



ADVERTISE | PROMOTE | ANNOUNCE

THE MAGAZINE FOR THE DRAINAGE, WATER  
& WASTEWATER INDUSTRIES

**MEDIADATA2024**

[draintraderltd.com](https://draintraderltd.com)





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**IN PRINT,  
ONLINE & IN  
THE APP  
STORE**



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# 26 YEARS IN THE MAKING



Since 1998, **Drain Trader magazine** has been 'The magazine for the drainage industry', and remains the voice of the UKSTT, NADC, British Water, NSA, the Water Jetting Association and the Future Water Association.

## Regular Features include:-

- Industry News
- Company Profiles
- Health & Safety
- Environment News
- Trenchless Technology
- Product News
- Special Works
- Water News
- Technical Features
- Classified Adverts
- Directory Listing

**Drain Trader** has established itself as a reliable source of information and is enjoyed by professionals with a variety of interests within the drainage, water, wastewater and trenchless industries both nationally and internationally.

## OUR AIM

To produce a magazine that is different, informative, innovative. One that can be serious or amusing, but that is always enjoyable to read.

Traditionally in print, **Drain Trader** is now prevalent in the digital world.

We offer news, a directory listing and classified adverts on our website, digital flip-book and 'phone view' editions of our magazine online, Android and Apple apps, and regular email newsletters, giving you even more opportunity to reach our readers with your message.

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# OVERVIEW



## ○ MONTHLY PRINT MAGAZINE

80 page glossy magazine full of relevant news, case studies and products, classified adverts, plus a business directory listing.

## ○ MONTHLY DIGITAL MAGAZINE

Flip book version of the printed magazine available online, with a more intuitive 'Phone View' version available for your smart devices.

## ○ FULLY RESPONSIVE WEBSITE

Our news-centric website is full of interesting and topical industry relevant stories, classified adverts, a featured supplier directory and more.

## ○ EMAIL NEWSLETTERS

Only relevant news, offers and information direct to your inbox.

**“We don't just cater to a niche, we own it!”**

### **CIRCULATION**

**3500 - 4000** copies printed and mailed monthly, extra copies often available at relevant exhibitions, shows and open days.

**800+ Digital edition opens**

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# EDITORIAL CONTENT

Empowering voices, elevating standards. We connect readers with the knowledge and platform they need to be active participants in shaping a better industry.

We're always happy to receive and publish relevant editorial covering the following subjects:

- General Industry News
- Product News
- Water News
- Environment Issues
- Trenchless Technology
- Drainage Issues
- CCTV
- HPWJ
- Health & Safety
- Training
- News from Overseas
- Company Profiles
- Special Works
- Case Studies
- Technical Features
- + Much, much more!

Drain Trader proudly supports and regularly publishes news for UKSTT, NADC, Future Water Association, British Water and WJA.

## SPONSORED ARTICLES

Include your contact details at the end of your article, and allow our readers to contact you direct.

**From £225+VAT**

## ADVERTORIAL

Advertorials allow you more freedom to boast about your accomplishments, and to sell your brand.

**From £450+VAT**

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# MAIN FEATURES

Our merry band of guest writers, armed with decades of experience from every corner of the industry, bring their magic to our features each month.

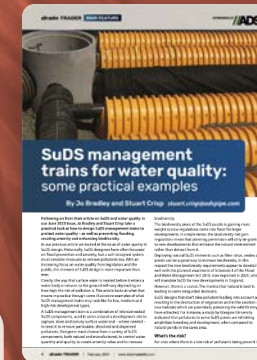
## 2024 MAIN FEATURES LIST

JAN	Is the UK Water Sector broken? <b>IC</b>	JULY	Leakage <b>NW</b>
FEB	Determining appropriate SuDS treatment trains <b>SC</b>	AUG	Protecting our ageing sewer network <b>BS</b>
MARCH	Vacuum Excavation systems <b>IC</b>	SEPT	No-Dig Live Preview 2024
APR	30 years of change: Ian Clarke's swan song <b>IC</b>	OCT	Creative collaborations <b>NW</b>
MAY	Hydraulic design & modelling of attenuation systems <b>SC</b>	NOV	National Drainage Show 2024 - preview
JUNE	Should I buy or Lease a vehicle? <b>CFS</b>	DEC	Trenchless Roundup <b>IR</b>

**IC** - Ian Clark [ian@nodigmedia.co.uk](mailto:ian@nodigmedia.co.uk)   **BS** - Bridget Summers [bridget@footprintpr.org.uk](mailto:bridget@footprintpr.org.uk)  
**SC** - Stuart Crisp [stuart.crisp@adspipe.com](mailto:stuart.crisp@adspipe.com)   **NW** - Natasha Wiseman [natasha@wiseonwater.com](mailto:natasha@wiseonwater.com)  
**CFS** - Capital Fleet Solutions [vicky@capitalfleetsolutions.co.uk](mailto:vicky@capitalfleetsolutions.co.uk)   **IR** - Ian Ramsay

