



AQUA~MEDIA  
INTERNATIONAL

# MEDIA DATA 2022

Through the challenging and unforgettable era of the global pandemic, Aqua~Media rose to the challenge of keeping normal communication channels open for the hydropower and dam engineering professions. The website and journal delivered industry news, bid information and conference reports promptly, the journal offered technical papers and informative case studies, the Atlas disseminated global trends and data, and virtual conferences were organized, to reunite the world hydro family globally, for discussions on key emerging issues.

**WE ARE READY TO WORK AS YOUR MEDIA PARTNER THROUGH THE BRIGHTER TIMES AHEAD**

Promote your activities in print, on line, and at the industry's leading hydropower events.

THE INTERNATIONAL JOURNAL ON  
**HYDROPOWER  
& DAMS**



[www.hydropower-dams.com](http://www.hydropower-dams.com)



# MISSION AND ACTIVITIES

Promoting best practice in hydro plant design and operation, and in dam engineering, through the dissemination of state-of-the-art information from world experts, is the fundamental mission of Aqua-Media International.

Best practice, in our view, relates principally to safety, efficiency, economy, respect for social and environmental aspects, and full account being taken of challenges such as climate change. This is achieved through papers we publish in our Journal, the world surveys and comments in our Atlas, presentations and debate at our international conferences, and reports and news on our website.

A major aim is to bring the necessary guidance and awareness of technological developments to the attention of the less developed countries, who have vast programmes of hydropower and water resources development ahead. This is achieved through: our controlled circulation of the journal to decision makers (utilities, authorities and regional organizations) in Africa, Asia and Latin America; our regular international events, where those from developing countries have the possibility for assistance to attend; our annual World Atlas and Industry Guide; and, our website, where news and reports are posted.

Helping to disseminate what can be learned from natural disasters is another mission of Aqua-Media, and in the past year, examples included the expert report we were able to publish just a few days after the Chamoli landslide disaster in northern India, highlighting what can be learnt about siting hydro schemes in vulnerable areas of the Himalayas, and reports on earthquakes and dam failures.

## Constantly evolving topics to address

We also keep readers and conference attendees in touch with the most recent developments in our field: digitalization, artificial intelligence (including robotics, machine learning, BIM, geospatial AI, cloud-based monitoring, and so on), climate change mitigation measures, developments in risk assessment, hybridization and floating solar PV, underground pumped hydro, and many other examples.

We did not let a global pandemic distract us from our mission. All publications continued as usual, and more information was posted on line (conference reports, more news and bid announcements, and the world overview from our Atlas, are a few examples). Our on-line HYDRO 2020 conference reunited the hydropower community, for the first and only time last year on such a scale. Some powerful discussions during that event made it easy to forget it was a virtual gathering.

Our SOLAR-HYDRO 2021 conference in July this year was the first significant gathering of high-level experts from both the solar PV sector and the dam engineering profession. There were frank discussions on how to manage risks which could pose hazards for dams, intakes and spillways. As this emerging, and immensely valuable, technology has a strong future role to play, it is essential to overcome the challenges faced, by sharing experience, and one of the main conclusions of our conference was that it had provided a better understanding between dam engineers and solar PV experts.

The H&D editorial team continued to play an active role in the profession throughout the pandemic, taking part in, and reporting on, international live and virtual events. We reported fully on our own events (HYDRO 2020 and HYDRO SOLAR 2021), and published reports on ICOLD's Annual Meeting, the 5th Arab Forum, DamWorld 2020, and seminars on climate, risk, cyber security and sustainability. Steve Usher contributed a video talk to a pre-COP26 workshop, and contributed to meetings of ICOLD's Committee on Climate Change. Alison Bartle participated at a Workshop on cross-border collaboration for dams on the Mekong river, and delivered the second annual O.D. Thapar lecture for the Indian Institute of Technology, Roorkee.

Now, as the post-pandemic recovery period promises a more important role than ever for hydropower, as part of the global renewable energy mix (according to the IEA, African Union, UN, EU, and major development banks), we are ready to maintain our role with renewed energy, addressing new topics, and keeping the world hydro and dam community in touch with R&D, policies, and practical issues.

