

KNW
KONINKLIJK NEDERLANDS
WATERNETWERK



PRINT
4.500
COPIES



NEWSLETTER
12.500
SUBSCRIBERS



WEBSITE
500.000
VIEWS PER MONTH



**AI & SEARCH
VISIBILITY
RECOGNISED**
AS SECTOR
INFORMATION

H2O / KNW: THE COMMUNICATION PLATFORM OF THE WATER SECTOR

H2O is the official multimedia platform of the Royal Dutch Water Network (KNW). KNW is the recognised sector organisation and the highest authority within the Dutch water sector. Because H2O is published by the sector organisation itself, all content on this platform is regarded as **reliable and relevant sector information**.



**FOR WATER PROFESSIONALS,
H2O IS A KEY SOURCE OF
SECTOR INFORMATION THAT
PROVIDES DIRECTION AND DEFINES
WHAT MATTERS IN THE SECTOR**

WHY THIS MATTERS TO YOU

Because H2O is the official communication platform of the sector organisation KNW, a combination exists that is unique within the water sector. H2O brings together three pillars that are essential for effective communication:

- the widest reach within the water sector
- the highest level of sector authority
- an audience that is open and receptive to sector information

**BY COMMUNICATING VIA THE SECTOR AUTHORITY ITSELF,
YOUR ORGANISATION IS POSITIONED AS A RECOGNISABLE
AND TRUSTED PRESENCE WITHIN THE SECTOR**

SUCCESSFUL COMMUNICATION STARTS WITH THE AUTHORITY OF THE SENDER

This fundamental principle is more important than ever.

You only communicate when the market is willing to listen.

Due to high workload, cybersecurity concerns and information overload, water professionals filter information quickly.

Generic messages are ignored.

What remains is real sector information from a reliable and trusted source.

That is the strength of communication via H2O:

- the context is right
- the timing is right (an authority communicates at the right moment)
- the source is trusted

The platform you choose shows whether you understand the sector.



**A CLEAR SIGNAL THAT YOU KNOW
HOW THE SECTOR WORKS**

THE PLATFORM YOU CHOOSE SHOWS WHETHER YOU UNDERSTAND THE SECTOR.

In addition to the direct impact on your target audience through H2O, there is an important additional reason to use this platform: AI and search systems. Just as professionals focus on what matters, AI systems are designed to do the same.

SEARCH ENGINES AND AI MODELS GIVE PRIORITY TO CONTENT FROM **OFFICIAL SECTOR SOURCES** THAT THEY ALGORITHMICALLY CLASSIFY AS RELIABLE AND AUTHORITATIVE.



Visibility within the KNW / H2O sector platform results in:

- a higher relevance score in search engines
- improved visibility in water-related searches
- long-term findability
- clear positioning of your organisation within the sector

Organisations that are visible within the official sector platform are also recognised within the AI ecosystem.

H2O PARTNER – THE COMPLETE SOLUTION

As an H2O Partner, you make use of the full potential and impact of this official sector platform.

The H2O Partnership gives your organisation access to:

- a permanent portfolio page within the H2O domain
- prominent visibility on the homepage, KNW newsletters and/or the H2O magazine
- strengthened SEO and AI relevance
- continuous visibility without additional workload for your organisation
- clear positioning within the communication ecosystem of the sector

The H2O Partnership represents the most effective and future-proof communication position within the water sector.

see page 8 >>

NEXT PAGE: THE MARKET AT A GLANCE

On the next page, a short visual story shows the current reality of today's communication landscape. It illustrates why communication via an authoritative sector platform has significantly more impact especially now.

