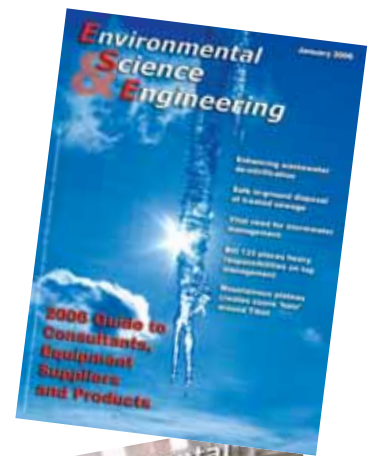


Media Kit



Why you should advertise in *ES&E*

Environmental Science & Engineering Magazine carries far more advertising than any of its Canadian competitors. *Here's WHY!* Our expert articles are "must reading" for over 19,000 audited readers responsible for the design, construction and operation of water treatment and distribution systems, sewerage systems, and industrial and hazardous waste management systems. As a bonus, extra copies of most issues are distributed at environmental protection conferences and exhibitions.

Authoritative editorial

Launched in 1988, *ES&E* has won national and international acclaim for articles on the environment. No other environmental magazine in Canada can match the awards and industry recognition won by our editors!

Reaching key specifiers

- **Consultants** - Consultants are key specifiers in environmental projects. Over 3,200 consultants receive *ES&E*, and vote their approval with their cheque books. The proof? *ES&E* carries more consultants ads than all other publications serving this field.
- **Municipal Sector** - Billions are now being spent on municipal water and wastewater infrastructure projects. Advertisers need to reach this vibrant sector. *ES&E* has over 6,000 municipal sector readers, across Canada.
- **Industrial Sector** - Over 6,500 of *ES&E*'s readers are industrial personnel with responsibilities for wastewater discharges, hazardous waste management, site remediation, air pollution and environmental compliance.

Bonus show circulation

As a bonus, extra copies of most 2007 issues will be distributed at numerous Canadian and US conferences and exhibitions, including the Canadian Environmental Conference and Tradeshow (CANECT), which is organized by *ES&E*.

Don't miss this rare bonus - For the first time since 1996, thousands of American Water Works Association members will visit Toronto to attend ACE '07. Extra copies of our May 2007 issue will be distributed there, dramatically increasing the effectiveness of your ads - at no extra cost.

www.esemag.com

Call us today
(905) 727-4666
or
(888) 254-8769
for more information

2007 Advertising Rates

Rate Card No. 20 Issued September 2006
Effective from February 2007 Issue until December 2007 Issue

(For US\$ rates, please contact us.)

Black & White Rates - * Cost per insertion. Colour is additional. Please refer to colour rate chart for costs

	1 time*	3 times*	6 times*
1 Page	\$3,490	\$3,270	\$3,050
2/3 Page	2,670	2,475	2,310
1/2 Page island	2,490	2,335	2,160
1/2 Page horizontal	2,225	2,070	1,925
1/3 Page	1,370	1,285	1,195
1/4 Page	1,145	1,055	995
1/6 Page	825	775	725
Double Page Spread	6,260	5,835	5,465
Cover Positions			
Inside Front or Back	\$4,280	\$3,965	\$3,710
Back	4,805	4,455	4,020

Product & Service Showcase - Colour is included

1 time* \$620 3 times* \$590 6 times* \$560

Professional Directory Cards - 4-1/2" wide x 1-1/2" deep

NOTE: Cards are sold on an "until cancelled" basis

\$1,590 for 6 issues (B&W) \$2,230 for 6 issues (full colour)

Colour Rates - NOTE: colour is additional

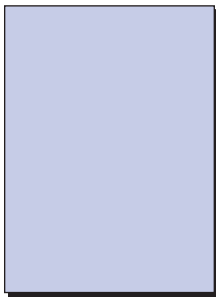
Standard Second Colour, extra per full page \$415

Standard Second Colour, 1/2 page or less \$285

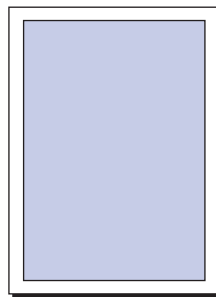
Four-colour Process, extra per full page \$930

