Representing Drainage Water Level & Flood Risk Management Authorities



gazette

Media Pack **2027**

www.ada.org.uk

Welcome to **ada**

ADA represents drainage, water level and flood risk management authorities throughout the UK. Our members include the Environment Agency, Natural Resources Wales, the Northern Ireland River Agency, Internal Drainage Boards (IDBs), Regional Flood & Coastal Committees (RFCCs) and Local Authorities, as well as Associate Members who supply the industry.

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

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

Explore what **ada** has to offer....

Our main forms of communication include:

ada gazette



The UK's longest serving magazine dedicated to flood and water level management with over 3,600 readers. **All members** are welcome to write articles and share news. Advertising opportunities are available and our **Associate members** receive a free listing in the magazine's Directory and receive an advertising discount and content opportunities.
See **www.ada.org.uk/gazette** for further information.

Ryan Dixon 02476 992889 | **ryan.dixon@ada.org.uk**

News Stream



All members receive a regular newsletter via email with the latest news, jobs and events from across the flood and water management sector. **Associate members** have the opportunity to promote a relevant case study, innovation or product launch in the Business & Innovation section.

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

Website www.ada.org.uk



A regularly updated website with dedicated information for and about members. Including a key topics section on issues including emergency planning, governance, the environment, sustainable drainage and health and safety. **All members** receive a free listing on our website and have the opportunity to post job adverts.

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

Events



Our conference, workshops, seminars, local branches and exhibitions all draw together members and influential guests from across the flood and water management industry. **All members** have the opportunity to attend, present and exhibit at our events.
ADA is also a partner with Flood & Coast in Telford, where **Associate members** receive a discount.

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

Gazette
Editorial Overview

The adagazette 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 **ada**gazette is the longest running magazine in the UK dedicated to the management of water levels including land drainage, rivers, and flood and coastal risk.

For over thirty years the adagazette has allowed ADA to speak directly with its members, as well as creating a forum for members to communicate with the wider water level management industry. ADA's members number over 200 public authorities and suppliers involved in water level management and include:

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

The **ada**gazette has a highly experienced and engaged readership who are directly involved in the strategic and operational management of water levels.

As a result of its distinguished reputation, many of Britain's water level management organisations choose the adagazette as a platform to promote the latest and innovative products and services to an engaged audience of water level practitioners.

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 other river and water management agencies from across Europe who are members of the European Union of Water Management Associations (EUWMA). Our readers have many topics of interest to them: land drainage, biodiversity, governance and policies, food scarcity, water supply and irrigation, river maintenance, flood risk management, coastal flood defence and of course, water level management.











The **ada**gazette 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 **ada**gazette was redesigned and expanded to represent the professional nature of the water level management industry. Digital versions of each adagazette are now freely available at **www.ada.org.uk/gazette**.

For each issue we invite an influential speaker or expert to comment on a chosen area of water level management. We have published guest editorials from: Martin Spray (Chief Executive, Wildfowl & Wetlands Trust), Meurig Raymond (President of the National Farmers' Union), Dr Emyr Roberts (Chief Executive of Natural Resources Wales) and John Curtin (Executive Director Flood & Coastal Risk Management, Environment Agency).

For those interested in advertising with the adagazette, 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 can reach the right people for you.

Our features list varies greatly in scope and has recently covered: partnership working, the Water Framework Directive, Floodex, 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.

Other sections of the **ada**gazette are dedicated to various areas of industry and member's news and legal coverage.

We hope you enjoy reading the publication and look forward to working with you to promote your contribution to flood and water management.

Innes Thomson Chief Executive

Gazette
What's on offer?

Adverts

We offer a choice of three different sizes of advert in the **ada**gazette:

- full page,
- half page, and
- quarter page.

Each advert placed receives the following:

- option to submit a free accompanying article promoting your products/services,
- assistance with writing articles and/or creating adverts,
- two copies of the **ada**gazette and weblink to digital copy for personal distribution.

Directory Listings

At the back of the **ada**gazette we provides a quick reference list of businesses who provide products and services to the drainage, water level and flood risk management community.

Associate Members and advertisers receive a free Standard Listing.

Your accompanying article

For every advert you order you may also submit a topical article of the same size to appear alongside your advert within the Business & Technology section of the magazine*. For example, booking a half page advert means you can also submit an accompanying half page article. (* Subject to availability)

This is a great way to tell our readers about how a new product/service works, or a recent project your business has undertaken, or an award you have achieved.

Booking your advert

Please refer to our advertising rates and publishing information opposite and complete our advert order form available for download from **www.ada.org.uk/gazette**.

Then return it to Ryan Dixon by:

- email (ryan.dixon@ada.org.uk) or,
- post (ADA, Rural Innovation Centre, Avenue H, Stoneleigh Park, Warwickshire, CV8 2LG).

