



International Environmental Technology

Circulated throughout Europe,
the Middle East & Africa

Print media: The cornerstone of your
successful marketing campaign

- Build trust
- Establish your reputation
- Increase customer awareness
- Drive online traffic

Features: Each issue contains specific sections relating to:
**Water/Wastewater, Air Monitoring,
Environmental Analysis, Gas Detection, Health & Safety.**

International Environmental Technology is the market-leading environmental journal for companies wishing to sell their products into Europe, Africa and the Middle East.

International Environmental Technology's aim is to introduce and promote the latest environmental products to our readers and to provide our advertisers with high-quality and high-quantity sales leads. IET is published 6 times a year in a tabloid (A3) format. It is mailed to named buyers and decision makers with purchasing influence.

Issue Details



January/February	<i>Tabloid (A3)</i>	Copy date: 21/12/09
Features		Extra Exhibition Coverage
Portable Instrumentation		Pittcon (USA)
Standards & Reference Materials		Analytica (Germany)
Pesticide Analysis		
Laboratory Consumables		
March/April	<i>Tabloid (A3)</i>	Copy date: 25/02/10
Features		Extra Exhibition Coverage
Sensors		ET / IWEX (UK)
Safety Instrumentation		Safety & Health (UK)
		AIHce (USA)
		Sensor & Test (Germany)
		Interkarma (Germany)
		MTEC (UK)
May/June	<i>Tabloid (A3)</i>	Copy date: 24/04/10
Features		Extra Exhibition Coverage
Weather		AWWA (USA)
Indoor Air Quality		A&WMA (USA)
Dust Monitoring		
BUYERS' GUIDE	<i>Tabloid (A3)</i>	Copy date: 25/06/10
A-Z Directory of Manufacturers & Dealers		Extra Exhibition Coverage
A-Z Directory of Instrumentation for the Environmental market		IFAT (Germany)
Features		HET (The Netherlands)
Flow, Level & Pressure for Water / Wastewater		Bonus distribution at all major, relevant exhibitions and conferences for a year
September/October	<i>Tabloid (A3)</i>	Copy date: 25/08/10
Features		Extra Exhibition Coverage
MCerts (Water & Air)		Pollutec (France)
Mercury		WWEM (UK)
WWEM Preview		
November/December	<i>Tabloid (A3)</i>	Copy date: 25/10/10
Features		Extra Exhibition Coverage
Weather		L'Analyse Industrielle (France)
Soil and Landfill Monitoring		

Circulation



British Isles		Eastern Europe	
United Kingdom	10,016	Bosnia & Herzegovina	12
Republic of Ireland	841	Bulgaria	119
Total	10,857	Croatia	216
Western Europe		Czech Republic	1,359
Austria	267	Estonia	71
Belgium	582	Hungary	462
France	3,099	Kosovo	3
Germany	5,372	Latvia	70
Luxembourg	12	Lithuania	60
Netherlands	1,049	Moldova	14
Switzerland	765	Poland	1,473
Total	11,146	Romania	442
Southern Europe		Russia	1,296
Albania	22	Slovakia	174
Cyprus	76	Serbia	309
Greece	344	Ukraine	102
Italy	1,166	Total	6,182
Macedonia	24	Scandinavia	
Portugal	574	Denmark	545
Spain	740	Finland	339
Turkey	350	Iceland	16
Total	3,296	Norway	216
		Sweden	547
		Total	1,663
		Africa	901
		Middle East	2,798
		Total	36,843

Occupations

Agrichemist
 Chemical Engineer
 Chemist/Biochemist
 Director/President/
 General Manager
 Environmental Consultant
 Environmental Health Officer
 Environmental Legislator
 Food Hygienist
 Hazardous Waste Specialist
 Health & Safety Inspector
 Industrial Hygienist
 Marine Environmentalist
 Municipal & Government Buyer
 Occupational Hygienist
 Petrochemical Engineer
 Plant Manager
 Process Engineer/Operator
 Regulator
 Research Chemist
 Research & Development
 Safety Officer
 Scientific Director
 Sewage Treatment Manager
 Technical Manager
 Water Analyst
 Water Engineer

Industries

Agriculture
 Chemical
 Government
 Marine Environment
 Mining
 Petrochemical
 Pharmaceutical
 Power Generation
 Public Health
 Pulp and Paper
 Semi-conductor
 Tanning
 Textiles/Clothing
 Transport
 Water

Celebrating over 19 years of introducing environmental suppliers to the marketplace

Display Advertising Rates 2010

European Circulation (36,897 Readers)

Type	1x	3x	6x
A3 Page (Tabloid)	£5,895	£5,795	£5,595
A4 Page	£5,295	£5,095	£4,950
1/2 A4 Page	£2,895	£2,695	£2,550
1/3 A4 Page	£2,250	£2,050	£1,850
1/4 A4 Page	£1,795	£1,595	£1,495
1 Card Display	£1,450	£1,350	£1,250
Four Colour	£995		

Currency: pounds sterling (£)

United Kingdom and Ireland Split Run (10,857 Readers)

Type	1x	3x	6x
A3 Page (Tabloid)	£1,995	£1,895	£1,795
A4 Page	£1,695	£1,595	£1,495
1/2 A4 Page	£995	£895	£795
1/3 A4 Page	£895	£795	£695
1/4 A4 Page	£695	£675	£625
1 Card Display	£695	£675	£625
Four Colour	£425		

Currency: pounds sterling (£)

Inserts & direct mail services available.
See page 27 for more details.

"As a leading manufacturer of high-quality Safety Products and Gas Detection System Solutions, MSA highly appreciates the strong and efficient cooperation with IET that has been built over the years. With our company's global focus we are happy to reach IET's international readership and serve them with sophisticated safety solutions for their needs."

Nicole R. Schmitz,
MSA Europe



Reader Responses

International Environmental Technology has recently surveyed its readers to see how they respond to your advertisements and editorials within the journal. 82% of our readers go directly to the advertiser/editorial contributor.

18% use our reader reply service of which:

- 20% email directly to ask for information
- 35% use the reader reply card and fax back to us
- 45% use the reader reply card and post back to us

Out of the 82% of readers who replied directly to products featured in the journal, a combination of responses were found. This, of course, would depend upon time zones, language, etc.

- 20% faxed the advertiser directly
- 39% telephoned the advertiser directly
- 56% went onto the advertiser's website and contacted them directly through the web
- 62% of our readers replied directly to our advertisers by email

Each issue of International Environmental Technology is read by 4.5 people on average. Please consider that if, for example, you received 10 sales leads from our reader reply services, this only represents 18% of the total leads you would have received from readers of International Environmental Technology.



Contact details

www.envirotech-online.com

tel: +44 (0)1727 858840

fax: +44 (0)1727 840310

email: info@iet-pub.com

Print media: Achieve your marketing goals

- Build your brand
- Engage your customers
- Generate quality leads