Four-colour Process, 1/2 page \$555

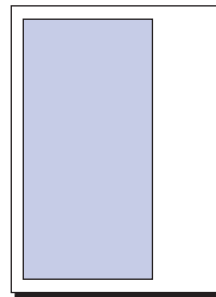
Four-colour Process, 1/3 page or less \$415



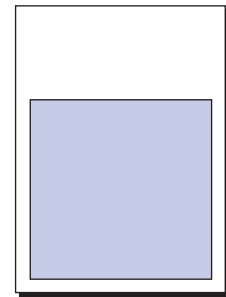
8-1/4" x 11-1/8"
Full Page Bleed



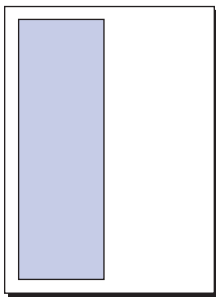
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Full Page



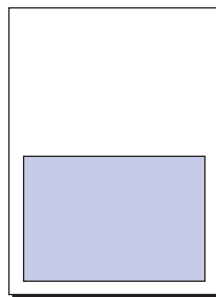
4-1/2" x 10"
2/3 Page Vertical



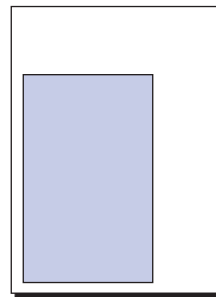
7" x 6-1/2"
2/3 Page Horizontal



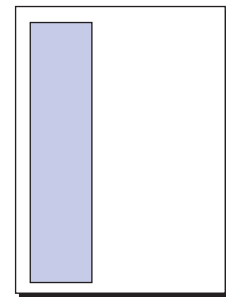
3-3/8" x 10"
Half Page Vertical



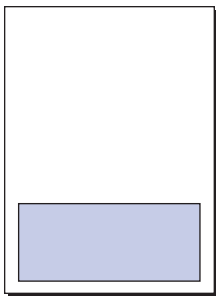
7" x 4-7/8"
Half Page Horizontal



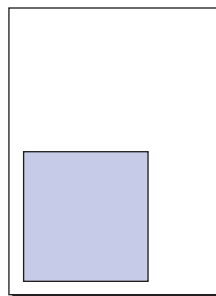
4-1/2" x 7-1/2"
Half Page Island



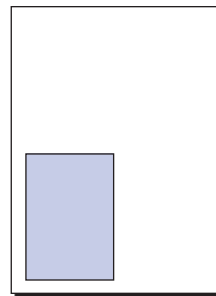
2-1/8" x 10"
1/3 Page Vertical



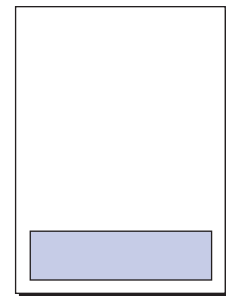
7" x 3-1/4"
1/3 Page Horizontal



4-1/2" x 4-7/8"
1/3 Page Square



3-3/8" x 4-7/8"
1/4 Page Vertical



7" x 2-1/4"
1/4 Page Horizontal

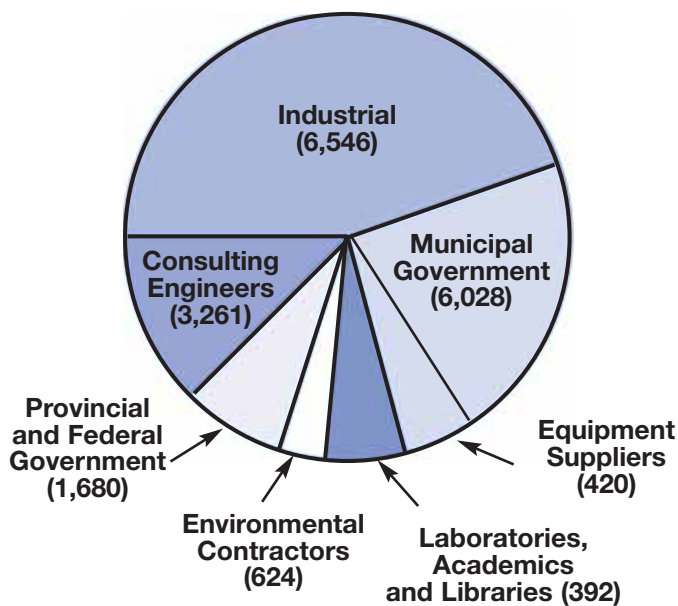
2007 Circulation Profile

With over 19,000 qualified readers across Canada, *Environmental Science and Engineering Magazine (ES&E)* offers its advertisers, coast to coast exposure at a very economical cost per reader rate. Unlike some of our competitors, our readership database is audited annually by CCAB/BPA International, which guarantees our advertisers an accurate, high quality and targeted audience.

