

# mediakit

AcquAgenda, GasAgenda, Watergas,  
Rivista Watergas.it

all the news  
from the water and gas sector



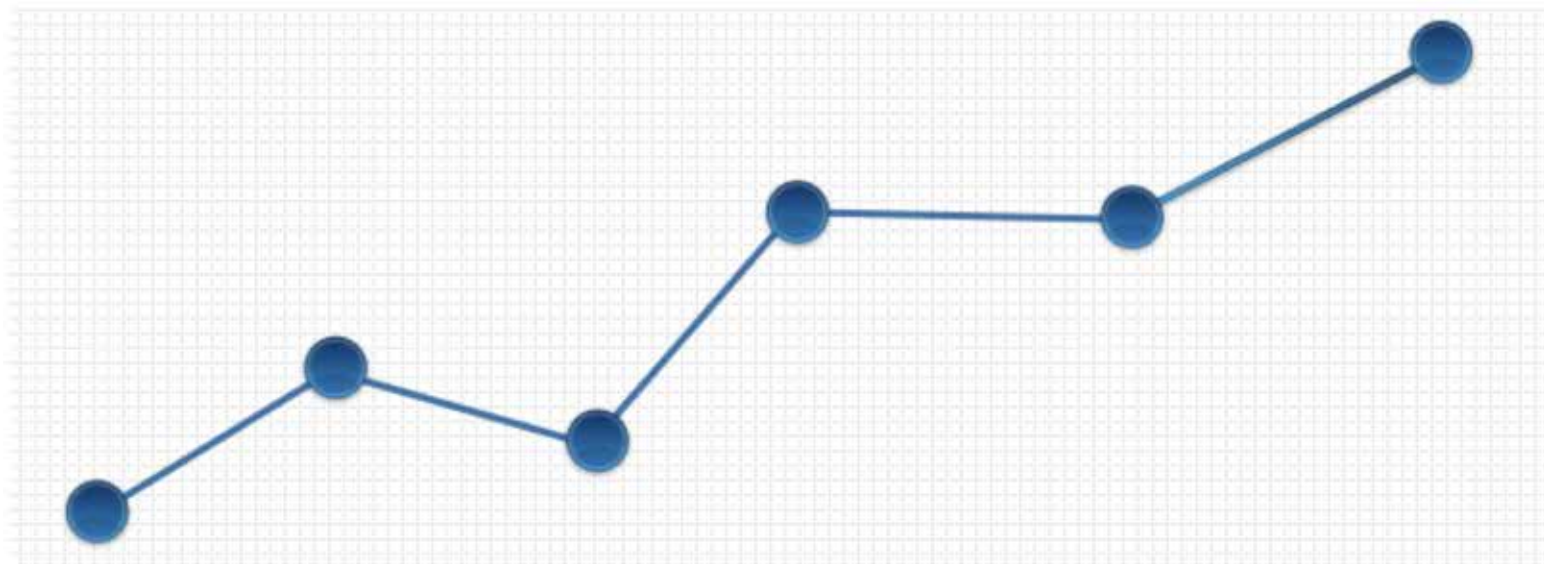
**watergas.it** by **agenda**

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Watergas.it is an online newspaper, published by Agenda SRL, that publishes daily news and in-depth reports to spread knowledge about the most cutting-edge technological solutions and the most virtuous ESG corporate policies, in both the energy and water fields. The goal is also to make Watergas a place where readers can learn about the guidelines of institutions, the various regulations coming up, new calls for tenders, the funds available, the strengths and weaknesses of each carrier, the geopolitical context, and the infrastructure and new technologies available. Watergas.it joins GasAgenda and AcquAgenda yearbooks.





From 01 November 2023 to 31 October 2024: 378,980 impressions with over 70,000 active users (google analytics data).

LinkedIn page, around 3,000 followers  
<https://www.linkedin.com/company/watergas/>

**646,149 impressions**  
**from the 01 November 2023 to the 31 October 2024**

## The new Watergas.it Magazine is published

The new Watergas.it Magazine, published by Agenda SRL, is born. Following the significant growth of this past year, it's another challenge for the editorial team to provide readers with an additional opportunity to learn about the most cutting-edge technological solutions and Italian and international policies in both the energy and water elds.