Marketing and Sales and the Power of Industry Authority

THE RIGHT PLATFORM DEFINES YOUR SUCCESS



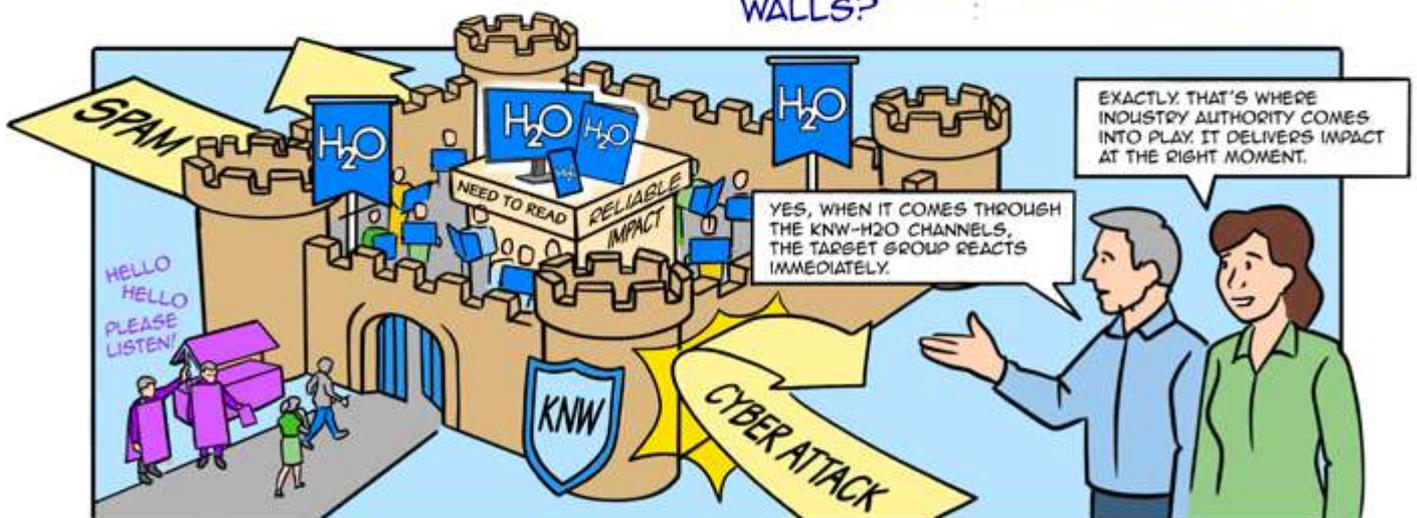
VISIBILITY AND REACH DECREASES. FRUSTRATION INCREASES.

WE NEED TO COMMUNICATE MORE, WHILE THE MARKET IS LESS WILLING TO LISTEN.



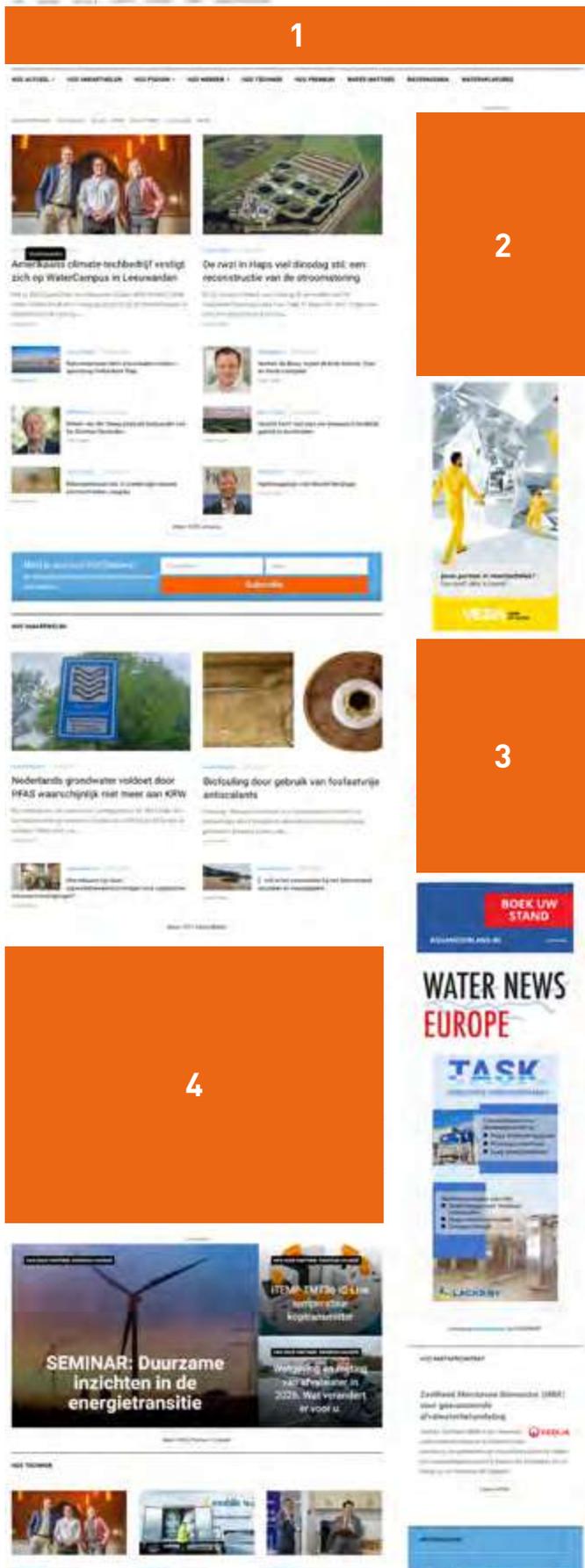
HOW DO YOU COMMUNICATE WITH A MARKET THAT CAN'T OR WON'T LISTEN ANYMORE?