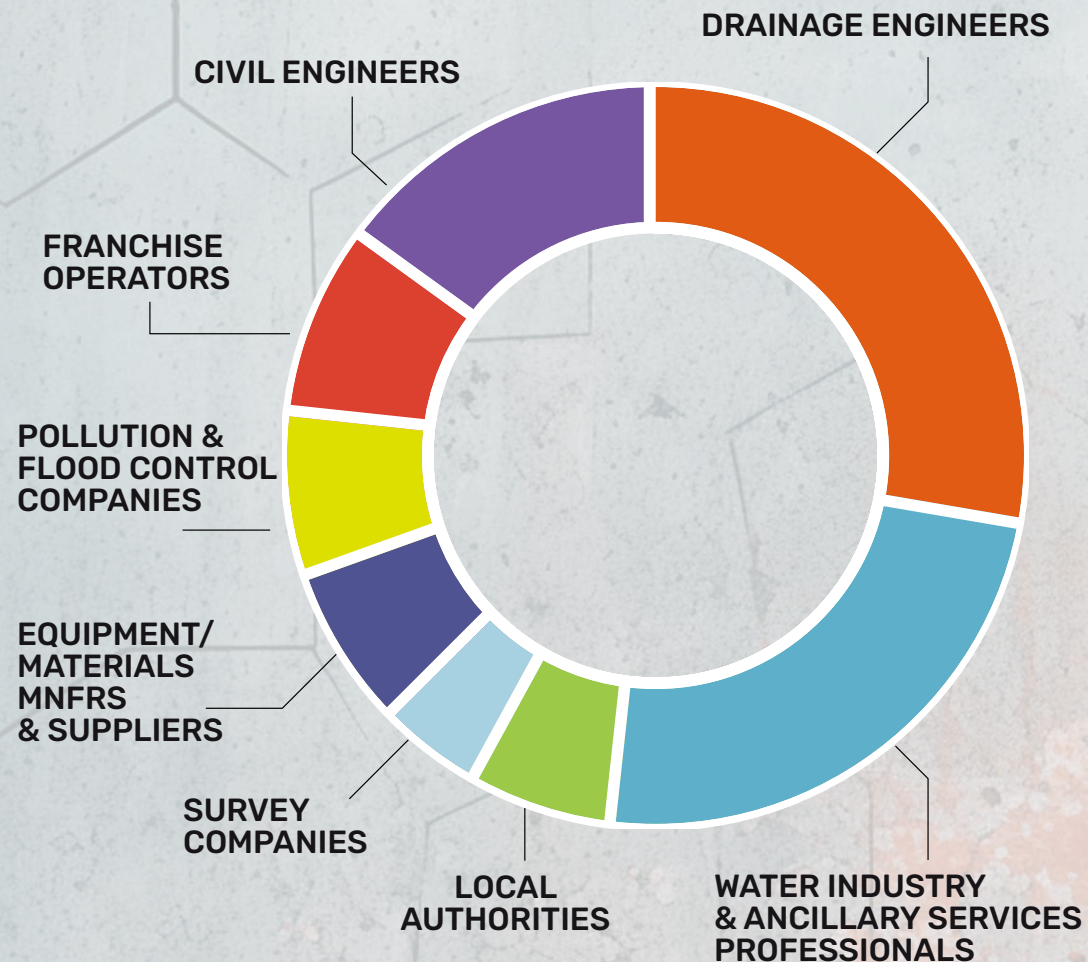
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# AUDIENCE



## Reaching the Heart of the Drainage Industry

Drain Trader isn't just a magazine, it's the go-to resource for drainage professionals. We reach over **10,000 engineers and decision-makers** every month through:

**Print copies:** Delivered straight to their desks every month.

**Digital subscriptions:** Keeping them informed online, and via our app.

**Email newsletters:** Relevant news and information straight to their inbox.

**Industry events:** Making sure your message is seen at key gatherings.

**Pass-on readership:** Amplifying your reach even further.

**Get your message in front of the drainage industry's heart and soul. Advertise with Drain Trader.**

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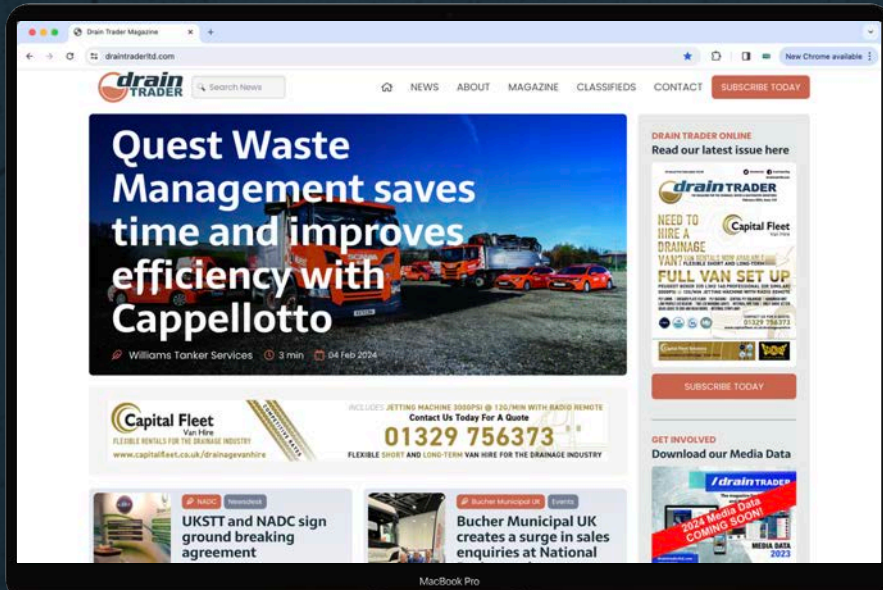


# AUDIENCE **DIGITAL**

## THE FUTURE IS PIXELATED

While Drain Trader continues to thrive as a trusted print publication, we understand the importance of the digital landscape. That's why we're building a robust online community alongside our dedicated print readership.

**Quality over quantity** is our motto. We're not looking for massive numbers, but rather, for engaged individuals passionate about the niche market we serve.



**draintraderltd.com**

**Over 2000 unique visitors**

**20000+ page views**

Based on monthly averages over 12 months  
according to AW Stats for draintraderltd.com



**7000+ subscriber emails**

**27% unique opens**

**52% clicks per unique open**

Based on averages over 12 months

# MEDIA DATA 2024

draintraderltd.com



# ADVERTISINGPRINT

Despite the growing presence of digital media, print remains the preferred format within our industry. With 26 years of proven success, we offer tested and trusted advertising options.

\*We typically invoice monthly, or as your advert goes to print, but **save an extra 10%** by paying for your bulk booking upfront.

## QUARTER PAGE ADVERT

Our entry-level option. For smaller businesses or those just starting their advertising journey.

**£450**  
Per issue

## HALF PAGE ADVERT

Budget-friendly yet effective, the half-pager is by far our most popular option.

**£690**  
Per issue

## FULL PAGE ADVERT

A full page advert really makes a splash.

**£1050**  
Per issue

## DOUBLE PAGE ADVERT

Centre spread whenever available.

**£1600**  
Per issue

## Reach our niche!

With access to such a niche audience, our prices already offer great value, but you can **save even more by booking 6 or 12 months.**

### 6 MONTHS

**£2196**  
eg. £366  
per issue\*

**£3396**

**£5100**

**£7704**

### 12 MONTHS

**£4020**  
eg. £335  
per issue\*

**£6300**

**£9180**

**£14400**

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# ADVERTISINGPRINT

Alternative print-based advertising options. Announce something exciting, a new product, or introduce a new company.

## FRONT COVER ADVERT **STA**

Prime position. The very first thing our readers see.

**£1395**  
Per issue

## FRONT COVER & DPS PROFILE **STA**

Make a big splash, with a cover and company profile.

**£1750**  
Per issue

## FRONT COVER LOGO **STA**

4 available. YOUR logo along the bottom of our cover.

**£1600**  
Per year

## DPS COMPANY PROFILE

All singing, all dancing double page company profile, with branding and contact details.

**£675**  
Per issue

## ADVERTORIAL

A sales-y editorial, with contact details.

**£450**  
Per issue

## SPONSORED ARTICLES

Our standard non-biased editorial (usually free), but with your logo and contact details.

**£225**  
Per issue



FRONT  
COVER

**£1395**  
per ISSUE

FRONT  
COVER  
LOGO

**£1600**  
per year

## MAKE A SPLASH!

Stand head and shoulders  
above your competitors.

Help us to expand our marketing options. Get in touch to discuss your ideas. [info@draintraderltd.com](mailto:info@draintraderltd.com)

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# ADVERTISINGDIGITAL

We're gaining some real traction online. Be a part of the digital revolution and get your message seen by our subscribers.