Spaces are limited and are treated on a first come first served basis and must comply with our terms and conditions.



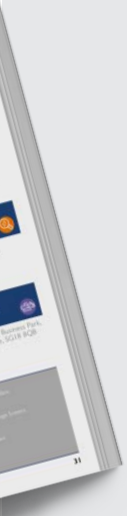


YOUR **ADVERT**



YOUR **ARTICLE**

DIRECTORY LISTING



Example of Standard Listing layout.

MCCONNEL

Temeside Works, Ludlow, Shropshire, SY8 1JL
01584 873 131
www.mcconnel.com
jwebb@mcconnel.com

Category Key

- Civil Engineering, Geotechnical & Piling
- Machinery Plant & Equipment, Oils & Lubricants
- Electrical, Telemetry, Monitoring & Surveys
- Pumps
- Watercourse Maintenance
- Environment
- Water Level Management & Structures
- Professional Services - Insurance, Legal & Management
- Health, Safety & Welfare
- Sustainable Drainage Systems
- Water Treatment

Gazette Advertising rates & Publishing information

Advert Type

Full page	**£1535**
Half page	**£1055**
Quarter page	**£774**

Advertisers may submit an article of equivalent size (free of charge) to be published alongside their advert. Subject to availability.

Standard directory listing	**FREE**

(Only available to **Associate Members**)

PREMIUM ADVERT SPACES

Inside front cover	**£1906**
Inside back cover	**£1588**
Back cover	**£2219**

Discounts

Multiple-issue

2 ISSUES	3 ISSUES	4 ISSUES
-10%	-15%	-25%

Associate membership

ASSOCIATE MEMBERS	-10%

Other

FIRST TIME ADVERTISER*	-10%

Format & Dimensions

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

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)

Submission Deadlines

Spring	**15 February**
Summer	**24 May**
Autumn	**31 August**
Winter	**22 November**

Published

Spring	**05 April**
Summer	**05 July**
Autumn	**11 October**
Winter	**17 January (2028)**

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/gazette

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

ada News Stream

All members recieve our monthly newsletter via email with the latest news, jobs and events from across the flood and water management sector.

You can take advantage of the new Businness & Innovation section to promote a relevant case study, innovation or product launch.

Our e-newsletter currently reaches 1,300 contacts across the flood and water level management sector, including the Environment Agency, Natural Resources Wales, IDBs and local authorities amongst others.

Associate Members are invited to contribute an article of up to 500 words once per calendar year for free. Each article will be hosted on the ADA website, and will then be listed with a weblink in the next month's ADA News Stream email. For non-members, or for **Associate Members** placing additional articles, there will be a fee of £250+VAT.

To keep Business & Innovation exclusive and prominent we will be limiting the number of articles published in this section to six per month. **Associate Members** have the opportunity to schedule which month they would like to be featured in on a first come, first served basis. So act now to make it part of an important launch or publication you have planned.

Business & Innovation

Key Details

- Promote a relevant case study, innovation or product launch.
- 500 words max.
- Include one image to be displayed at 768x336 px.
- Published on the ADA website, **www.ada.org.uk**
- Distributed through our e-newsletter, the ADA News Stream
- £255 (+VAT) value
- Free once per calendar year to our **Associate Members**
- Maximum of six articles published per month