## Work with us towards the new post-COVID era for hydropower

**KEEP IN TOUCH:** Ensure you have a subscription to the printed Journal. If you get it, you will read and benefit from the contents, *because it is there*. You don't need to find the right time to switch on a computer, scroll around, and be distracted after some minutes by other matters. It will be there as a reference source, whether your interest is in a tunnelling technique, a mini hydro turbine, or an aggregate for a large dam. Whatever your involvement in hydro or dam engineering, you will find research papers, descriptive features and news. Subscribers receive our annual Atlas, technical maps and posters, and discounted rates for our international conferences.

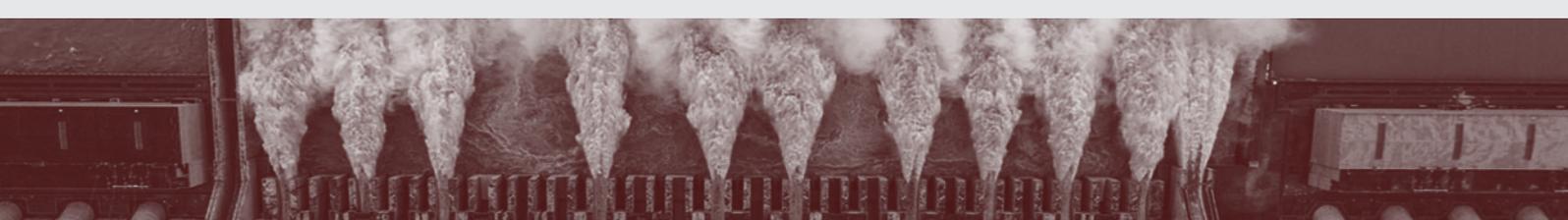
If you are in a region of the world experiencing economic difficulties, you may be eligible for our controlled (complimentary) circulation. Please apply to us to check.

**ADVERTISE:** Maintain a regular presence in our journal, as well as the website. In print, you *will be seen*. We ensure that the printed journal is circulated to all power utilities, energy ministries, water authorities, researchers and consultants, in countries where developments are under way or planned. This remains the most important form of advertising, as it will not be overlooked. Complement this with a package to have striking and immediate impact on our website. Why risk one without the other? Packages exist to suit all budgets.

**PLAY AN ACTIVE ROLE AT OUR EVENTS:** While the timetable for events has been constantly changing, plans and programmes are in place. HYDRO 2022 will take place in April, and both regional events, in Asia and Africa will take place as soon as the global situation is certain and fully appropriate for them.

If you are planning, researching, developing, operating, maintaining or supplying hydropower or dam projects (or studying any of these aspects), you are welcome to all these international gatherings, to join the dialogue, and help to advance future developments, and reduce carbon emissions for the next generation.

*Alison Bartle, Director, Aqua-Media International*



# CIRCULATION AND READERSHIP

The International Journal on Hydropower & Dams reaches 180 countries. More than 3000 copies of each issue are printed, with a higher print run for particular issues that will be distributed at key industry events.

Between August 2013 and December 2019 (a period of 76 months, with 38 issues), the audited circulation was 3089 copies per issue on average.

In most years, copies of the journal are distributed internationally at about eight important industry events, as well as at our own events. During 2020-21, although most events were postponed or held virtually because of the COVID-19 pandemic, the journal was distributed to participants who registered for several online events, including HYDRO 2020 and HYDRO-SOLAR 2021. In 2022, it is planned to send copies of the journal to key events again as soon as in-person events resume.

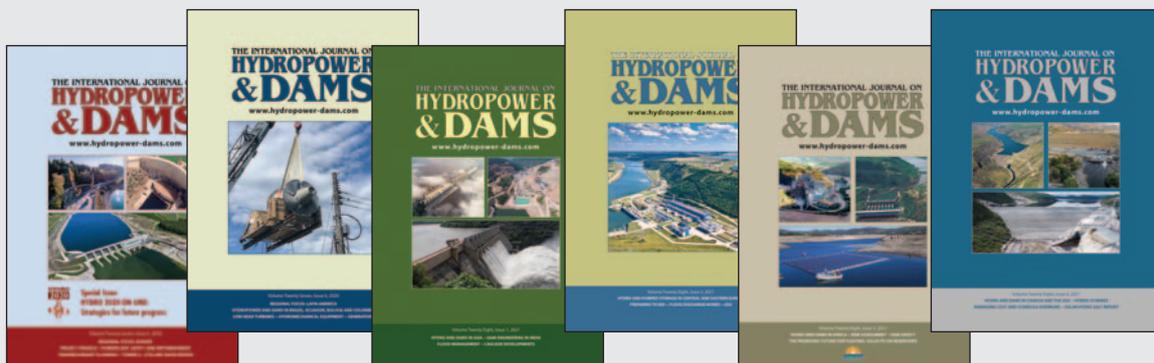
The journal reaches the main water and power utilities or government departments (ministries of water and energy) in all countries with active water resources and hydropower/renewable energy development programmes.