## SPONSORED ONLINE ARTICLE

Sponsored articles feature first on [draintraderltd.com](http://draintraderltd.com)

**£300**

## WEBSITE BANNERS

Leaderboard banners and MPU banners available on [draintraderltd.com](http://draintraderltd.com)

**£275**  
Per month

## EMAIL BANNER

Reach our niche email database

**£300**  
Per newsletter

## SOLUS EMAIL

The entire email newsletter dedicated to YOUR message. **STA**

**£650**  
Per newsletter

## 'LEFT OF COVER' ADVERT

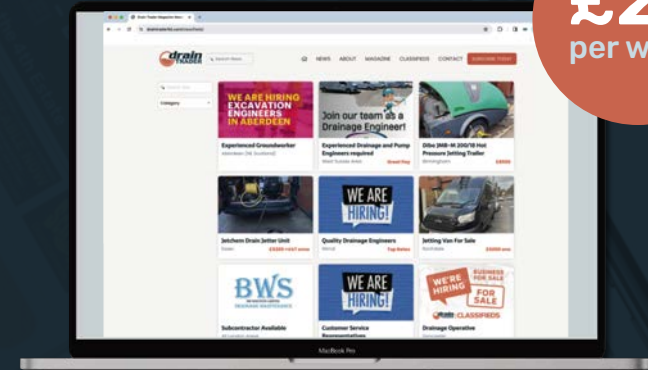
The page BEFORE the front cover of our online edition. Advert, animation, video, or even a webpage of your choice. **STA**

**£500**  
Per issue

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## ONLINE ADS: CLASSIFIEDS

**£20**  
per week



Our NEW online classifieds pages are your go to web pages for used equipment, job vacancies, specialist services, supplier directory and much more.

## ONLINE ADS: ENHANCED DIRECTORY

Advertise your services to the drainage community in our Supplier Directory. Your logo, details, photos and videos on your very own mini webpage. Includes an enhanced directory listing in the back of the printed magazine.

**£425** per year

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# ADVERTISING PACKAGES

## MAXIMISE YOUR BUDGET!

Bigger savings, bigger reach!  
These mixed advertising packages deliver your message from every angle.

Choose from one of these ready-made solutions, or get in touch to build your own package.

### OPTION 1:

**12 x full page adverts** in Drain Trader Magazine (print and online editions)

**12 x website banner ads** on draintraderltd.com

**2 x solus emails** to our subscribers

**Enhanced directory listing** in print and online - 12 months

**£12500**  
per year

### OPTION 2:

**£7000**  
per year

**6 x full page adverts**

**3 x website banner ads**

**2 x solus emails**

**Enhanced directory listing**

### OPTION 3:

**£8500**  
per year

**12 x half page adverts**

**6 x website banner ads**

**2 x solus emails**

**Enhanced directory listing**

### OPTION 4:

**£4750**  
per year

**6 x half page adverts**

**3 x website banner ads**

**1 x solus email**

**Enhanced directory listing**

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draintraderltd.com



# ADVERTSPECIFICATIONS

All supplied magazine artwork to be hi-res/print-ready, CMYK, PDF files.  
If you would like us to design the advert for you, then please send in hi-res images along with advert copy and design instructions via email.

**FULL PAGE** A4 size (210mm x 297mm) + 3mm bleed

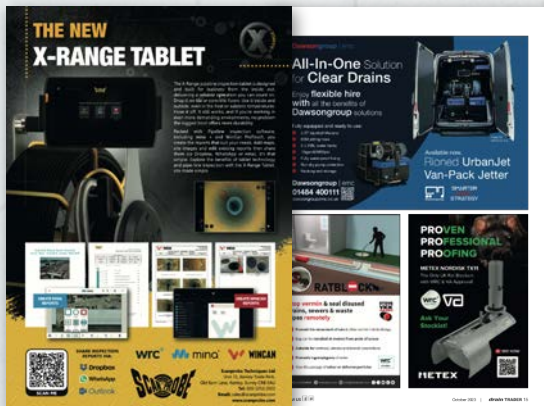
**HALF PAGE** 182mm X 128mm

**QUARTER PAGE** 88mm X 128mm

**FRONT COVER ADVERT** Ask us for a design template.

## NEED HELP?

Get in touch with Simon to discuss the design of your advert, on **01242 576777** or [info@draintraderltd.com](mailto:info@draintraderltd.com)



## ONLINE ADS

**LEADERBOARD BANNER** 900px x 110px

**MPU BANNER** 300px X 250mm

**SOLUS EMAIL** html file of the final email.

**LEFT OF COVER** A4 PDF, or URL of content.

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# CONTACT US



○ Drain Trader Magazine  
PO Box 1422  
Cheltenham  
GL50 9PJ

○ [info@draintraderltd.com](mailto:info@draintraderltd.com)

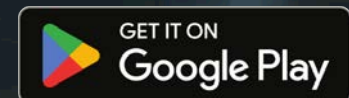
○ +44 (0)1242 576777

○ [draintraderltd.com](http://draintraderltd.com)

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## IN PRINT, ONLINE & IN THE APP STORE



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