

drain TRADER MAGAZINE



**2025.
The year of
drainage!**

MEDIA DATA 2025

draintraderltd.com

27 years and counting!

We've been talkin' s#!t for a really long time!

WELCOME

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

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.

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

We offer news, a directory listing and classified adverts on our website, digital flip-book version of our magazine online, regular email newsletters, as well as coverage across our growing social media networks, giving you even more opportunity to reach our readers with your message.

In November last year, the company was bought by loyal employee of 18 years, Simon Beverley-Smith. With a renewed passion, we are determined to take Drain Trader to new heights, and we want to bring you all along with us.

Join us as we shape the future of drainage - The new era starts here. Partner with Drain Trader Magazine and become a vital part of the conversation. Together, let's make 2025 the year of drainage!

PLATFORM OVERVIEW

Flood Industry is the brand new media platform dedicated to the evolving flood management landscape:

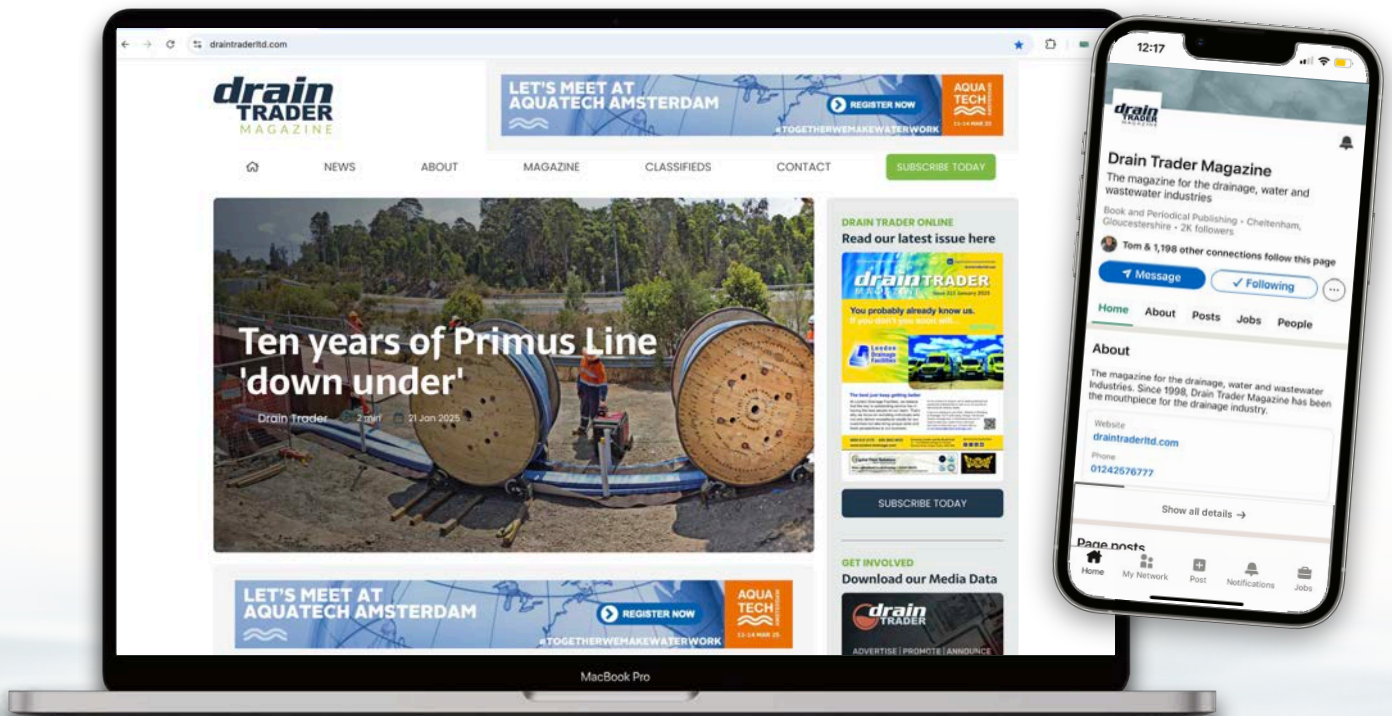
Monthly magazine: A quality, glossy magazine delivered to your desks. Printed magazines get passed around and picked up again, and again.

