

## Amplify your messages through our network

As a valued NWP member, you have the unique opportunity to amplify your messages and news through our media channels. Your membership allows you to share your stories, updates, and achievements with a broader audience, enhancing your visibility and reach. By leveraging the NWP platform, you can enrich your brand positioning and online visibility and ensure your voice is heard across our diverse network, helping you connect with like-minded professionals and maximise the impact of your communications.

NWP actively endorses its members online. As an NWP member, we invite you to share your events, vacancies, and water-related news with our editorial team so that we can disseminate your news through our media channels.

Don't miss this exclusive benefit of your membership. Use NWP to elevate your message today by featuring your content on NWP's social media channels and digital platforms:

- Bi-weekly NWP newsletter (13,000+ subscribers\* worldwide)
- NWP social media channels (15,000+ followers\* and growing rapidly)
- NWP Member Update (sent every 6 weeks, distribution to 300+ e-mail addresses\*)
- NWP website (4,500 visitors per month on average\*)

### NWP newsletter

The NWP newsletter is a globally well-known media outlet within the water sector and is published one every other week on Thursdays.

### NWP social media channels

We place content on our social media channels multiple times a day, which provides us with flexibility in showcasing your content. We work with a content calendar and plan ahead of time therefore the sooner you submit a content request, the better we can accommodate them.

### NWP Member update

The NWP member update is communications channel specifically for our members. Publication is every 6 weeks.

### Content requirements for the NWP newsletter:

- Content owners need to provide the following elements:
  - A ready-to-publish text of 120 / 190 words in British English.
  - A call to action – i.e. a link where to re-direct the reader in need of more information.
  - An image, copyright-free or authorised by the author, with the size of 1024x400 pixels;
  - A clear sender stated in the text – avoid 'we' and 'our' because the sender of the newsletter is NWP. To readers, 'we' is NWP;
  - Link to a landing page
  - Regarding an event, make sure to state the date, time (time zone), and location
  - *For social media*, we require tags and hashtags
  - *For social media*, an image, copyright-free or authorised by the author, with the size 16:9 or 1:1 works best

- ➔ Please keep in mind that the NWP editorial team publishes content based on its relevance to our audience and its compliance with the criteria mentioned above, and in accordance with the corporate content calendar. Therefore, while you may request a specific date/time for publication, NWP reserves the right to determine the final publication time.
- ➔ Please be aware that the NWP editorial team may edit your content as needed to ensure it aligns with NWP's corporate style.
- ➔ While you may request a specific date and time for publication, please be aware that the NWP editorial team reserves the right to determine the final scheduling, based on capacity and the content planning regarding other news.

#### Publication dates NWP newsletter 2024

| Deadline for copy | Publication date |
|-------------------|------------------|
| 19 September      | 26 September     |
| 3 October         | 10 October       |
| 17 October        | 24 October       |
| 31 October        | 7 November       |
| 14 November       | 21 November      |
| 28 November       | 5 December       |
| 12 December       | 19 December      |

#### Publication dates NWP Member Update

| Deadline for copy | Publication date |
|-------------------|------------------|
| Week 39           | Week 41          |
| Week 45           | Week 47          |
| Week 49           | Week 51          |

\*Subject to change