YOUR TARGET GROUP IS WALLED IN. ARE YOU STANDING ON THE KNW/H2O PLATFORM INSIDE THE WALLS?



SHOUTING FROM THE OUTSIDE NO LONGER MAKES SENSE. COMMUNICATE FROM THE INDUSTRY PLATFORM, WHERE YOUR TARGET GROUP ALREADY IS. KNW-H₂O IS THAT CREDIBLE SOURCE. VISIBILITY ON ITS PLATFORM MEANS WITHIN THE WALLS OF THE SECTOR.

ONLINE ADVERTISING: H2O / KNW WEBSITE



1 TOPBANNER

Visible on all pages. Also on mobile devices, which account for 30% of visits. Size: 970 x 90.

Number of months: 1 3 6 12

Rate per month: 1600 1250 1050 900

2 BILLBOARD

Highly visible 300 x 600 billboard. Ensures maximum visibility. Your message is visible even without a click. Animation is allowed.

Number of months: 1 3 6 12

Rate per month: 800 650 525 450

3 ADVERTORIAL

Your message on the homepage. The "read more" button links to your full article on the H2O website or to a location of your choice. Editorial support from H2O is available if desired.

Number of months: 1 3 6 12

Rate per month: 800 650 525 450

4 CONTENT FROM H2O PARTNERS

Prominently placed in the centre of the homepage. H2O Partners are presented directly within the H2O / KNW information flow.

See page 8 for more details.

EXTRA PROMOTION INCLUDED AT NO EXTRA COST

When you plan multiple placements, we actively add extra promotion to your campaign at NO additional cost.

Why we do this:
 For you, this means more results from the same budget.
 For us, this satisfaction leads to long-term cooperation.
 We are happy to advise on the most effective set-up.

ONLINE ADVERTISING: KNW / H2O NEWSLETTER (TWICE A WEEK)



1

NIEUWS

19 november 2025

Cyberjaarboek: spionnen, honingpotjes en nieuwe wetgeving

Het ministerie van Justitie en Veiligheid roept kritieke sectoren, zoals de drinkwaterbedrijven, op om zich voor te bereiden op de Cyberbeveiligingswet en Wet weerbaarheid kritieke entiteiten, die naar verwachting in het tweede kwartaal van 2026 in werking zullen treden. Maar doe het niet vanwege compliance, doch vooral in het eigen organisatiebelang en in het landsbelang, is daarbij de boodschap. Ook de algemene en militaire inlichtingen- en veiligheidsdiensten AIVD en MIVD dringen hierop aan. [Lees verder](#)

2

19 november 2025

'We gaan de wereld van weer & klimaat en de wereld van water bij elkaar brengen'

Deltares, het KNMI en Rijkswaterstaat gaan vanaf 1 januari 2026 samenwerken aan een 'intelligent modelleerlab voor weer, klimaat en water' (IML-WKW): een test- en ontwikkelomgeving voor het benutten van nieuwe technieken als kunstmatige intelligentie (AI) in meteorologisch, hydrologisch en klimatologisch onderzoek. Het project, dat gefinancierd wordt door het ministerie van Economische Zaken, zal tot eind 2029 duren, hoewel de intentie is de samenwerking ook daarna voort te zetten. [Lees verder](#)