Monthly digital magazine: Flip book version of the printed magazine available online, with a more interactive elements such as video and slideshows available.

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

Engaging social media: Maximise reach and audience interaction with our growing social presence.

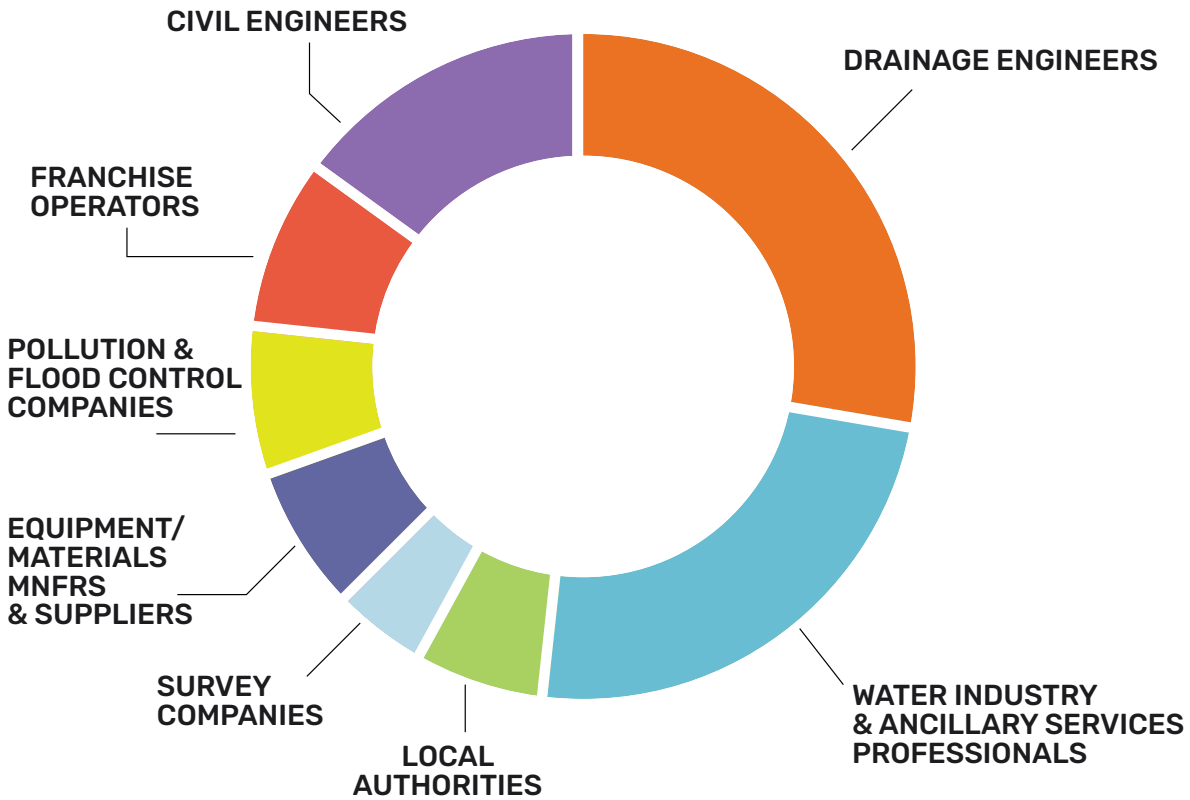
Regular newsletter: Sign up today and stay ahead of the curve with curated industry updates, exclusive content, and expert insights delivered straight to your inbox.



Reach the people who matter.
Advertise with with us and
join the Drain Trader family.

draintraderltd.com

REACH OUR AUDIENCE



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.

Growing social media presence: Promoting featured articles

Get your message in front of the drainage industry's heart and soul...

Advertise with Drain Trader Magazine.



/company/draintrader



JOIN THE FAMILY

We're targeting an audience of environmental water management professionals actively seeking solutions and staying informed about the latest trends.

Reach key decision-makers and industry influencers through our effective advertising solutions:

Magazine advertising: Promote your brand directly within our established and engaging monthly magazine delivered straight to subscriber's desks and to their inboxes.

