

Media Pack 2016



At ADA, we try and offer as many different forms of communication as we can in order to update and inform our members, the industry and the public of the current state of affairs within the water level management industry.

Our main forms of communication include:

adagazette

Quarterly magazine with 3,600+ readers

Heather Bailey | 02476 992889 | heather.bailey@ada.org.uk

e-News

Monthly email with latest industry news items

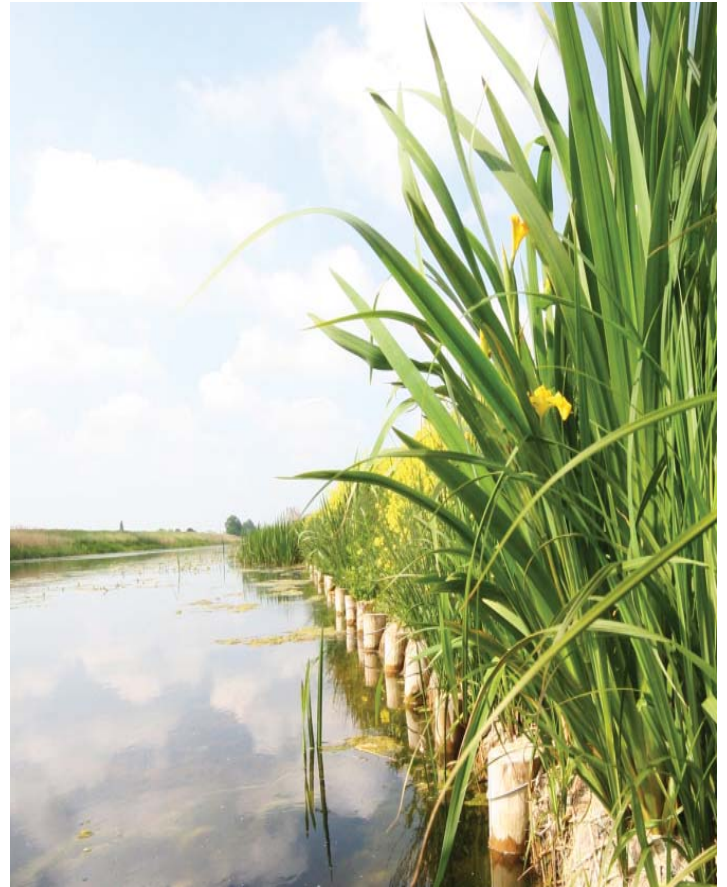
Ian Moodie | 02476 992889 | ian.moodie@ada.org.uk

website

Our headquarters for information

Ian Moodie | 02476 992889 | ian.moodie@ada.org.uk

Whether you want to promote your latest product, service, job position or event, ADA can reach the right people for you.



Cropped flag iris. Cliff Carson, Biodiversity Officer, Middle Level Commissioners.

Explore what we have to offer....

The [adagazette](http://www.adagazette.org.uk) is the UK's leading magazine for water level management, giving advertisers access to thousands of professionals and decision makers in the industry. Published since 1983, the [adagazette](http://www.adagazette.org.uk) is the longest running magazine dedicated to the UK water level and flood risk management.

It is the official magazine of the Association of Drainage Authorities, the membership body for water level management and national representative of Internal Drainage Boards (IDBs). With over 240 Members – including:

- Internal Drainage Boards,
- Environment Agency,
- Natural Resources Wales,
- DARD Rivers Agency (Northern Ireland),
- Regional Flood & Coastal Committees (RFCCs),
- Local Authorities & other local government bodies,
- Suppliers, contractors, and consultants

The [adagazette](http://www.adagazette.org.uk) has a highly educated and engaged readership who are directly involved in the strategic and operational management of water levels.

Published four times a year, it reaches the UK flood risk management and land drainage market, together with nationwide users of engineering and related products. In addition we send copies to members of the European Union of Water Management Associations (EUWMA). Our readers have many concerns: land drainage, biodiversity, governance and policies, food scarcity, water supply and irrigation, river maintenance, flood risk management and of course, water level management. The [adagazette](http://www.adagazette.org.uk) is often the first source of information our readers head for when seeking up-to-date and accurate guidance, news and legislation.

Relaunched in Autumn 2011, the [adagazette](http://www.adagazette.org.uk) and ADA website – www.ada.org.uk – have been redesigned, redeveloped and expanded for greater ease of use for our members, readers and public alike. Digital versions of each [adagazette](http://www.adagazette.org.uk) are freely available on ADA website, with a library of previous issues archived in the member's area.

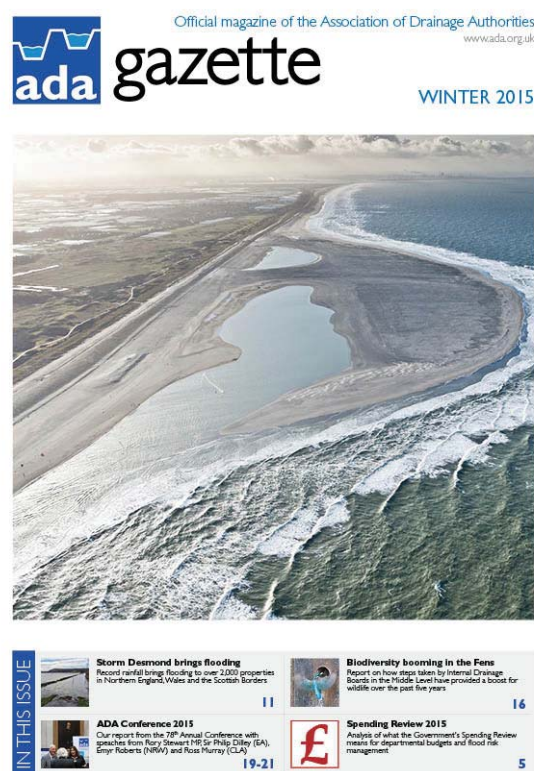
For each issue we invite an industry expert to comment on a chosen area of water level management. We have published guest editorials from: Martin Spray (Chief Executive, Wildfowl & Wetlands Trust) Dr Emyr Roberts (Chief Executive of Natural Resources Wales) and Sir Philip Dilley (Chairman of the Environment Agency).

