



**Drinking Water & Backflow Prevention Magazine
2008 Media Planning Guide**

Please consider this your invitation to advertise in **IAPMO Drinking Water & Backflow Prevention Magazine (DW&BP)**. *DW&BP* is the premiere magazine devoted to every aspect of market in Backflow Prevention. The motto of the IAPMO Drinking Water and Backflow Prevention Program is "**Dedicated to Water System Safety Worldwide.**". *DW&BP* strives for total industry coverage and awareness in every issue.

The future looks bright for **DW&BP**. Since IAPMO acquired the magazine, *DW&BP* now has the resources to expand coverage and market the magazine nationwide. All of the favored features will be continued and coverage of all the interest in Inspection & Enforcement, Plumbing, Water, Utility, Irrigation and Fire Components of the industry that are included on a monthly basis.

- *DW&BP* continues to run a wide variety of features and regular columns, beginning with its Guest Editorial.
- The News provides us with an international look at the challenges facing the world and their solutions. Water system safety is not an issue limited to North America. IAPMO has already established backflow prevention relationships in the Philippines, India, China, and Australia.
- Inside the Industry and the Repair Guys continue to educate us all.
- Test Your Skills helps us keep up with the ever-changing cross connection requirements.
- Speak Up keeps us abreast of expert opinions.
- Technician's Business Health provides business management skills.

A diligent effort to expand circulation and readership of *DW&BP* Magazine to all interest groups nationwide is underway now. The current figures (see Rate Card) for circulation/readership are impressive; with a growth of 12.5% already this year, we anticipate we will grow significantly throughout 2008-2009.

Our manufacturers who advertise their products and programs do help support the Drinking Water and Backflow Prevention's magazine, partnering to educate with the industry endeavors.

The advertising rates remain affordable as they were in 2007. This represents a significant bargain for your company. We invite your review of the rate card and participation in *DW&BP* Magazine in 2008. Take advantage of all the activity in this invaluable information resource.

If you have any questions or desire further information please contact us. We look forward to working with you now and throughout the future.

**Respectfully,
Cynthia Most
DW&BP Editor**

**Laura D. Curtis
Business Unit Administrator**



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