







MISSION STATEMENT

Water & Wastes Digest is a B2B brand intended for professionals in the water and wastewater treatment, supply and distribution industries

ESTABLISHED: 1906 | ISSUES PER YEAR: 12

WWD.MAG.COM

Channels

<p>WATER & WASTES DIGEST MAGAZINE</p>  <p>6 issues in the period 77,175 average circulation</p>	<p>WWD NEWSLETTERS</p>  <p>5 products served 49,129 unique audience served</p>	<p>WWD WEBSITE</p>  <p>67,805 Average Monthly Audience of Users</p>	<p>WWD WEBSITE RETARGETING PIXEL</p>  <p>327,004 Active Audience Users in past 180 days</p>	<p>WWD SOCIAL MEDIA</p>  <p>3 social media channels served 12,333 cumulative audience served</p>	<p>WWD WEBINARS</p>  <p>12 webinars hosted 2,248 cumulative audience served</p>
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Executive Summary

BELOW ARE THE AVERAGE CONTACTS PER OCCURRENCE, INCLUDING FREQUENCY PER PERIOD REPORTED.

	Print	Digital	Total Audience
WATER & WASTES DIGEST MAGAZINE (6 issues in the period)	65,051	12,124	77,175
WATER & WASTES DIGEST NEWSLETTERS Unique Audience of Subscribers (5 Newsletter Products served)			49,129
WATER & WASTES DIGEST WEBSITE Cumulative Audience of Users (with 590,823 Total Pageviews)			67,805
WATER & WASTES DIGEST WEBSITE RETARGETING PIXEL Active Audience of Users in past 180 days			327,004
WATER & WASTES DIGEST SOCIAL MEDIA Cumulative Audience of Followers (3 social media channels served)			12,333
WATER & WASTES DIGEST WEBINARS Cumulative Audience of Registrants (12 Webinars hosted in the period)			2,248

Magazine Channel

FIELD SERVED — *Water & Wastes Digest* serves the field of water supply and wastewater systems involved with municipal, private, industrial, paper and allied products, food and kindred products, petroleum refining and related industries, fabricated metal products, machinery, electric/gas utilities, manufacturing representatives, manufacturers and suppliers of water and wastewater equipment and supplies, contractors, consulting firms, federal and state agencies, laboratories, service firms, schools, libraries, associations and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION — Qualified recipients are government administration, corporate management, operations, engineering, technical, marketing and other titled and non-titled personnel in the field served.

AVERAGE QUALIFIED CIRCULATION FOR THE PERIOD

	Total Qualified	
Qualified Circulation	Copies	Percent
Individual	77,175	100.0%
TOTAL QUALIFIED CIRCULATION	77,175	100.0%

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2021 Issue	Print	Digital	Total Qualified
July	65,052	12,020	77,072
August	65,052	12,020	77,072
September	65,051	12,022	77,073
October	65,051	12,066	77,117
November	65,050	12,041	77,091
December	65,050	12,576	77,626

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021

Business and Industry	Total Qualified	Percent of Total	Print Edition	Digital Edition	Government Administration and Corporate Management	Operations	Engineering	Technical	Marketing & Sales	Other Titled and Not Titled Personnel
Municipality or County Owned	33,006	42.5%	27,861	5,145	20,438	8,251	3,021	1,020	74	202
Private/Investor Owned System	11,896	15.3%	10,118	1,778	6,904	3,033	1,313	486	75	85
Manufacturing Facility/Industrial System	948	1.2%	736	212	421	198	189	77	55	8
Paper and Allied Products	531	0.7%	464	67	269	179	50	26	5	2
Chemicals and Allied Products	857	1.1%	693	164	405	215	111	98	28	0
Food & Kindred Products	540	0.7%	444	96	230	182	86	35	3	4
Petroleum Refining and Related Industries	288	0.4%	226	62	117	78	66	21	3	3
Fabricated Metal Products	452	0.6%	374	78	238	108	68	21	13	4
Machinery	480	0.6%	414	66	277	101	47	29	19	7
Electric/Gas Utility	612	0.8%	502	110	276	141	143	43	5	4
Manufacturer/Supplier of Water & Wastewater Equipment	4,642	6.0%	3,648	994	2,344	912	567	333	437	49
Contractors & Consultants	19,233	24.8%	16,290	2,943	13,211	2,273	2,883	476	173	217
Federal Agencies	2,014	2.6%	1,628	386	959	358	521	149	1	26
Research/Analytical Laboratories	196	0.3%	133	63	76	24	33	59	0	4
Manufacturer's Rep	694	0.9%	520	174	291	133	113	46	100	11
Service Firms	943	1.2%	779	164	578	214	78	45	16	12
Schools, Libraries, Associations	294	0.4%	220	74	104	66	58	46	6	14
TOTAL QUALIFIED	77,626	100.0%	65,050	12,576	47,138	16,466	9,347	3,010	1,013	652

