

drain TRADER MAGAZINE



**The voice of the
drainage industry
for 28 years!**



MEDIA DATA 2026

draintraderltd.com

28 years and counting!

We've been talkin' s#!t Since 1998!

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 has been the UK's longest-running independent magazine dedicated to the drainage and specialist water industries. For almost three decades it has served as a trusted monthly resource for those responsible for maintaining, repairing and managing the nation's underground infrastructure.

Drain Trader is proud to remain the voice of the UKSTT, NADC, British Water, the Water Jetting Association and the Future Water Association, giving industry bodies a consistent and credible platform to reach the people who matter.

Traditionally in print, Drain Trader is now firmly established in the digital world. Alongside the magazine, we provide daily news, a comprehensive directory and classified adverts through our website, a digital flip-book edition, regular email newsletters and an expanding social media presence. Together, these channels give advertisers and contributors more ways than ever to connect with a highly engaged professional audience across the UK and beyond....

In November 2024, the company was acquired by long-standing team member of 18 years, Simon Beverley-Smith, alongside family member Donna Sharpe. With a renewed passion for the industry and for the magazine itself, we are committed to taking Drain Trader to new heights and to doing so in collaboration with the people it serves.

Join the Drain Trader family today and become part of a well-established, collaborative network that has been supporting the growth and success of drainage professionals for three decades.

PLATFORM OVERVIEW

Drain Trader is the UK's longest-running independent trade publication, serving as the definitive resource for the drainage and trenchless technology sectors.

Print magazine: Despite the shift towards digital, the Drain Trader print magazine remains a valued, tangible presence in vans, workshops and offices across the UK, keeping your brand in front of key decision-makers.

Digital magazine: Our interactive digital edition delivers high-quality content with live links, making it easy for readers to access your message on any device, in the office or on site.

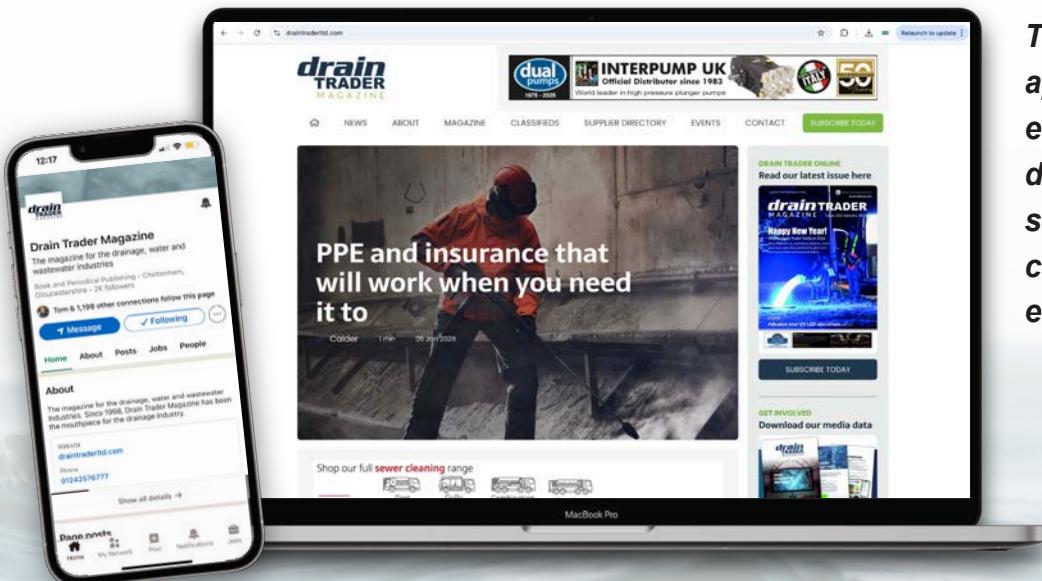
Dynamic website: The Drain Trader website provides a central hub for industry news, technical features and a searchable supplier directory, optimised for both desktop and mobile users.

Engaging social media: Our social channels extend the magazine into daily conversation, sharing news, projects and exclusive content that keeps the industry connected between issues.

Newsletter: Our regular newsletters deliver curated updates, insights and featured content straight to subscribers' inboxes.

Face to face: Drain Trader maintains a strong presence at key UK trade shows and conferences, creating opportunities for direct engagement with readers, advertisers and industry leaders.

This multi-channel approach ensures every part of the drainage industry stays informed, connected and engaged.