**Six print issues in one year**, including the AcquAgenda and GasAgenda yearbooks, which accompany Watergas.it: January 30 (Magazine), March 30 (AcquAgenda), May 30 (Magazine), July 30 (Magazine), September 30 (GasAgenda), November 30 (Magazine).

Each issue of the Magazine is composed by **contributions and interviews** with Italian and European institutional and political representatives, Water Service Managers, representatives of leading Research Institutes, industry and consumer associations, companies and operators, national and international experts and professionals.

We usually publish **in-depth analyses, journalistic reports on events, conferences and webinars, journalistic investigations, data, industry studies and analyses, case studies, and best practices.**

A section is dedicated to the **Top News** of the last two months, with various columns on new national, regional, and European measures; the latest cutting-edge technologies and materials; new calls for tenders; news and company strategies, and much more. Regarding the "energy" part in particular, the Top News is divided by sources: natural gas/LPG/LNG, hydrogen, biomethane/biogas, bio-LNG, geothermal energy, CCS, possible other sources such as cogeneration.

**"Special Columns"** is prepared for certain events of particular importance (such as the establishment of new industry tables or new regulations and policy decisions that change industry arrangements).

The same goes for trade fairs and events particularly significant for the sector: there are some true **"Special Inserts"**.



### General topics addressed in each issue regarding the water service:

The sector's new challenges, opportunities and obstacles to modernizing the water network and addressing ongoing climate change and increasingly extreme weather events, including floods and droughts.

New European, Italian, and regional policies and funds available.

New calls and funding to support the sector.

New infrastructures, technologies, and materials for minimizing water losses and waste, ensuring a continuous supply of quality drinking water, and ensuring the continuity and security of water supply.

All geared towards innovation, research, digitalization, and circular economy, on the path to ecological transition.

### General topics addressed in each issue regarding the energy part:

The most cutting-edge technological solutions for decarbonizing transport, the "hard-to-abate" industry, and the residential sector.

Traditional products decarbonized by increasingly sophisticated refining techniques.

Green gases and their integration: biofuels, synthetic fuels, hydrogen, CNG, and LNG.

Technological solutions and regulations on geothermal energy.

Carbon Capture and Storage (CCS).

The increasingly challenging European environmental goals and the resulting national, regional and European regulations and strategies.

Funds available and new calls to support operators in investments.

Knowledge of the best practices and ESG (Environmental, Social, and Governance) corporate policies.

The geopolitical context and available infrastructures.

Gas as an energy source that remains central to the energy transition.

Here too, as in the water section, everything is geared towards innovation, research, digitalization, and the circular economy.



AcquAgenda is the technical business information yearbook for the workers in the Italian water industry. It provides an up-to-date overview of companies, products and services in the water industry. AcquAgenda comes out in 7,500 copies and it is consulted by more than 15,000 technicians. About 350 pages of information and consultation for researching companies, products, institutions, events. More than 2,000 addresses, telephones and faxes that can be used for operational contacts, broken down as follows: overview of industry institutions and associations in Italy and abroad;

- overview of major industry trade fairs in Italy and abroad;
- professional training;
- census of water service workers;
- trade monitoring;
- list of specialized workers;
- systematic index of products and services.

The editorial staff of Acquagenda, GasAgenda, and Watergas.it have been working in the field of consultancy and services for technical business communication for 30 years, targeting water and energy companies. The website watergas.it is another communication tool as GasAgenda and AcquAgenda yearbooks. In watergas.it it is possible to search for information on products and services for the development of water and energy distribution networks.

## The numbers of AcquAgenda

200 suppliers have shown their products and services on AcquAgenda. 400 companies have used AcquAgenda's census of water service workers for mailing actions, updating companies records, sales network support, invitations to trade fairs and conferences. Every year 15,000 readers use AcquAgenda for:

- product and service searches;
- technical business contacts;
- information on fairs/events;
- searches for addresses, telephones, faxes, emails, websites of associations and companies.