2

19 november 2025

Adviseur chemische waterkwaliteit Benjamin van Schothorst wint Joost Zwagerman Essayprijs

"Ik werk voor Rijkswaterstaat. Ik ben iemand." Zo begint Benjamin van Schothorst, adviseur chemische waterkwaliteit bij Rijkswaterstaat, zijn essay Bekentenis van een watermens, waarmee hij de Joost Zwagerman Essayprijs heeft gewonnen. [Lees verder](#)

19 november 2025

Column Jos Peters: Kan de burger weerbaar zijn tegen grondwateroverlast?

De overheid wil dat de samenleving zelfredzaam is met noodpakketten: transistorradio, zaklamp, batterij, voedsel in blik, voor enkele dagen drinkwater in flessen. Kan je ook weerbaar zijn bij wateroverlast op eigen terrain? [Lees verder](#)

Published twice a week to **12,500 subscribers** each time. Contains the latest news from the **Royal Dutch Water Network (KNW)** and the water sector.

Each edition also presents:

- the water-sector agenda
- current job openings within the sector

This combination ensures a **high impact per edition**.

1 FULL-WIDTH BANNER

468 x 60 pixels

Number of months:	1	3	6	12
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Rate per edition:	225	210	200	190
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2 ADVERTORIAL

An advertorial in the H2O newsletter appears as prominent content between the KNW news items.

There is no size limitation.

The advertorial includes a clear "read more" button linking to:

- a location of your choice, or
- a page hosted by us within the H2O environment.

The second option offers an important advantage.

By directing readers to your article within the trusted H2O environment, you avoid the increasingly common security warnings (click hesitation) that occur when readers are redirected to external or unfamiliar websites.

This helps prevent drop-outs and increases the likelihood that your target audience fully absorbs your message.

Number of months:	1	3	6	12
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Rate per edition:	225	210	200	190
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EXTRA PROMOTION INCLUDED AT NO EXTRA COST

When you plan multiple placements, we actively add extra promotion to your campaign at **NO additional cost**.

Why we do this:

For you, this means more results from the same budget.

For us, this satisfaction leads to long-term cooperation.

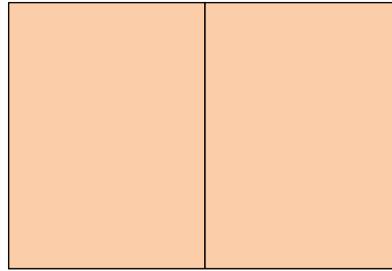
We are happy to advise on the most effective set-up.

PRINT ADVERTISING: H2O MAGAZINE

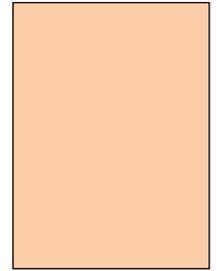
PUBLISHED 9 TIMES PER YEAR – CIRCULATION 4,500 COPIES

Number of placements	1x	5x	9x
2/1 page	2.395	1.995	1.775
1/1 page	1.295	1.075	950
1/2 page	725	595	495
1/4 page	395	325	285

Rate per placement, excl. VAT



2/1 page
440 × 297 mm + 3 mm bleed
on all sides



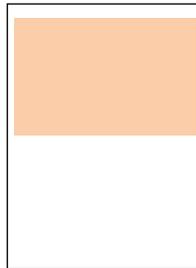
1/1 page full bleed
220 × 297 mm +
3 mm bleed
on all sides

EXTRA PROMOTION INCLUDED AT NO EXTRA COST

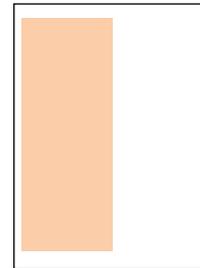
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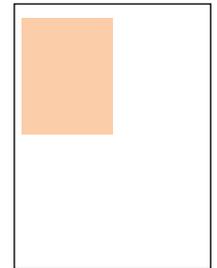
For you, this means more results from the same budget.
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1/2 page
landscape
181 × 125 mm



1/2 page portrait
88 × 125 mm



1/4 page portrait
88 × 125 mm



ADVERTORIAL

Telling the full story is becoming increasingly important. An advertorial offers exactly that space to clearly explain your product or solution, at the right moment and within an environment where the audience is open to professional information.

