

## **What is Waterbriefing?**

**WaterBriefing is the UK's leading online daily dedicated news and intelligence service for business professionals in the water sector – covering both UK and international issues.**

WaterBriefing is regularly updated throughout the day with up to date news, views and analysis –plus all the major breaking news stories as soon as they happen.

WaterBriefing's combination of insight and analysis of the week's top news stories, reports, upcoming legislation, plus all the latest industry jobs, upcoming tenders and contract wins provides professionals throughout the water sector with the information they really need about the issues driving their industry.

## **Who reads Waterbriefing?**

With a readership ranging from clients to contractors, sub contractors and suppliers, made up of a large majority of senior managers together with Directors, Managing Directors, CEOs and Board Directors, WaterBriefing provides its advertisers with an unrivalled opportunity to place their message in front of key influencers, decision makers and purchasers.

- 8,000+ active unique users
- 120,000+ page impressions

(Statistics correct as of 31st January 2012)

## **Why advertise with Waterbriefing?**

With WaterBriefing's readership growing month on month, this premium daily news and intelligence service now plays a key role in a growing number of companies' market strategies. Specifically created and developed for the water sector, WaterBriefing is uniquely well

positioned to raise your company profile.

With a range of campaigns to suit every budget, advertise on WaterBriefing to effectively reach key professionals throughout the water industry via our highly-targeted, result-driven marketing. We give regular updates on the number of hits that your campaign has received – with the flexibility to adjust your campaigns to include any breaking news.

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