

WEF SmartBrief

2025 Media Kit

**BROUGHT TO YOU IN
PARTNERSHIP WITH:**



WEF SmartBrief is a subscription-only news service dedicated to informing water quality sector professionals of the news shaping their industry. Developed in the exclusive partnership with the Water Environment Federation, it provides a daily summary of water quality industry news.

Subscribers



41,600

Statistics

Company Type

Consulting or Contracting	38%
Public/Private, Wastewater and/or Drinking Water	29%
Public/Private Wastewater Only	17%
Educational Institution	7%
Water/Wastewater Product Distribution/Rep	5%
Manufacturer of Water/Wastewater Products	5%

Top Job Titles

Upper/Senior Management	35%
Engineering & Design Staff	24%
Project Manager	10%
Purchasing/Marketing/Sales	9%
President	9%
Project Engineer	7%
Operations/Inspection & Maintenance	6%

Position Level

Principal/Owner	10%
VPs	11%
Directors	15%
Manager	31%
Professional	34%

2025 Pricing

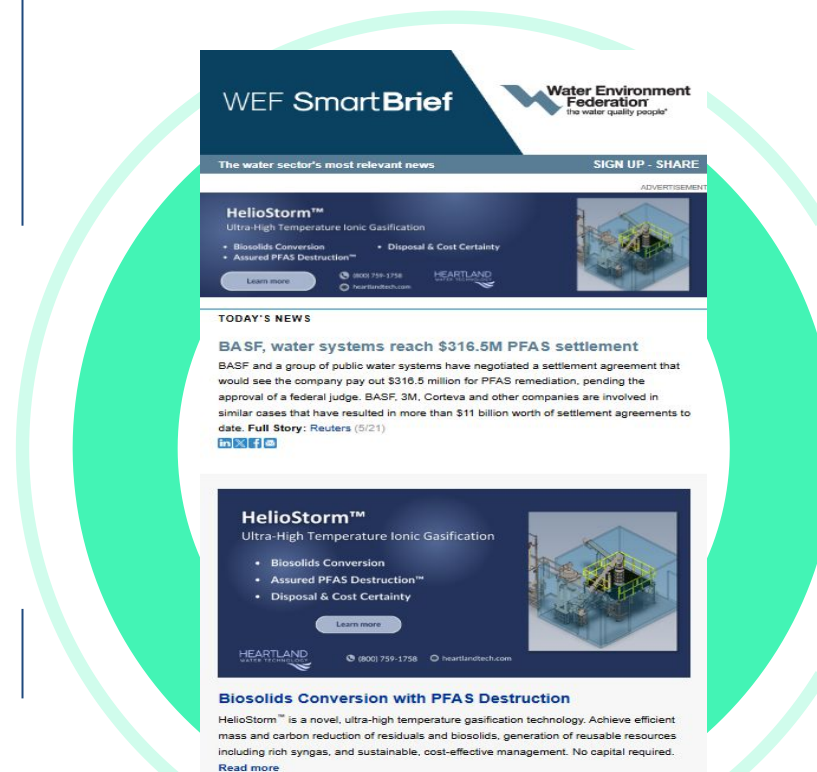
Display & Native Advertising

■ Above-the-Fold Takeover (Billboard + News 1)	\$1,550/issue
■ Billboard	\$1,200/issue
■ News 1	\$1,200/issue
■ News 2	\$1,075/issue
■ News 3	\$975/issue
■ Featured Content	\$1,200/issue
■ SmartSocial	\$50 CPM

- 5x minimum on Display & Native Advertising
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium

Exclusive Opportunities

■ Special Report Single Issue	\$7,200
■ Dedicated Send	\$10,000
■ Spotlight	\$11,000
■ Year in Review	\$10,000



Contact

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