



ACWA and National Geographic Partnership for New Consumer Magazine

Water for Tomorrow

February 2009



Overview

- ACWA-National Geographic custom publishing joining forces to produce consumer magazine on California water
- 20-page, four-color magazine aimed at engaging consumers on California water in new, refreshing way



Overview

- National Geographic to provide all writing, photography, design, printing, distribution – turn-key arrangement
- ACWA to oversee all aspects of magazine with input from member editorial advisory board



Overview

- Magazine available exclusively in California
- Variety of distribution methods possible
- New tool for members to communicate with their customers



Magazine Details

- Name: *Water for Tomorrow*
Tagline: "California's Water, Our Responsibility"
- First issue in May 2009
- Contract with ACWA: Two issues a year for two years (spring / fall) – 4 total
- Extremely affordable per unit cost



Magazine Details

- 20-page, four color
- Quick facts, in-depth articles
- How-to tips
- National Geographic photography
- Visually appealing format
- Available in English and Spanish
- Companion Web site



Magazine details

- All aspects overseen by ACWA, with input from member advisory board on content
- Highly recognizable National Geographic logo on cover, ACWA logo on back (members may add logo on back at a small additional cost)



Content for first issue

1. **Drought** – What do I need to know and why is it important? Who is being impacted?
2. **A 'Did Ya know?' section** – Quick facts about California water
3. **Water rates** – How much water costs and what it's worth
4. **Products** – Water-smart products you can purchase
5. **Things you can do** – Good – Better – Best
6. **Agriculture** – From avocados to tomatoes to melons, key produce is made possible by water usage
7. **Water supply/water delivery** – Where your water comes from



Content for first issue (cont'd)

8. **A 'How to' section** – DIY projects to help conserve water in your house
9. **National Geographic photo spread** – Great pictures from around the state of California
10. **'Controlling the controller'** – A look at irrigation controllers
11. **Water usage** – (Both personal and business) with your 'water footprint' (sidebar)
12. **Shower time!** – Focus on kids
13. **Celebrity interview** – Example: 10 minutes with Huell Howser
14. **Game or crossword** – Using key 'water' words
15. **Famous quotes** – Amusing or thoughtful quotes from celebrities/writers



Content ideas for future issues

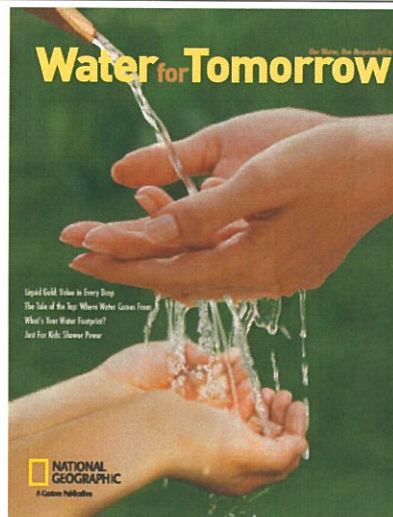
- **Reader feedback section** – Letters (subsequent issues)
- **Fast Facts** – 10 quick facts about water
- **Recycled water** – What is it and how is it done
- **Landscaping** – Water-friendly plants and landscaping ideas
- **A history of the lawn** – Insight into our love of lawns
- **Water infrastructure** – 'The Silent Service'
- **Industrial Water usage** – How water is used in the economy
- **Budget-conscious solutions** – Things you can do for little or no \$\$\$
- **Celebrity interview** – Example: 10 minutes with Huell Howser, Paul Rodriguez, etc.

Distribution options

1. **ACWA Outreach Lists** – Any lists that ACWA uses to communicate with thought leaders, political and cultural influencers, and other key decision makers
2. **Individual Water Agency Lists** – Regional mailing lists
3. **National Geographic Subscriber Lists** – Can send to entire list of Nat Geo subscribers in California, or a subset
4. **Additional Inventory Copies** – Can ship quantities as requested to individual agencies around the state

* Please note that all mail lists (ie: NatGeo subscriber lists, ACWA & Water Agency lists) can be 'de-duped' or purged of any duplicates to maximize efficiency.

Cover for Premiere Issue





The Cost

Based on total minimum quantity of 1 million copies per issue
[Minimum order for members: 4,000 (1,000 x 4 issues)]

Magazine – per copy	\$0.35
Postage estimate (if mailed by Nat Geo) – per copy	\$0.20 - \$0.25
Shipping estimate (if shipped in bulk to your agency)	\$300 - \$500



Next steps

- To proceed, ACWA must receive commitments from members to purchase at least 1 million copies of each issue (4 issues)
- Minimum order per member agency is 4,000 copies (1,000 x 4 issues)
- Order commitments needed by March 20, 2009



ACWA Board Approval

- ACWA Board of Directors approved partnership on Jan. 30, 2009
- ACWA to cover the cost of companion Web site, Spanish translation and distribution to key stakeholder groups



ACWA Board Approval

- First project approved under ACWA's Strategic and Business Plan
- Strategic plan calls for ACWA to increase outreach to general public



Custom Publishing stats and facts

- Custom publishing is the fastest growing media segment
- Average time spent with a custom publication – 43 minutes
- 2007 study showed 74% of readers took some sort of action as a result of a custom publication
- Custom publishing is an extremely targeted medium that allows you to have complete control of the editorial environment as well as the distribution



Thank you!