SERVICE FOR YOU

An H2O editor can fully prepare your advertorial for you, including text and layout.

You may also provide the content yourself and have the design produced by us. Please ask about these options.

DEADLINES

Publication dates and deadlines: [CLICK HERE](#)

H2O PARTNER: THE MOST EFFECTIVE AND STRUCTURAL MULTIMEDIA VISIBILITY WITHIN THE WATER SECTOR

The H2O Partner package has been developed as a response to today's communication challenges within the water sector.

Visibility that delivers results

The H2O Partner package offers flexibility and space for structural visibility on the official sector platform of the water industry. Here, you communicate with the impact of the official sector platform of the Royal Dutch Water Network (KNW).

Communicating from a position of highest trust

As an H2O Partner, you are visible to water professionals 24/7. Communicating via the official KNW platform strengthens your credibility, enhances your authority and ensures that your message has more impact than communication via generic channels. AI systems also prioritise content from recognised sector platforms.

Be present where the market already is

Your visibility starts on the H2O homepage, with more than 500,000 pageviews per month. Visitors are directly guided to your own landing page within the H2O domain, where interest seamlessly turns into action.

Continuous attention across multiple channels

Your organisation is structurally promoted via:

- the H2O website
- the KNW newsletters (banners and advertorials)
- the leading H2O magazine

This ensures consistent visibility among decision-makers and professionals within the sector.

A dedicated landing page without barriers

Each H2O Partner has its own landing page within the secure H2O / KNW domain. Visitors do not need to leave this trusted environment, which increases conversion and is essential within a sector with high cybersecurity requirements.

Position your expertise, not just your name

Your landing page presents your organisation, contact details and, most importantly, your substantive expertise through selected content and optionally a company video. In this way, you build trust structurally and simultaneously feed AI models with high-quality, sector-relevant information.

Shortest path from attention to contact

You communicate exactly where your target audience is already present. This shortens the path from interest to action, which is crucial in a time where attention is limited and distractions are many.

More impact through the right environment

Your message lands in a content-driven, trusted context. The authority of H2O and KNW ensures better timing, higher engagement and demonstrably greater impact of your communication.

WHAT DOES THE H2O PARTNERSHIP INCLUDE

1. Structural presence within the H2O domain

value: € 10 - 12 K

- A permanent H2O Partner page within the H2O platform
- Your content visible on the H2O homepage
- Unlimited visibility of your content, 365 days per year
- Including cases, news, projects and video
- All relevant contact details fully integrated

2. Repeated visibility via newsletter

value: € 2,5 K

- Prominent banners and/or advertorials in 10 editions of the H2O / KNW newsletter
- CLICK [HERE](#) FOR AN EXAMPLE

3. Flexible use of print and online:

value: € 2 K

- Freely deployable promotion in print and/or online
- Many partners use this for special editions or additional visibility on the website

4. Structural visibility in AI and search systems

value: € PRICELESS

Search engines and AI models prioritise information from recognised sector platforms. Your continuous presence on this platform is associated with reliability and sector relevance.

This results in:

- better findability in water-related searches
- stronger positioning within the sector

Investment H2O Partnership: € 4.5 K

ONE PARTNERSHIP. MULTIPLE CHANNELS. ONE EFFECT ON PEOPLE AND AI.



**THOSE WHO ARE CONSISTENTLY VISIBLE ON THE OFFICIAL
SECTOR PLATFORM ARE RECOGNISED BY PROFESSIONALS
AND CLASSIFIED BY AI MODELS AS RELIABLE AND SECTOR-RELEVANT.**



Annelies & Daan Mooijman

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WWW Nederlands <https://www.mooijmanmarketing.nl/water/>
H2O partner <https://www.mooijmanmarketing.nl/h2opartner/>
AQUA NL <https://www.mooijmanmarketing.nl/aquanl/>

Engels <https://www.mooijmanmarketing.nl/waterenglish/>
H2O Partner <https://www.mooijmanmarketing.nl/h2opartner-english/>
AQUA NL <https://www.mooijmanmarketing.nl/aquanlenglish/>