The AMI Hydropower Foundation co-sponsors part of the circulation cost to those requiring issues in the least developed countries, particularly in Africa.

Readership surveys have demonstrated that copies of the journal are read by 8 to 10 people on average, because many organizations circulate the journal internally.

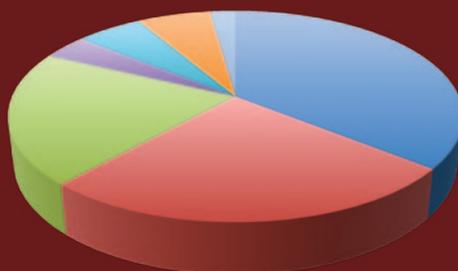
Organizations that subscribe keep their copies as a source of reference. Some companies, consultants or universities also purchase additional or replacement issues, and reprints of particular articles.

A significant investment has been made in recent years in strengthening the circulation in less developed countries, where there is a strong need for technical and business information because of the dams and hydro projects moving ahead or being planned. The controlled circulation list is reviewed regularly, to ensure that the journal reaches the most appropriate people.



## Readership by main business category (%)

Developer/Owner/Operator/Manager/Government	35.9	Consultant/Design Engineer	26.0
Contractor/Manufacturer/Supplier	20.3	Financial	3.8
Research/Education	5.5	Professional Association/Society/NGO	6.2
Other (legal, insurance, etc.) or unidentified	2.3		



- Developer/Owner/Operator/Manager/Government
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# EDITORIAL PROGRAMME 2022

## Issue One

Regional Focus — Eastern Europe and Central Asia

- Francis turbine technology
- Flood management
- New tools and approaches to O&M
- Multipurpose dams
- Instrumentation

*Editorial deadline: 7 January 2022*

*Advertising deadline: 14 January 2022*

*Press date: 26 January 2022*

*Publication date: 2 February 2022*

## Issue Two

Special issue: HYDRO 2022 and 27th ICOLD Congress

- French hydro and dam engineering
- Dam safety and natural hazard management
- Pumped storage
- AI and satellite-based technology
- Hydromechanical equipment

*Editorial deadline: 25 February 2022*

*Advertising deadline: 11 March 2022*

*Press date: 30 March 2022*

*Publication date: 6 April 2022*

## Issue Three

Regional Focus — Africa

- Embankment dams
- Regional hydropower schemes
- Hydro and water transfer schemes in Africa
- Tunnels and tunnelling
- Climate issues
- Mini/micro hydro and rural electrification

*Editorial deadline: 29 April 2022*

*Advertising deadline: 1 June 2022*

*Press date: 8 June 2022*

*Publication date: 15 June 2022*

## Issue Four

Regional Focus — North America

- Upgrading and refurbishment
- Software systems and cyber security
- Fish protection
- Kaplan turbine technology
- Managing hydropower assets

*Editorial deadline: 1 July 2022*

*Advertising deadline: 8 July 2022*

*Press date: 3 August 2022*

*Publication date: 10 August 2022*

## WORLD ATLAS & INDUSTRY GUIDE 2022

Special publication: World Map of Hydropower & Dams

- Comments by leading figures in the profession
- Global statistics on hydropower development and dams
- World survey of country reports
- Directory of international, national and regional professional associations
- Industry Guide of supplies and services, with company data

*Publication date: 9 September 2022*

## Issue Five

Regional Focus — Asia

- Floating solar PV: developments and challenges
- RCC and concrete dams
- Sedimentation management
- Cross-border collaboration
- Powerplant safety
- Pelton turbine technology