Reach the drainage community. Advertise with us and join the Drain Trader family.

draintraderltd.com

OUR AUDIENCE

The Drain Trader audience is a highly specialised and loyal community of professionals who manage, maintain, and innovate the UK's critical subterranean water and wastewater infrastructure.

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.

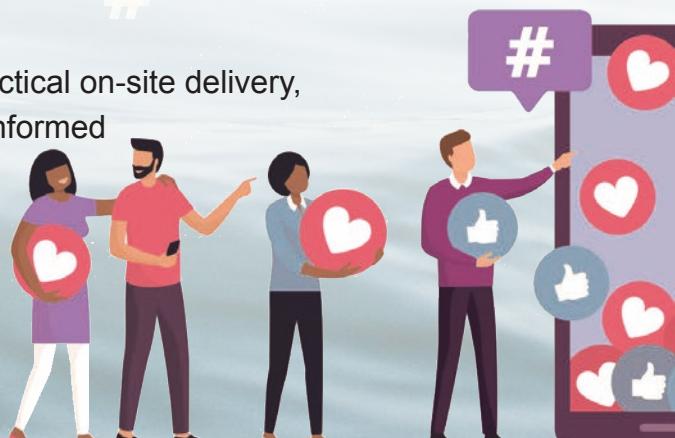
Growing social media presence: Promoting featured articles

Reaching over 10,000 engineers and decision-makers every month, the publication serves as the primary technical resource for those at the "heart and soul" of the drainage industry.

Our readership is predominantly composed of drainage contractors, civil engineers, and operational managers, alongside local authority decision-makers and regulators who oversee public health and environmental standards. By maintaining a strong physical presence through print and at key industry gatherings, we also engage field teams and on-site sewer engineers who rely on our practical insights to execute complex repairs and maintenance.

The editorial scope is designed specifically for this professional demographic, covering the full technical spectrum from high-pressure water jetting and CCTV surveying to "no-dig" trenchless technology and emergency flood response. Our target audience isn't just looking for general news; they are seeking technical case studies, machinery reviews, and regulatory updates that impact their daily operations and long-term commercial success. This includes business leaders looking for the next innovation in tankers or liners, as well as technicians interested in the latest safety protocols and accredited training.

By bridging the gap between high-level policy and practical on-site delivery, Drain Trader ensures its audience remains the most informed and effective workforce in the sector.



[/company/draintrader](https://www.linkedin.com/company/draintrader)

MAGAZINE CIRCULATION

2500 - 3000 copies
printed monthly.

10,000 digital page reads monthly

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

28 years... Over 333 issues!

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

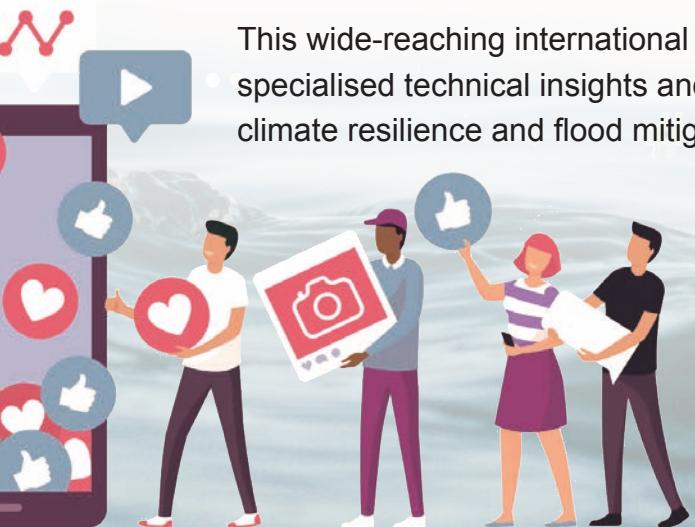
2,300 organic social media followers

LinkedIn serves as our primary social channel, where we strategically share regular newsdesk stories to ensure our followers remain informed of the latest developments and critical updates across the industry. By leveraging the platform's professional reach, we facilitate engagement, positioning our content at the centre of the sector's daily professional dialogue.

Location

While our core influence is firmly established within the UK, the magazine and website have gained significant international traction, attracting a global audience of professionals from leading water-management nations including the Netherlands, Ireland, the USA, Germany, Austria, Finland, and Australia.

This wide-reaching international footprint reflects the global demand for our specialised technical insights and underscores the universal relevance of the climate resilience and flood mitigation strategies we feature.