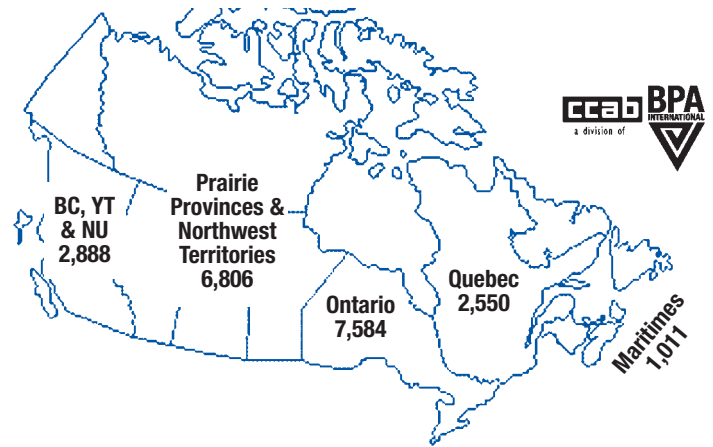
As a bonus, extra copies of most of our issues are distributed at numerous Canadian and US conferences and exhibitions, including:

- Canadian Environmental Conference and Tradeshow (CANECT)
- Health & Safety Canada
- Americana (Quebec)
- Water Environment Association of Ontario
- Ontario Water Works Association
- British Columbia Water and Waste Association
- Western Canada Water and Wastewater Association
- American Water Works Association (ACE '07)
- Water Environment Federation (WEFTEC) San Diego
- Canadian Public Works Expo

Business Occupation Breakdown



Canadian Geographical Breakdown



Average print run per issue:
23,457 copies

* Totals as of June, 2006

1. Municipal and Government Personnel - Involved with water supply, wastewater, collection and treatment, and pollution control. These include general managers; city planners; city, town, township, or county engineers; waterworks superintendents, and operators; sewage treatment plant operators; utility managers; distribution engineers; public works superintendents; maintenance superintendents involved with waterworks, sewage treatment plants, and other works departments; mayors; reeves; and chairpersons of public utilities, and commissions.	6,028
2. Provincial and Federal Government - Engineers, officials and related personnel involved with water supply, treatment and distribution, wastewater collection and treatment, solid and hazardous wastes, and air pollution.	1,680
3. Consulting Engineers and Consultants	3,261
4. Laboratories, Academics and Libraries	392
5. Industrial - Companies generating, transporting, and/or treating waste.	6,546
6. Environmental Contractors - Involved in the construction of municipal and industrial water, wastewater, and pollution control projects.	624
6. Equipment Suppliers	420
TOTAL QUALIFIED CIRCULATION	19,055

2007 Editorial Schedule

February/March

- Ad booking deadline February 28
- Material due March 7

Bonus convention circulation at the Canadian Environmental Conference & Tradeshow (CANECT) / Health & Safety Canada, BCWWA, WEAO, OWWA/OMWA, Americana

Biosolids disposal regulations
Collection and distribution systems
Contaminated soils
Groundwater remediation
Greenhouse gases
Indoor air pollution
Industrial wastewater
Instrumentation
PCB options
Potable water filtration/disinfection
Pumps and valves
Sewage aeration
Stormwater management
Water metering

April/May

- Ad booking deadline April 28
- Material due April 30

**Don't miss this rare bonus! For the first time since 1996, thousands of American Water Works Association members will visit Toronto to attend (ACE '07). Bonus copies of our May 2007 issue will be distributed there.*

Storage Tanks, Containment Systems & Spill Management - Special Section
Advanced drinking water treatment
Brownfield redevelopment
Controlling invasive species
Disinfection options
Energy efficiency
Hazardous waste management
Industrial wastewater
Leak detection
Municipal and water sewage rates
Odour control
Watermain and sewer rehabilitation
Water/wastewater plant automation