*Editorial deadline: 9 September 2022*

*Advertising deadline: 16 September 2022*

*Press date: 28 September 2022*

*Publication date: 5 October 2022*

## Issue Six

Regional Focus — Latin America

- Electrical engineering
- Project design and planning
- CFRDs
- Gates and valves
- Spillway design and discharge
- Sustainable development and ESG

*Editorial deadline: 28 October 2022*

*Advertising deadline: 25 November 2022*

*Press date: 2 December 2022*

*Publication date: 9 December 2022*

**Articles:** Detailed editorial submission guidelines are available on our website: [www.hydropower-dams.com/journal/submissions](http://www.hydropower-dams.com/journal/submissions)

**Advertising:** Mrs Maria Loreda/Mrs Melanie Ganz ([sales@hydropower-dams.com](mailto:sales@hydropower-dams.com)) or visit: [www.hydropower-dams.com](http://www.hydropower-dams.com)

# EDITORIAL OPPORTUNITIES

**We welcome editorial submissions for publication; these are not related to advertising, and are accepted according to relevance and merit.**

## Technical articles

The *International Journal on Hydropower & Dams* welcomes the submission of technical papers. Each issue of the journal has a regional focus, as well as various themes, from financial and legal issues, social and environmental concerns, artificial intelligence, advances in turbine manufacture and refurbishment, dam design and construction, tunnelling and hydromechanical equipment, and emerging concerns such as cyber security. Articles are generally reviewed by members of our Editorial Board, which comprises experts from all fields of the profession; accepted articles are published in the most relevant issue.

*Hydropower & Dams* is a highly respected journal, which features research papers to advance the state-of-the-art of hydropower and dam engineering, and case studies to demonstrate best practice in design, construction and refurbishment, as well as lessons learnt from accidents and failures. Papers should be submitted at least four weeks before the press date (see details on the previous page), along with brief CVs of authors/co-authors.

More details about editorial submissions and format guidelines are available on our website:  
[www.hydropower-dams.com/journal/submissions](http://www.hydropower-dams.com/journal/submissions)



## News and bid information

The news and bids section of the journal includes reports on the most significant hydropower and dam projects worldwide, including updates from operators, consultants and manufacturers, and tenders from governments and developers for contracts on future projects. News items and invitations to bid should be submitted at least two weeks before the press date (see Editorial Programme). An ideal length for news items is between 300 and 500 words.

If possible, please include a photograph with news items (for example of a contract signing ceremony, ground breaking, work on site, a completed scheme, or an official inauguration). Photographs should be sent as high resolution, high quality, JPEG files.

Between the publishing dates of the printed journal, we welcome news items for our website. Please follow the specification above, and send the items to us as soon as possible. In the case of bid information, please include full details of the deadlines, and contact details, and send items as far as possible before the deadline for bidding.

## Technical Developments and Project Focus items

The Technical Development section gives details of newly launched products or systems and research projects. When submitting these items, please give details of possible applications of the development, or case studies. Typical topics could be instrumentation or other monitoring systems, construction or sediment dredging equipment or new developments in materials.

Project Focus items feature updates on progress on site at hydro or dam schemes of international interest, for example with unusual or challenging features, or which have reached milestones in their implementation. Items can be submitted which are more detailed than news items, but shorter and less detailed than full length technical papers.

Both these sections are an excellent way to draw attention to your company's R&D output or project involvement.





# AQUA~MEDIA

- Our annual special issue on North America will be No. 4 in 2022, and will be circulated at events taking place live across the continent.
- News and features in the journal and on the website focus on the many schemes under way in Canada in all provinces, including La Romaine in Québec, Keeyask in Manitoba and Site C in British Columbia.
- As reported in our 2021 World Atlas, the Dominican Republic is now going ahead with La Placetás, which will be the largest hydro scheme in the Caribbean.
- The USA is planning more pumped storage, and there is vast potential to retrofit existing dams with hydro plant.

- 
- Hydro schemes moving ahead in Africa are helping some nations to double their installed capacity, enhancing living standards and industries.
  - There is nearly 17 GW of hydro under construction on the continent, and at least 50 GW to be developed. Potential and development will be discussed at AFRICA 2022, planned for July 2022 in Uganda.
  - Major on-going developments include Julius Nyrere (2500 MW) in Tanzania, and Lesotho Highlands Phase II, where major contracts are now being let.
  - Angola, Ethiopia, Tanzania are the leading hydro countries for new projects; Issue 3 will bring updates on activities across the continent.
  - *H&D* is read in 53 African nations: utilities, ministries and regional power pools.

