  
water magazine



**Smart Water Magazine and iAgua are proud to offer a webinar experience that exceeds the highest standards of quality and professional production.**

Our webinars are much more than just online events; they are an opportunity to connect with an engaged audience and a platform that maximises the value for all SWM Club and iAgua Club members.

### Pre-promotion

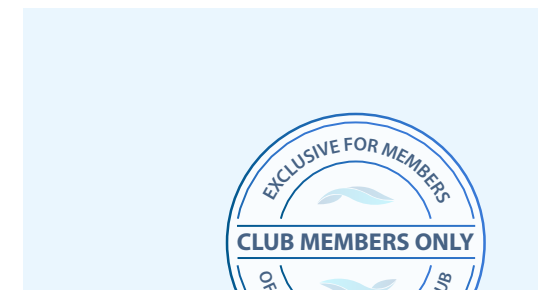
Prior to each webinar, we immerse ourselves in a promotional strategy that encompasses everything from attracting registrations to creating buzz. We use effective advertising techniques, such as targeted email blasts and eye-catching promotional banners. We also disseminate press releases and conduct interviews with the organisers and/or speakers in order to generate palpable excitement.

### Production of high-level events

Our event production is meticulous and complete. We take care of all the details, from the creation of impressive graphic materials to verifying technical requirements and liaising with the speakers. During the live event, our production experts ensure a professional and seamless experience, including incorporating audio-visual elements, conducting interactive polls and managing any issues in real-time.

### Worthwhile content that lasts

A Smart Water Magazine and iAgua webinar doesn't end when the live webcast concludes. We record each session and publish the presentations individually, allowing attendees to access the information at their convenience. This content is disseminated through our channels, including Smartwatermagazine.com or iAgua.es; SWM Newsletter or iAgua Newsletter and our active social media. In addition, our content team produces a chronicle of the event that is disseminated on all our platforms and highlighted in the prestigious Smart Water Magazine or iAgua Magazine.



## FEATURES AND BENEFITS

### Features

- >> Up to 5 speakers.
- >> Duration: up to 90 minutes.
- >> Professional production.
- >> Different formats: presentations with PPTs, interviews, round tables.
- >> Interactive management of questions from the audience.
- >> Live surveys and surveys once the webinar is over.

### Benefits

- >> Creation of a landing page with the information about the live event and registration.
- >> Registration management.
- >> Previous promotional interview.
- >> Prior mailing and interstitial ad for one week.
- >> Creation of the graphic materials.
- >> Professional production.
- >> Previous training with speakers.
- >> Detailed step outline of the event.
- >> Live coverage on social media.
- >> All webinars will be recorded.
- >> Dissemination of recorded presentations on the website, newsletters and social media.
- >> Preparation and dissemination of a chronicle of the webinar.
- >> Publication of an in-depth chronicle in the Magazines.

## WEBINAR CALENDAR FOR 2024

### January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### February

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

### March

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### April

M	T	W	T	F	S	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### May

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### June

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					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

### July

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### August

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

### September

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23	24	25	26	27	28	29
30						

### October

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20	21	22	23	24	25	26
27	28	29	30	31		

### November

M	T	W	T	F	S	S
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

### December

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						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## PRICES

# €3,995

PRICE OF WEBINAR BY BOOKING  
TWO OR MORE MONTHS IN ADVANCE

# €4,995

PRICE OF WEBINAR BY BOOKING  
LESS THAN TWO MONTHS IN ADVANCE

At Smart Water Magazine and iAgua, our webinars are much more than just events; they are a complete marketing and promotional experience that propel organisations to success.

**Join us to reach new heights and reach an engaged audience in the water sector.**



## Smart Water Magazine and iAgua help event organisers to increase their impact among the largest community of water sector organisations and professionals.

Coverage is structured into three different stages to ensure that the impact of both the participants and the topics covered lasts through time well beyond the day of the event itself.

### EVENT ANNOUNCEMENT

Through a combination of various advertising services and content (interviews with the organisation and/or articles by the speakers), the announcement is publicised and expectation is generated.

### 360° COVERAGE

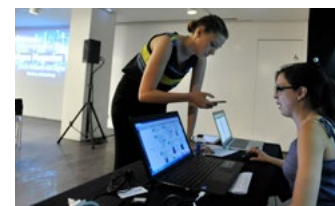
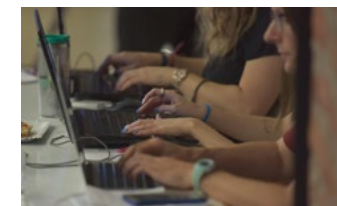
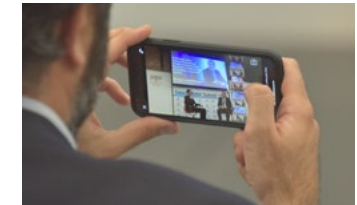
Video recording, parallel interviews with the speakers and relevant attendees, photography and professional video recording of the event, as well as the possibility of streaming and live coverage on social media.

### PROMOTION AND DISSEMINATION

Once the event has concluded, Smart Water Magazine and iAgua oversee the promotion and the writing of the event's chronicle, as well as the photographs, the edited recordings of all the presentations, round tables and interviews with speakers and participants.

Entities such as CAF - Development Bank of Latin America and the Caribbean, Water Economy Forum, Fira de Barcelona, Feria de Madrid (IFEMA), ACCIONA, IDA, We Are Water Foundation and SCRATS have already experienced how Smart Water Magazine and iAgua's coverage has maximised the impact of their events on the largest community in the sector.

>> If you are interested in the SWM and iAgua Coverage in another location or format or are only interested in part of the described offer, please do not hesitate to contact us.





## Advertising services

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