Banner ads: Capture attention with high-impact visuals displayed throughout our website and e-zine.

Sponsored content: Showcase your expertise and thought leadership through in-depth articles and industry insights.

Social media promotion: Expand your reach and engagement through targeted social media campaigns.

Contact Simon on **01242 437052** or at **simon@draintraderltd.com** to discuss how Drain Trader Magazine can help you achieve your marketing goals!

REACH OUR
10,000*
STRONG
NICHE

ASK ABOUT OUR CROSS-PLATFORM PACKAGES

** Conservative estimate includes delivered copies of the magazine, pass-on readership, online magazine views, newsletter subscribers and social media followers.*

draintraderltd.com



MAGAZINE CIRCULATION

**2500 - 3000 copies
printed monthly.**

**2500+ Digital
edition opens**

Extra copies often available
at relevant shows.

WEBSITE

**Over 3000
unique visitors**

25000+ page views

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

EMAILS

**5000+ subscriber
emails**

26% unique opens

**54% clicks
per unique open**

Based on averages over
12 months

27 years... Over 320 issues!

...these are the only numbers that really matter!

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.

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.

2025 MAIN FEATURES LIST

- JAN Training - NADC PQMS Drainage Apprenticeships
- FEB Combined Sewer Overflows
- MAR Where does all the water go?
- APR Challenges and opportunities in AMP8
- MAY SuDS + *Ro-Ka-Tech special*
- JUNE Asset finance
- JULY Liners and lining materials
- AUG Tankers/tankering
- SEPT Smarter ways of working - Safety, sustainability & efficiency
- OCT Inspection systems/reporting
- NOV Drainage Show preview
- DEC AMP8 - how's it going



ADVERTISING

TAKE ADVANTAGE OF OUR BULK BOOKING DEALS!

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.

Magazine Advert Rates

FRONT COVER ADVERT <small>STA</small>	Prime position. The very first thing our readers see.	£1395 Per issue
FRONT COVER & DPS PROFILE <small>STA</small>	Make a big splash, with a cover and company profile.	£1750 Per issue
FRONT COVER LOGO <small>STA</small>	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.	£495 Per issue
SPONSORED ARTICLES	Our standard non-biased editorial (usually free), but with your logo and contact details.	£225 Per issue
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

	6 MONTHS	12 MONTHS
QUARTER PAGE ADVERT	£366 Per issue	£335 Per issue
HALF PAGE ADVERT	£556 Per issue	£525 Per issue
FULL PAGE ADVERT	£850 Per issue	£765 Per issue
DOUBLE PAGE ADVERT	£1284 Per issue	£1200 Per issue

**OPTIONS
TO SUIT ANY
BUDGET**

'Other' Ad Rates

Impactful advertising options to reach a targeted audience of water management professionals. Maximize visibility and engage with decision-makers.

'LEFT OF COVER' ADVERT (digital edition) The page BEFORE the front cover of our online edition.	£550 Per issue
FEATURED ARTICLE (website only) Featured articles feature first on draintraderltd.com	£275 Per article
WEBSITE BANNERS Leaderboard banners and sidebar banners available on draintraderltd.com	£275 Per month
EMAIL BANNER Reach our niche email database	£275 Per newsletter
SOLUS EMAIL STA The entire email newsletter dedicated to YOUR message.	£650 Per newsletter
SUPPLIER DIRECTORY ENHANCED** Your logo, company details, photos and videos on your very own mini webpage. Includes an enhanced directory listing in the back of the digital magazine.	£425 Per year
SUPPLIER DIRECTORY BASIC Basic listing on the website only.	£150 Per year
EVENT LISTING FEATURED A mini webpage for your event on draintraderltd.com <i>Ask us about partnering with your event.</i>	£POA
CLASSIFIED ADVERTS Equipment For Sale or Job Vacancies adverts online and in the back of the magazine.	From £2.50 Per sq cm
TRAINING ADVERTS Advertise upcoming training events & courses in our new Training section. <i>Get involved.</i>	£POA

**ENHANCED listings include a profile page on our website.

draintraderltd.com

ADVERTISING SPECIFICATIONS

MAGAZINE ADS

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.