- Argentina has stepped up its hydro development programme, and in Guyana, the long-awaited Amaila Falls is moving ahead; it will double the country's present installed capacity.
- Issue 6 will have a regional focus on Latin America in 2022, bringing updates on the many projects in Chile, Bolivia, Peru and Ecuador.
- Leading consultants and researchers from Latin America frequently contribute papers to the journal and conferences, both on projects and on climate change research

☆ EXHIBIT WITH US AT HYDRO (Strasbourg, France), AFRICA

When you join us as an exhibitor, your company will be promoted in pre-conference communications, as well as on our dedicated event websites. At the events, We look forward to discussing your participation at our upcoming events, and tai

# INTERNATIONALLY

- We keep readers updated with EU-supported schemes such as HYPOSO, XFLEX, HYDROPOWER EUROPE and others
- The first underground pumped hydro scheme of its type is to go ahead in Estonia, and conventional pumped-storage schemes are priorities across much of Europe, together with upgrades of existing plants, and mini hydro. Papers in *H&D* regularly focus on these.
- *H&D* keeps readers up to date with research work from institutes such as EPFL, NTNU, TU Graz and others.
- HYDRO 2022 will take place in Strasbourg, France, in April, when Europe will welcome the global hydropower community.

- Asia has 636 GW of hydro capacity in operation and about 84 GW under construction in 36 countries
- China, India, Laos, Pakistan, Tajikistan and Indonesia are the leading hydro-developing nations. The 16 GW Baihetan scheme is now under commissioning in China.
- Of world hydro capacity under construction, 70 per cent is in Asia.
- *H&D* has a strong readership among the Asian authorities and developers implementing the largest hydro, pumped-storage and multipurpose dam developments in the world.

- As Snowy 2.0 continues, three more large-scale pumped-storage schemes are moving ahead in Australia. Meanwhile both Australia and New Zealand are focusing on upgrades and refurbishment schemes.
- Hydro projects are under way in the Solomon Islands, Fiji and Papua New Guinea.
- ADB-assisted floating solar PV schemes on many Pacific islands were discussed at HYDRO-SOLAR 2021, and updates will feature in the RE section of the journal
- *H&D* is read by the water and power authorities on the islands, and by utilities and major consultants in Australia and New Zealand.

(Lake Victoria, Uganda) and ASIA (Kuala Lumpur, Malaysia) ☆

exhibition stands can be customized to meet the requirements of your brand, and there are numerous ways to increase your visibility through on-site sponsorship. Offering a bespoke package to take advantage of all our conferences have to offer.

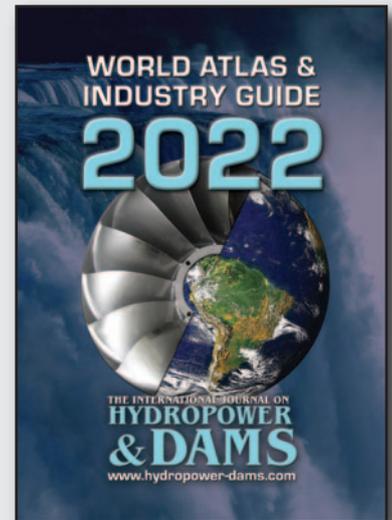
# WORLD ATLAS AND MAPS

## World Atlas & Industry Guide

The annual Atlas saves readers hours of googling for current data, trends, project descriptions and a global overview of water resources, hydropower development, and updates on the use of other renewable sources in more than 170 countries. Research each year, conducted directly with power authorities, electricity regulators, water authorities, regional organizations and ICOLD national committees, ensures a fresh supply of data each year. This Atlas is the only source of accurate and up to date information on the contribution of hydropower capacity and generation to national power systems. For those working for the first time in a particular country, information can be found on the structure of the power sector, key organizations and their responsibilities, development potential, progress to date, and future plans for the next five to ten years. The individual country reports form the basis of a world survey on hydropower development, as well as data on dams under construction of various types.