SUPPLEMENTAL DATA - BUYING AUTHORITY FOR ISSUE OF DECEMBER 2021

TOTAL QUALIFIED	Total of Respondents	Percent	Process Systems and Equipment	Structures, Storage Facilities and Related Products	Piping, fittings and Related Products	Pumps, Valves, Seals, Packing and Related Products	Chemicals and Bio Chemicals and Handling Equipment	Flow Pressure and Level Measuring Equipment and Accessories	SCADA (Supervisory Control and Data Acquisition)	Sampling and Analyzing Equipment and Instrumentation	Corrosion Controls Systems and Materials
77,626	60,402	77.8%	38,771	35,371	38,313	36,531	31,902	31,979	27,064	28,963	27,418
			Engineering Construction, Operational and Maintenance Services and Equipment	Electrical and Mechanical Equipment	Laboratory Equipment, Supplies and Services	Computers - Hardware or Software	Filtration Equipment	Security and Safety Equipment	Stormwater Related Products	Industrial Related Products	Hydrofracturing Equipment
			31,754	28,167	25,839	25,828	26,361	29,222	30,279	21,738	18,933

SUPPLEMENTAL DATA - PRINCIPAL ACTIVITY FOR ISSUE OF DECEMBER 2021

TOTAL QUALIFIED	Total of Respondents	Percent	Water Only	Water & Wastewater	Wastewater Only	None of the Above	No Answer
77,626	77,626	100.0%	12,357	34,034	8,075	13,685	9,475

Magazine Channel

GEOGRAPHICAL BREAKOUT FOR ISSUE OF DECEMBER 2021

State	Print Edition	Digital Edition	Total Qualified
Maine	577	86	663
New Hampshire	445	73	518
Vermont	341	44	385
Massachusetts	1,435	240	1,675
Rhode Island	227	34	261
Connecticut	815	123	938
New England	3,840	600	4,440
New York	3,242	518	3,760
New Jersey	1,460	256	1,716
Pennsylvania	3,372	595	3,967
Middle Atlantic	8,074	1,369	9,443
Ohio	2,871	522	3,393
Indiana	1,514	281	1,795
Illinois	2,868	493	3,361
Michigan	1,890	314	2,204
Wisconsin	1,749	292	2,041
East North Central	10,892	1,902	12,794
Minnesota	1,507	235	1,742
Iowa	1,255	182	1,437
Missouri	1,795	353	2,148
North Dakota	423	58	481
South Dakota	368	54	422
Nebraska	704	105	809

State	Print Edition	Digital Edition	Total Qualified
Kansas	1,163	176	1,339
West North Central	7,215	1,163	8,378
Delaware	190	35	225
Maryland	875	162	1,037
DC - Washington DC	62	26	88
Virginia	1,395	289	1,684
West Virginia	601	86	687
North Carolina	1,917	313	2,230
South Carolina	869	147	1,016
Georgia	1,815	296	2,111
Florida	3,051	640	3,691
South Atlantic	10,775	1,994	12,769
Kentucky	1,088	184	1,272
Tennessee	1,384	262	1,646
Alabama	1,161	153	1,314
Mississippi	883	92	975
East South Central	4,516	691	5,207
Arkansas	886	131	1,017
Louisiana	1,005	162	1,167
Oklahoma	826	123	949
Texas	4,350	996	5,346
West South Central	7,067	1,412	8,479
Montana	379	63	442

State	Print Edition	Digital Edition	Total Qualified
Idaho	487	111	598
Wyoming	300	64	364
Colorado	1,230	307	1,537
New Mexico	478	106	584
Arizona	743	215	958
Utah	617	160	777
Nevada	330	83	413
Mountain	4,564	1,109	5,673
Alaska	184	38	222
Washington	1,434	331	1,765
Oregon	984	248	1,232
California	4,921	1,213	6,134
Hawaii	146	38	184
Pacific	7,669	1,868	9,537
Total USA 50 States	64,612	12,108	76,720
US Territories	20	12	32
Canada	383	163	546
Mexico	4	21	25
Other International	31	272	303
APO/FPO	-	-	-
Territories/Foreign	-	-	-
TOTAL QUALIFIED	65,050	12,576	77,626