simon@draintraderltd.com

QUARTER PAGE 88mm X 128mm

HALF PAGE 182mm X 128mm

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

DOUBLE PAGE A3 size (420mm x 297mm) + 3mm bleed

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

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

FULL PAGE
210mm X 297mm

DOUBLE PAGE
410mm X 297mm

HALF PAGE
182mm X 128mm

QUARTER
PAGE
88mm X
128mm

ONLINE ADS

LEADERBOARD BANNER 900px x 110px

SIDEBAR BANNER 300px X 250px

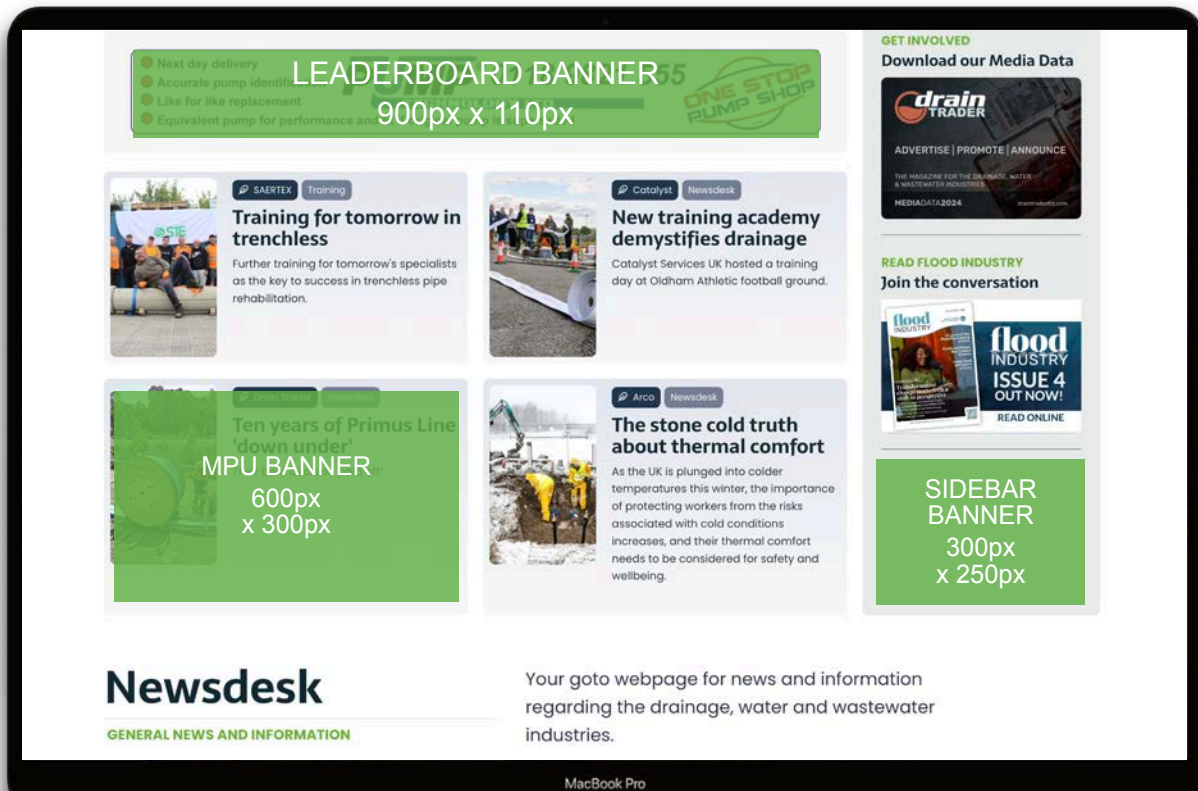
SOLUS EMAIL html file of the final email.

EMAIL BANNER 600px x 150px

LEFT OF COVER 600px x 150px

NEED HELP?

Chat with Simon to discuss the design of your advert, on **01242 437052** or simon@draintraderltd.com



TAILOR A BESPOKE ADVERTISING CAMPAIGN

Call Simon on **01242 437052**

draintraderltd.com

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

CONTACT US

We want to hear about all the good things that you do!

For general enquiries contact us at info@draintraderltd.com



ADVERTISING ENQUIRIES

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**READ OUR SISTER
PUBLICATION**

flood
INDUSTRY

floodindustry.com