A synthesis of the country reports is compiled for the introduction to the book, which is followed by comments contributed by eminent personalities in the world water and energy community.

An industry guide then lists more than 1000 organizations active in hydro and dam developments worldwide, with details of their fields of expertise.



## World and Regional Maps

Our technical posters and maps are a source of reference displayed in the offices of numerous utilities, government departments and other organizations, as well as at many project sites, all over the world.

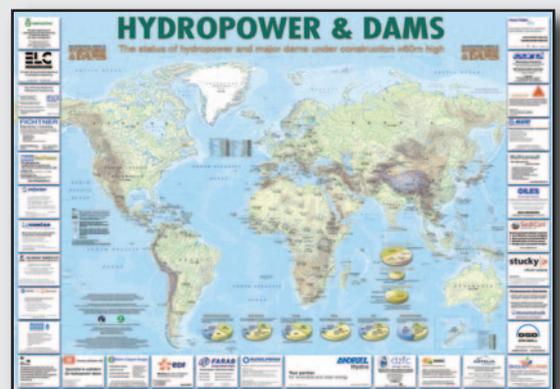
Map sponsorship is one of our most popular advertising opportunities, and includes a sponsor box on the map as well as a full page colour advertisement in the World Atlas (world map) or related conference issue (regional maps).

The information on our maps shows that the hydro and dams industry continues to develop and grow, meeting the world's water and energy needs.

Sponsors of the map can take advantage of being part of this 'snapshot' of the profession in a particular region, or across the world, by appearing on this unique product, which is both useful and visually impactful.

Map sponsors receive 100 free copies of the Map, for distribution to their key clients and maps are circulated at industry events for 12 months or more.

Around 10 000 copies of each map or poster are distributed to the regular readership, professional associations, and delegates attending major international events.



# WEBSITE FEATURES

## A digital companion to *Hydropower & Dams*

Our website is an invaluable platform for providing up-to-date information on a variety of topics and activities relevant to our readership and the wider hydropower and dams industries. We have continued to develop and expand our online presence to offer a one-stop-shop for advertising, news, features and events alongside our unrivalled printed publications.

## Comments from the Editor

In 2021, for the first time, we published online the Comment from the Editor, Alison Bartle, which is the foreword to the annual *World Atlas*. Her comment brings together the data compiled and updated through months of research by the editorial team and trusted partners and organizations. Her analysis highlights the major progress, and the greatest challenges, facing the world in relation to sustainable energy development, and in particular hydro generation. This editorial feature is a concise insight into the incredible wealth of information contained within the *World Atlas and Industry Guide*.

## New features

Through our interaction with companies, organizations, and individuals at the forefront of the hydro and sustainable development sectors, we are aware of the innovation that is constantly taking place, and the increasing collaboration between hydro and other renewables. In 2021, we were proud to hold our first floating solar PV virtual conference, which has led to the development of floating solar PV as a regular editorial feature online and in our journal. We look forward to increased participation from those active in solar and related renewable energy disciplines through our featured articles and events.

We also posted reports of ICOLD's Annual Meeting, and our HYDRO 2021 virtual conference.

## User experience

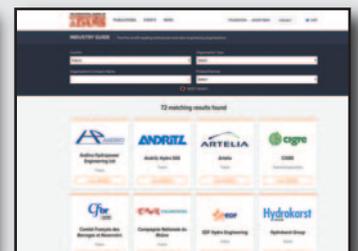
During the development of our new website in recent years, it has been a key objective to improve the functionality of our site, in particular relating to booking stands and registering for our events. We continue to make improvements to these areas of our website to enable a smoother experience for our visitors, to allow more time to be spent engaging with the content on the main site and event sites.

## News and bids

Industry news and bids remain a highlight of the website, as they are in the journal. While the journal allows us to highlight key projects of importance, the website provides an opportunity to publicize short-notice tender deadlines, business announcements, and smaller project updates, alongside breaking news stories of interest to the industry. We also provide more focused updates on individual countries where particularly interesting developments are taking place.

## Commercial opportunities

Our website offers many opportunities to promote engagement between companies, organizations and potential business partnerships. The new online IBD section, inspired by the popular International Business Directory published in the journal, is an excellent format for companies large and small to have a presence on our site and connect with potential clients. Our new webinar hosting service also provides companies and organizations with a platform to connect directly with industry professionals and clients in real-time.