Newsletter Channel

NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD*

Product	Average Qualified Subscribers
WWD Product Spotlight	30,126
WWD Storefront Alert	42,141
WWD Tech Review	28,158

Product	Average Qualified Subscribers
WWD Weekly Newsletter	40,486
iWWD enews	18,263
TOTAL UNIQUE AUDIENCE	49,129

*Note: Effective late December 2021, all newsletters now have an engagement filter applied and only include individuals who have opened emails in the previous 12 months. As newsletter subscribers are acquired, Water & Wastes Digest takes the additional step of validating these subscribers by Fresh Address to ensure they meet the highest level of deliverability expectations.

Website Channel

WWD MAG.COM

2021	Pageviews	Sessions	Users
July	93,303	73,332	65,009
August	97,547	77,230	68,893
September	100,491	80,613	71,379
October	101,825	79,916	70,214
November	102,336	79,026	68,078
December	95,321	73,074	63,259
TOTAL	590,823	463,191	406,832

July - December 2021 data was provided by Google Analytics.

GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window.

This will occur whether the page is served directly from the web server, from a proxy or from a browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of activity will terminate the session.

Users: An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Desktop	313,991	67.8%
Mobile	143,704	31.0%
Tablet	5,496	1.20%
TOTAL	463,191	100.0%

TOP 10 PAGES VIEWED FOR 6-MONTH PERIOD

Page	Pageviews
1. Water-7 Basic Types Temperature Measuring Sensors	31,997
2. Instrumentation-bod/What Biological Oxygen Demand-bod	16,696
3. wwdmag.com Home page	14,845
4. Suspended Solids Monitors/ What Total Suspended Solids TSS	12,598
5. Flint Water Crisis 7 Years Later	12,244
6. Aeration/Wastewater Treatment	9,769
7. Wastewater Treatment/ What Wastewater	8,933
8. Sludge Dewatering	8,279
9. Membranes Reverse Osmosis/ Pros and Cons	6,499
10. Wastewater Treatment/What Effluent	5,030
11. Variable Frequency Drive/ 5 Top Motor Issues	4,181
12. How Inspect Maintain Hydrant	4,108
13. Wastewater Treatment/What Wastewater Treatment	3,732
14. Membranes Reverse Osmosis/Zero Waste Look Future Reverse Osmosis	3,604
15. Case Studies/Handling Zeros Geometric Mean Calculation	3,052

Social Media Channel

WATER & WASTES DIGEST SOCIAL MEDIA

f FACEBOOK FOLLOWERS

facebook.com/WaterWastesDigest
Ending Balance December 2021
6,214

🐦 TWITTER FOLLOWERS

twitter.com/WWDMag
Ending Balance December 2021
4,898

in LINKEDIN MEMBERS

linkedin.com/company/waterwastesdigest/
Ending Balance December 2021
1,221

INDUSTRY-LEADING MEDIA PARTNERS



Webinars Channel

WATER & WASTES DIGEST SPONSORED WEBINARS

Date	Webinar	Webinar Registrants	Webinar Attendees
7/14/2021	Lift Stations: Gain Visibility and Avoid Costly Overflows	158	85
8/26/2021	SwiftSCADA™ - Portable SCADA Systems For Redundancy and Resiliency	84	59
9/14/2021	Optimizing Water Resources with Intelligent Reuse	457	218
9/15/2021	How to avoid building a 1980s WWW facility with 2021 stimulus money	240	121
9/22/2021	The WaterHub – Risk Mitigation Through Decentralized Water Reclamation and Reuse	58	35
10/6/2021	Valve Solutions for Surge Prevention, Protection, & Energy Savings in Pumping Systems	108	75
10/7/2021	Customized Remote Monitoring & Controls for Sewer Bypasses	73	40
10/12/2021	Part 2: Optimizing Reuse in Centralized Water Systems	282	137
10/27/2021	Dont Get Bent Out of Shape Due to Poor Meter Runs	242	81
11/9/2021	Optimizing Water Resources with Intelligent Reuse	338	170
11/11/2021	Establishing New Standards for Corrosion Performance of PVC Coated Conduit in Wastewater Facilities	95	37
11/11/2021	Sustainable SCADA for Your Water Utility	113	50
TOTAL WEBINAR PARTICIPANTS		2,248	1,108

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Ryan Hanson, Senior Vice President & Group Publisher
Bonnie Tow, Vice President of Operations & Marketing

Date Signed: February 15, 2022
State: Illinois
County: Cook