The AcquAgenda database contains all the useful information for marketing activities to the water utilities as aqueducts, sewerage networks, civil wastewater treatments. The database is updated every year through the direct connection to the most important water utilities that work in the 1077 Italian districts with more than 10,000 inhabitants (37.6 million inhabitants or 66% of the Italian population).

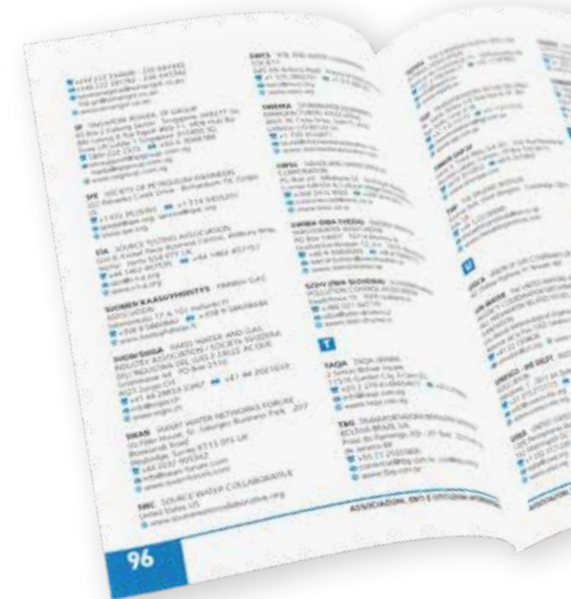
GasAgenda is the technical business information yearbook for the workers in the Italian gas industry. It offers an up-to-date overview of companies, products and services in the industry. GasAgenda comes out in 7,500 copies and it is read by more than 15,000 technicians. About 300 pages of information for searches of companies, products, institutions, events; More than 2,000 addresses, telephones and faxes that can be used for operational contacts, broken down as follows:

- view of industry institutions and associations in Italy and abroad;
- professional training
- census of water service workers;
- trade monitoring;
- list of specialized workers;
- systematic index of products and services.

## GasAgenda's numbers

About 180 suppliers have shown their products and services on GasAgenda. Concerning 200 companies have used GasAgenda's gas distribution census for mailing activities, updating companies records, sales network support, invitations to fairs and conferences. More than 11,000 readers use GasAgenda each year for: product and service searches, technical business

contacts, information on fairs/events, address searches, phone, fax, email, websites of associations and companies  
The GasAgenda database contains all the useful information for marketing activities to the methane utilities. The database is updated every year through the direct connection to the most important gas utilities.



Descrizione	listino	offerta
<input type="checkbox"/> Full-page color (210x297 mm + 3 mm bleed, pdf, 300 dpi) Rivista watergas.it	€ 1.500,00	
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<input type="checkbox"/> DEM launch	€ 800,00	
<input type="checkbox"/> Database of aqueduct operators and managers, sewerage networks database, wastewater treatment plants operators, reclamation consortium, EGATO	€ 1.000,00	
<input type="checkbox"/> Database gas network operators and municipalities served, companies authorized to sell gas	€ 600,00	
	Subtotal	
	22% VAT	
	Invoice amount	

#### newsletter's release date

30th of January  
30th of March  
30th of May  
30th of July  
30th of September  
30th of November

#### Payment terms and conditions

Bank Transfer at 30 days the e.m.  
and issuing of the ORDER

Bank account no. 1632  
at Banca Intesa Sanpaolo, Viale Lombardia  
Branch 12/14 20131 Milan, Italy

IBAN: IT66F0306909616100000001632

#### Note

The graphic works are charged to the costumer.

Timing:

- within the 31st of January the delivery of materials for AcquAgenda and within the 30th of June for GasAgenda.  
Printing and delivery: AcquAgenda March; GasAgenda September
- Rivista watergas.it 1 month before the release date
- Watergas.it and Newsletter, for banner and news: 15 days before the release date

The advance payment is necessary for the Databases and exceptionally sold separately.

## CONTACT

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