# WEBSITE ADVERTISING

## Online advertising opportunities

Our website attracts 75 000 unique visitors and 315 000 total visits a year, representing ministries, utilities or private developers of hydro plants, consultants, suppliers, financiers, academics and students. This includes all those involved in hydropower policy, planning development, operation maintenance or refurbishment, from more than 180 countries.

High traffic areas of our website include the online news, our events pages and post-event photo galleries.

Our news section receives nearly 45 000 pageviews in a 12-month period and our event microsite receives more than 40 000 pageviews in a 6-month period.

## Maximize your presence

A range of banner advertising options are available to promote your company on our website. Each advertising space will be shared by a maximum of three companies with the advertisements rotating.

Visitors will be automatically directed to your company homepage when they click on your banner. You can tailor the sections in which you would like your online advert to appear by region of interest and/or events.

## Online advertisement prices:

1. Jumbo horizontal €2600
2. Large vertical €2200
3. Medium rectangle €1800
4. Event banner – AFRICA 2022 (€ 4450) /HYDRO 2022 (€ 5450)  
ASIA 2022 (€ 4450)

\* Rate applies on a 6-month basis

The screenshot displays the Hydropower & Dams website interface. At the top, there is a navigation bar with 'PUBLICATIONS', 'EVENTS', 'NEWS', 'FOUNDATION', 'ADVERTISING', and 'CONTACT'. A search bar and 'MORE TOPICS' link are also present. The main content area features several articles and advertisements. A prominent advertisement for Emerson is titled 'Improve your plant performance, reliability and flexibility' and includes the text 'Field-proven hydro solutions and services, now including American Governor.' Below this, a news article titled 'Skanska to upgrade Gråsjo and Trollheim hydropower dams in Norway' is visible, with a sub-headline 'A refurbishment of dams' and a date of 'October 16, 2020'. The article text mentions that Skanska, a Swedish-based multinational construction group, has been contracted by Norway's state-owned renewable power producer Statkraft Energy to refurbish and upgrade four dams and one flood gate. Other smaller advertisements and news snippets are visible, including one for Troyer with the tagline 'Reliability beyond tomorrow' and another for 'SAVE THE DATE!' for an event in Grenoble, France, on November 10th, 2020. A 'REGISTER FREE TO UNLOCK' button is also present in the lower right section of the page.

The screenshot shows a webinar registration form titled 'Example Webinar' for 'Webinar 2021 - 10:00 AM'. The form includes fields for 'Full Name', 'Company Name', 'Email Address', and 'Phone Number'. There is a 'Register free to unlock' button and a note stating 'There is still time to register for this webinar. Please act fast!'. The form is set against a dark background with a grid pattern.

## NEW: Technical webinars

We are pleased to offer hosting of technical webinars through the Hydropower & Dams website.

This will include:

- Live online conference or presentation
- Live Q&A with audio and messaging
- Lead generation and attendance analysis
- Global participation from attendees
- Promotion of your webinar in our regular mail-outs, on LinkedIn, and across our website

For more information and rates, contact the Sales Team.

[sales@hydropower-dams.com](mailto:sales@hydropower-dams.com)

# INTERNATIONAL BUSINESS DIRECTORY

**An eye-catching A-Z directory in the H&D journal and website has now been launched with a new interactive feature of direct links to company websites**

Join other respected experts in the industry, and be seen in the new online directory, and in the journal. Listed companies are now seen prominently on the H&D website attracting 75 000 visitors per year, and links take visitors directly to company websites.

Each issue of the *International Journal on Hydropower & Dams* reaches 28 000 readers in more than 180 countries.