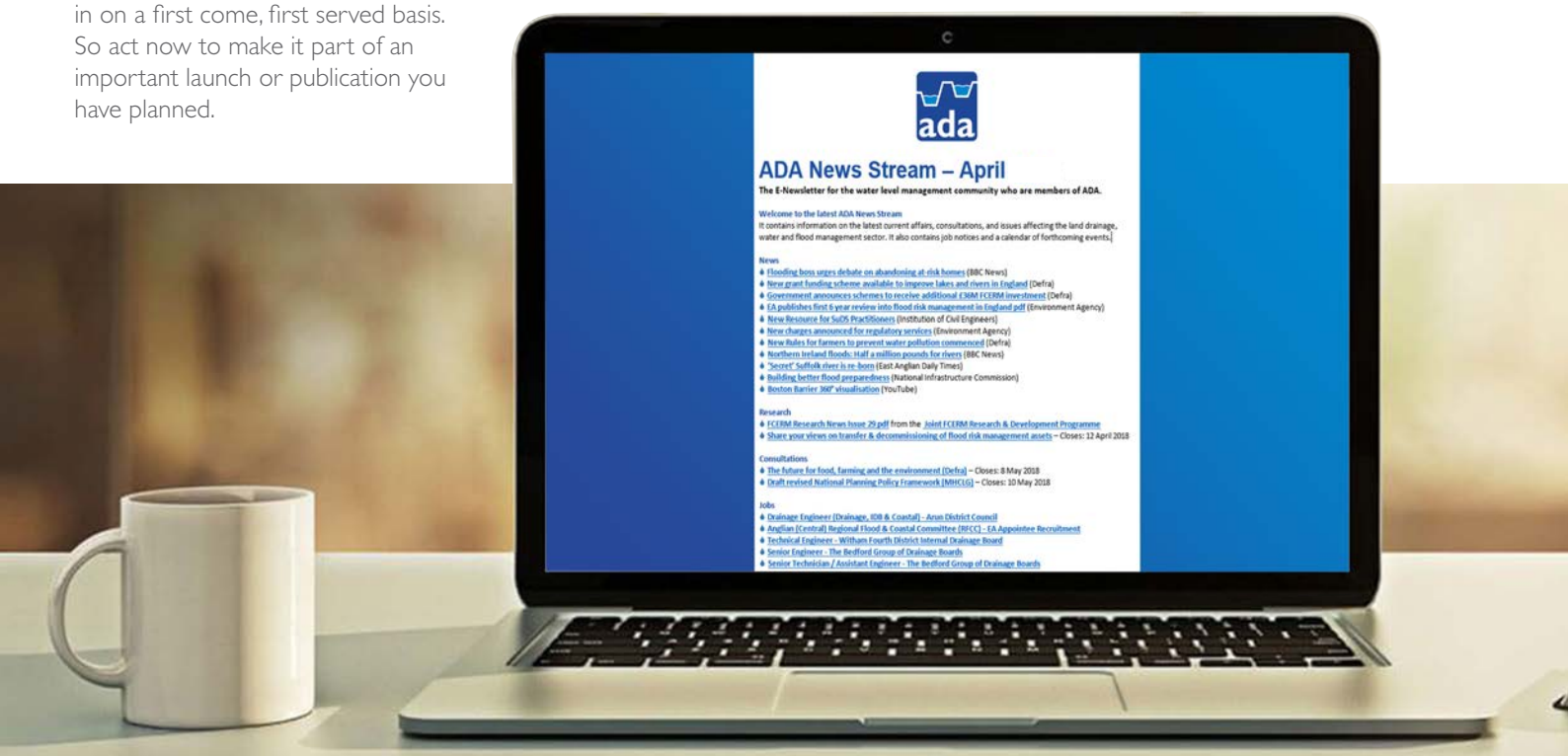




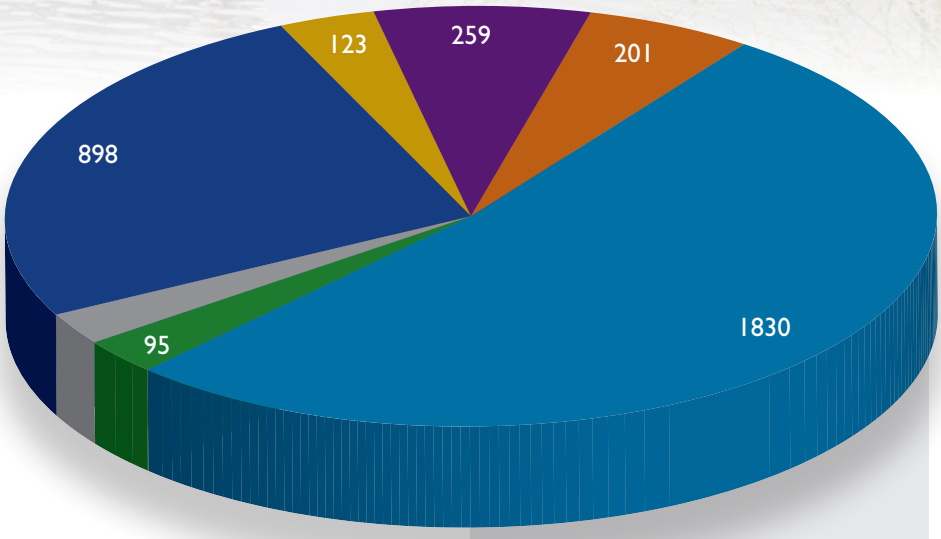
Image | Aquatic Control Engineering Ltd

Gazette
Our Readership

The **ada**gazette currently has a circulation of over 3,600 hard copies and is also published electronically at **www.ada.org.uk/gazette**.

It is distributed to the staff and members of :

- Internal Drainage Boards
- Environment Agency
- DfI Rivers (Northern Ireland)
- Natural Resources Wales
- Scottish Environmental Protection Agency
- County, district & unitary councils
- Canal & Rivers Trust
- EUWMA members
- European river management and land drainage organisations
- Regional Councils (Scotland)
- Government departments
- Politicians
- National Farmers' Union and CLA officers
- consulting engineers and contractors
- water & sewage companies
- conservation bodies
- research organisations
- other extensive farming operators
- academic institutions
- and more...



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www.ada.org.uk

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Front & Back cover | Cliff Carson