Website

Our digital platform currently attracts over 10,000 website views per month, reflecting a highly engaged and technically-minded audience. Notably, 93% of our readers access the site via desktop, with just 7% using mobile devices - a statistic that highlights our role as a primary professional resource used during the working day by experts in office and design environments. Our newsdesk remains the most frequented destination, followed by our home page, digital magazine archive, supplier directory, and events calendar, ensuring that our readers are consistently interacting with both real-time updates and long-form technical content.

Magazine

The magazine is published in print and online monthly.



Issue 332

300 magazine opens

7063 page reads

UK, USA, Poland, Switzerland, Ireland, Denmark, Germany

16 hours read time



Issue 331

578 magazine opens

10,100 page reads

UK, USA, Ireland, Finland, Germany, Netherlands, France, Switzerland

21 hours read time



Issue 330

3060 magazine opens

8197 page reads

UK, USA, Ireland, Australia, Germany, Switzerland, Sweden

30 hours read time

At the shows

We recognise the importance of meeting readers, contributors and advertisers face to face, and attend a number of events throughout the year.

We regularly media partner with event organisers.

If you're running an event you'd like us to be at, just get in touch.



[/company/draintrader](https://www.linkedin.com/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 OUR
10,000*
STRONG
NICHE

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 newsletters.

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!

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

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.

Where relevant, we may also cross-post editorial to our sister magazine, **Flood Industry** (floodindustry.com), further extending your reach.

EDITORIAL DEADLINES

Editorial should reach us no later than the 15th of the month prior to publication. Eg, 15th January for the Fenuary issue.

Content should be supplied as a Microsoft Word document, with accompanying images attached as separate jpeg files.

Send your submissions to info@draintraderltd.com

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	Manhole rehabilitation
FEB	AI, drones, data & robotics
MAR	Trends
APR	LED/UV Lining systems
MAY	Vacuum Excavation Systems
JUNE	Standards & compliance
JULY	Nature based solutions
AUG	Asset finance
SEPT	No Dig Live preview
OCT	Made in Britain
NOV	Drainage Show preview
DEC	Coating systems

Feel free to get in touch to be included in our monthly features, or to submit your own articles to appear alongside them. However, please remember that every issue is a 'drainage special', so articles of any nature are welcome at any time.



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 month packages.

Magazine Advert Rates

FRONT COVER ADVERT STA

Prime position. The very first thing our readers see.

£1495
 Per issue

FRONT COVER & DPS PROFILE STA

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

£1800
 Per issue

FRONT COVER LOGO STA

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

£1500
 Per year

DPS COMPANY PROFILE

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

£695
 Per issue

ADVERTORIAL

A sales-y editorial, with contact details.

£500
 Per issue

SPONSORED ARTICLES

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

£250
 Per issue

QUARTER PAGE ADVERT

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

£472
 Per issue

£384
 Per issue

£350
 Per issue

HALF PAGE ADVERT

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

£724
 Per issue

£584
 Per issue

£552
 Per issue

FULL PAGE ADVERT

A full page advert really makes a splash.

£1100
 Per issue

£892
 Per issue

£802
 Per issue

DOUBLE PAGE ADVERT

Centre spread whenever available.

£1650
 Per issue

£1345
 Per issue

£1250
 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

£295
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.

£670
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.

£455
Per year

SUPPLIER DIRECTORY BASIC

Basic listing on the website only.

£160
Per year

EVENT LISTING FEATURED

A mini webpage for your event on draintraderltd.com

Ask us about partnering with your event.

£POA

CLASSIFIED ADVERTS

Equipment For Sale or Job Vacancies adverts online and in the back of the magazine.

£3.75
Per sq cm

TRAINING ADVERTS

Advertise upcoming training events & courses in our new Training section. *Get involved.*