Other sections of the [adagazette](http://www.adagazette.org.uk) are dedicated to various areas of industry and member's news and legal coverage.

Our features list varies greatly in scope and has recently covered: River restoration and communications across Europe, Our features list varies greatly in scope and has recently covered: partnership working, the Water Framework Directive, Sustainable Drainage Systems and much more. As you can see, we do not have themed issues as the variety of events, news and guidance updates is so broad.

For those interested in advertising with the [adagazette](http://www.adagazette.org.uk), we have a dedicated Business & Technology section in each Gazette where ADA welcomes a great variety of advertisements from contractors, suppliers and consultants to the water level management industry. Whether you want to promote your latest product, service, job position or event, the [adagazette](http://www.adagazette.org.uk) can reach the right people for you.

Innes Thomson
Editor-in-Chief

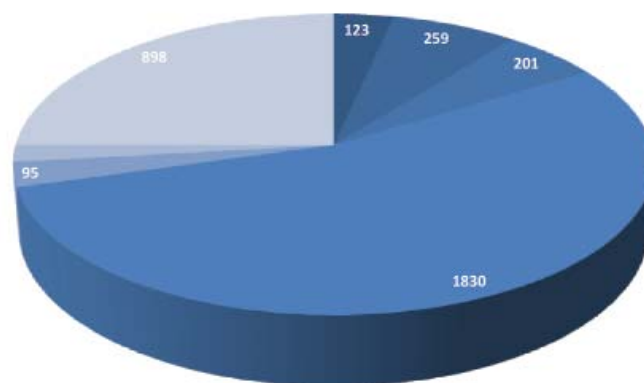


The [adagazette](#) has a current circulation of **3,600 hard copies** and is also **published electronically**.

It is distributed to:

- ≈ IDB staff
- ≈ Environment Agency staff
- ≈ River Agencies (Northern Ireland)
- ≈ County & District Councils
- ≈ British Waterways
- ≈ EUWMA members
- ≈ Other European river management and land drainage organisations
- ≈ Scottish Environmental Protection Agency
- ≈ Regional Councils (Scotland)
- ≈ Central Government departments
- ≈ Land Drainage Contractors Association members
- ≈ National Farmers Union officers
- ≈ other extensive farming operators
- ≈ Country Landowners Association officers
- ≈ consulting engineers & contractors
- ≈ water & sewage companies
- ≈ conservation bodies
- ≈ research organisations
- ≈ academic institutions
- ≈ and more...

- Suppliers, contractors & consultancies
- Local Authorities
- Environment Agency
- Internal Drainage Boards
- Government
- Wildlife, Water & Farming agencies
- Other



This established magazine has been in publication for thirty years and allows ADA to communicate to its members as well as creating a forum for members to communicate to the water level management industry.

As a result of the [adagazette's](#) reputation, many of Britain's water level management organisations choose the [adagazette](#) as a platform to promote the latest and innovative products and services (and job vacancies) to an engaged audience of water level practitioners.

GAZETTE | WHAT'S ON OFFER?

We offer a choice of whole page, half page and quarter page adverts, plus directory listings. Each advert placed will receive the following:

- Option to submit a free accompanying article promoting your products/services (see below)
- Dedicated account manager who can assist in writing articles and/or creating adverts
- Free directory listing in the back of the Gazette
- Two copies of the Gazette and weblink to digital copy for personal distribution

For every advert you order (excluding directory listings) you may also submit an advertorial of your choice of the same size (*subject to availability*).

For example, a half page advert booked means you can submit an accompanying half page advertorial.

This is a great way to demonstrate to our readers how your product/service works, how it has been used in practice, or the research and development of the product/service.

ADVERT TYPE

Full page £1035

Half page £710

Quarter page £520

Advertisers may submit an advertorial of equivalent size (free of charge) to go along side their advert. Subject to availability.

Standard directory listing £65

Picture directory listing £115

PREMIUM ADVERT SPACES

Inside front cover £1286

Inside back cover £1071

Back cover £1496

DISCOUNTS

MULTIPLE-ISSUE

2 issues -10%

3 issues -15%

4 issues -25%

ASSOCIATE MEMBERSHIP

Associate members -10%

OTHER

First time advertiser* -10%

* Only applies to brand new advertisers of the **adagazette**, and may only be used for one (the first) issue of advertising.

FORMAT & DIMENSIONS

High resolution, PDF or image files (jpeg/png).

DIMENSIONS

Full page 210mm (w) x 297mm (h)

with bleed: 216mm (w) x 303mm (h)

Half page 191mm (w) x 135mm (h)

Quarter page 93mm (w) x 135mm (h)

PUBLISHING

SUBMISSION DEADLINES

Spring 8 February

Summer 28 April

Autumn 26 August

Winter 7 November

PUBLISHED

Spring 14 March

Summer 20 June

Autumn 3 October

Winter 16 December

CANCELLATION DATE

Before the submission deadline.

TERMS & CONDITIONS

All advertising must comply with the Terms & Conditions found on the ADA website: www.ada.org.uk/advertising.html

CONTACT DETAILS

GAZETTE

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e-NEWS

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WEBSITE

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MEMBERSHIP

Sue Crowther

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Pete Butler | International Year of Biodiversity Early morning at South Walsham