June

- Ad booking deadline June 11
 - Material due June 15
- Annual Government/Association, University and College Directory

Animal residuals
Alternative energy
Emergency response
Flow measurement/metering
Groundwater remediation
Greenhouse gases
Industrial wastewater pretreatment
Infrastructure security
Oil/water separation
PCB management
Water disinfection and filtration
Pumps and valves
Pulp and paper wastes
Stormwater management
Toxic mould
Water supply development
Water and sewer pipe

September

- Ad booking deadline September 6
- Material due September 11

Bonus convention circulation at Water Environment Federation - WEFTEC (San Diego), WCWWA

Air pollution
Biosolids regulations
Drinking water taste and odours
Corrosion control
Disinfection options
Emergency response
Environmental regulations
Fats, oils and grease
Instrumentation
Small flow wastewater systems
Spills containment
Trenchless technology
Water and sewer pipe applications
Water and wastewater plant optimization

October/November

- Ad booking deadline October 22
- Material due October 26

Bonus circulation at Canadian Waste & Recycling Expo

Storage Tanks, Containment Systems & Spill Management - A Semi Annual Special Section
Consulting Engineering in Canada - ES&E's Annual Review
Biological nutrient removal
Biosolids management
Brownfield redevelopment
Co-generation
Environmental insurance
Infrastructure upgrades
Infrastructure security
Instrumentation
Water disinfection and filtration
Pumps and valves
Stormwater management
Water and sewer pipe

December/January

- Ad booking deadline December 21
- Material due January 8

Annual Directory & Equipment Specifiers' Guide - Consultants, Suppliers, Products & Services

Animal residuals
Confined space entry
Coping with water-borne diseases
Environmental law
Greenhouse gases
Groundwater remediation
Hazardous waste management
Industrial wastewater
Infrastructure rehabilitation
Instrumentation
Sewer use control programs
Stormwater management
Taste and odour control
Water/wastewater plant optimization
Water reuse programs

Unmatched industry involvement



and recognition for over 16 years

- 1989** Sandra Davey inducted into 5-S Society at Water Environment Association of Ontario (WEAO) Conference.
- 1991** Steve Davey elected President of Ontario Pollution Control Equipment Association (OPCEA).
- 1991** Tom Davey inducted into 5-S Society.
- 1991** Tom Davey awarded Environment Canada's Certificate of Honour.
- 1992** Tom Davey presented with Environment Canada's top award for Communications Achievement. (Previous winner was David Suzuki).
- 1994** *ES&E* wins award from American Water Works Association.
- 1994** Tom Davey wins a 'Top Five' K.R. Wilson Award from the Canadian Business Press.
- 1994** Tom Davey – Keynote Speaker, 6th National Drinking Water Conference in Victoria, B.C.
- 1995** Steve Davey becomes youngest President of WEAO.
- 1995** Penny Davey becomes first woman President of OPCEA.
- 1996** Tom Davey wins The Harvey Southam Award, premier honour of Canadian Business Press, Tom's sixth CBP award.
- 1996** Tom Davey lectures at Trent University and University of Toronto.
- 1997** Steve Davey appointed as a Director of the Water Environment Federation.
- 1997** Tom Davey invited to Queen's Garden Party at Buckingham Palace.
- 1998** Steve Davey inducted into 5-S Society.
- 1998** Tom Davey addresses Ontario Consulting Engineers annual banquet.
- 2000** Tom Davey gives keynote address at the Canadian Society of Civil Engineering's Millennium Conference, London.
- 2000** Penny Davey elected for second term as director of OPCEA.
- 2000** Steve Davey wins the Bedell Award from the Water Environment Federation (WEF).
- 2001** Steve Davey receives WEF Service Award.
- 2002** Tom Davey addresses OPCEA AGM.
- 2002** Tom Davey wins American Water Works Association Award of Merit which was presented in London, Ontario and New Orleans.
- 2003** Tom Davey wins award from the Ontario Municipal Water Association.
- 2003** Penny Davey elected for a third term as director of OPCEA.
- 2004** Steve Davey appointed to Board of Canadian Business Press.