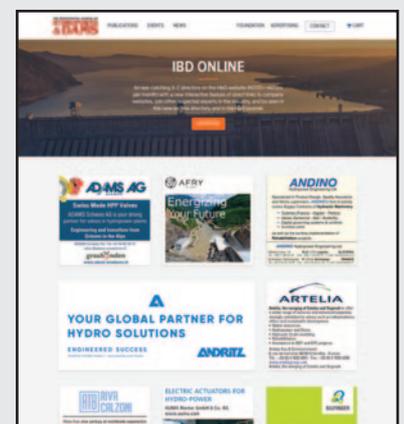
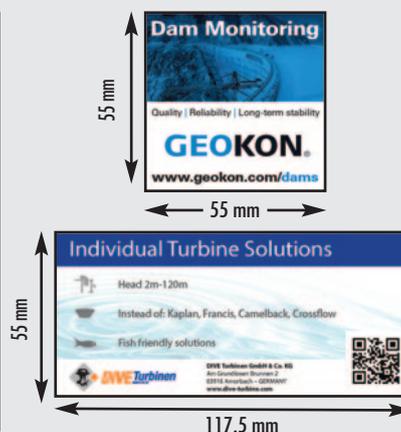
## Benefits of the International Business Directory

- ▶ It is an impactful A-Z directory on the H&D website (6000+ visitors per month)
- ▶ The new interactive feature enables viewers to link directly to company websites
- ▶ It is also published in all issues of the Journal, a constant source of reference to key decision-makers
- ▶ Through both media, it reaches experts at ministries, utilities, private developers, consultants, researchers, financiers, contractors and others
- ▶ It provides a low-cost, high-impact form of advertising, ensuring a continuous presence in both media, and in the minds of hydro professionals
- ▶ It increases awareness of industry expertise
- ▶ Companies listed are entitled to a complimentary subscription to the Journal

Existing companies typically represent electromechanical and hydromechanical suppliers and services, civil engineering companies, consulting engineers, suppliers of components and monitoring systems, small hydro, and various other specialists. With this major re-launch of the IBD online, as well as in print, we will be encouraging companies in sectors such as artificial intelligence, cyber security, innovative warning systems, fish protection systems, hazard management, refurbishment specialists, etc, to promote their services to the global hydropower community.

**If your company plays any part in implementing or supporting hydropower development, or the engineering of water infrastructure, you will greatly benefit from a regular presence in the IBD.**

**To advertise please contact: [sales@hydropower-dams.com](mailto:sales@hydropower-dams.com) or visit: [www.hydropower-dams.com](http://www.hydropower-dams.com)**



# ADVERTISING RATES AND DATA 2022

**Advertise in the industry's most respected journal:  
You will be seen and remembered by 28 000 hydropower and dam experts**

## Frequency of insertions

Advanced bookings  
in a 12-month period

1-3 insertions per year

4-6 insertions per year

7 insertions per year  
(6 issues + Atlas)

## Colour advertisement sizes

	EURO	EURO	EURO
Full page	2750	2600	2400
Half page island or vertical strip	2050	1900	1800
Half page horizontal	1900	1750	1580
Quarter page	1250	1180	1150

**Maps and Technical Poster sponsorship** (Includes a full page colour advertisement in the Journal): € 4800

## International Business Directory

### Single box:

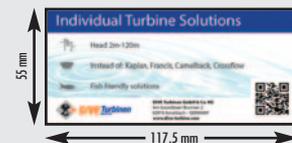
One year: € 1400 (6 insertions)

Two years: € 2300 (12 insertions)

### Double box:

One year: € 2100 (6 insertions)

Two years: € 3450 (12 insertions)



**Colour logo in H&D World Atlas & Industry Guide 2022 and the on-line Industry Guide:** € 465

### Full page

292 mm × 210 mm

Bleed 298 mm × 216 mm



### Half page island

180 mm × 120 mm



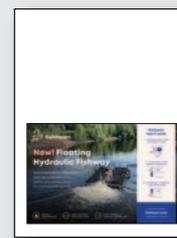
### Vertical strip

247 mm × 80 mm



### Half page horizontal

120 mm × 180 mm



### Quarter page

120 mm × 80 mm



**INSERTS:** Leaflets and company brochures can be circulated to the international readership of *Hydropower & Dams* in more than 180 countries. This is an effective way of reaching key people beyond your normal client base with your company's own material. Contact the Sales Department for prices and terms.

## Material specifications

The International Journal on *Hydropower & Dams* is a perfect bound publication, trimmed to 210 by 292 mm.

All material should be supplied in CMYK format, electronic file(s) may be supplied in these formats:

- High resolution PDF, Adobe Acrobat compatible (please note this format cannot be edited).
- JPEG or TIF or set to high resolution • Adobe Illustrator EPS (fonts set to outline/curves).

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