£POA

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

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

SIDE BAR BANNER 300px X 250px

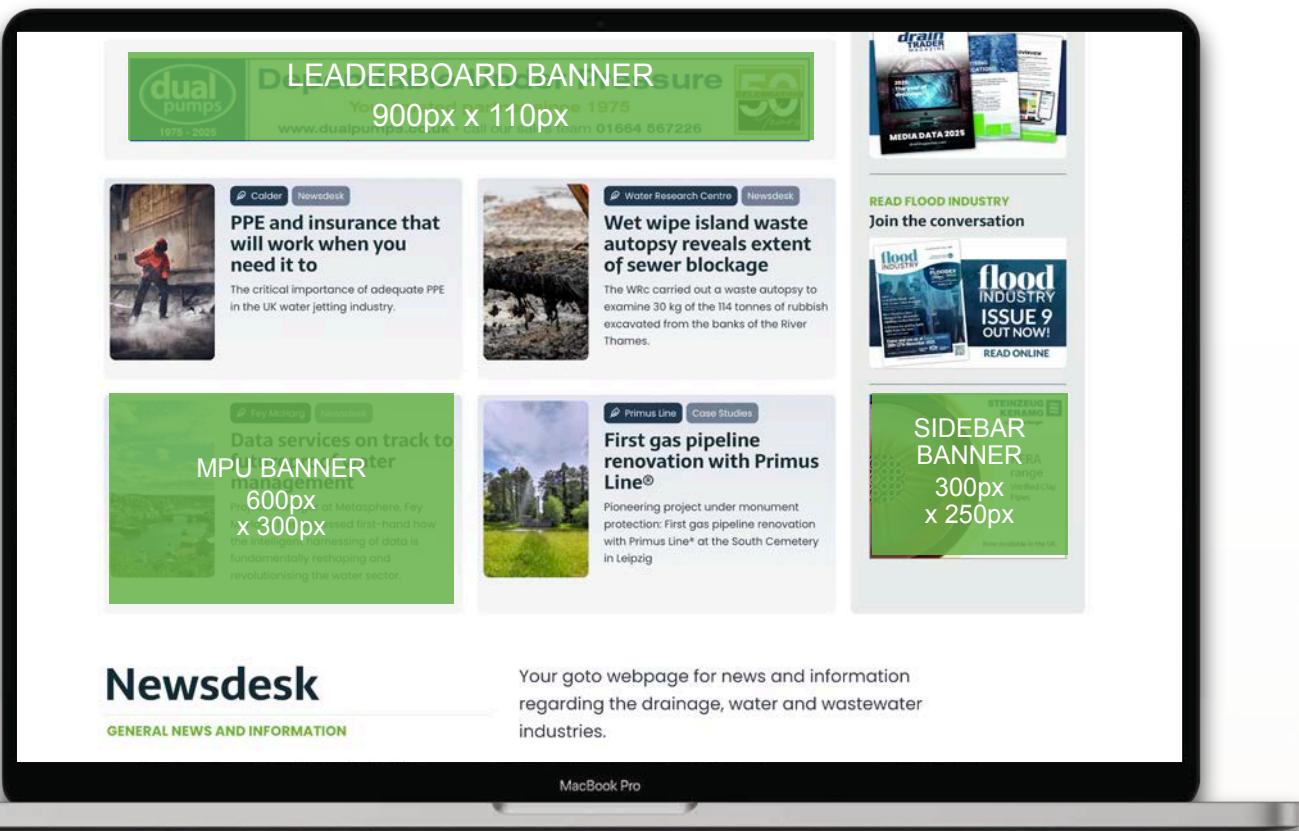
SOLUS EMAIL html file of the final email.

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**



The MacBook screen shows a news website with the following layout:

- LEADERBOARD BANNER:** A green banner at the top left for "dual pumps" with the text "900px x 110px".
- SIDE BAR BANNER:** A sidebar on the right with the heading "READ FLOOD INDUSTRY" and "Join the conversation". It features a "flood INDUSTRY ISSUE 9 OUT NOW!" section with a "READ ONLINE" button.
- LEFT OF COVER:** A large green box on the left with the heading "MPU BANNER" and "600px x 300px". It contains text about data services and a "Fey Metasphere" project.
- ARTICLES:** Four news articles with images and titles:
 - "PPE and insurance that will work when you need it to" (Calder)
 - "Wet wipe island waste autopsy reveals extent of sewer blockage" (Water Research Centre)
 - "Data services on track to revolutionise water management" (Fey Metasphere)
 - "First gas pipeline renovation with Primus Line®" (Primus Line)
- Newsdesk:** A sidebar at the bottom left with the heading "Newsdesk" and "GENERAL NEWS AND INFORMATION". It describes the site as "Your goto webpage for news and information regarding the drainage, water and wastewater industries".

TAILOR A BESPOKE ADVERTISING CAMPAIGN

Call Simon on **01242 437052**

**"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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EDITORIAL & ONLINE ENQUIRIES

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