



HYDROLOGY UNIVERSITY

# Advertiser Media Kit

Reach high-intent homeowners at the exact moment they're researching and comparing residential water systems.

2026 Edition

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## WHO WE ARE

Hydrology University is an independent, science-backed review platform focused on residential water systems — filtration, reverse osmosis, softening and conditioning, water-quality testing, and emerging tech like atmospheric water generators. Our readers arrive with a problem to solve and a purchase to make. We are cited alongside the EPA, Nature Water, and industry press, and our editorial independence is the product: sponsored placements are always labeled, and we never trade ratings for payment.

## OUR AUDIENCE

### Engaged

Homeowners actively researching water systems

### High-intent

Readers comparing products before they buy

### Trusted

Independent, science-backed editorial voice

### Referenced

Cited alongside EPA, Nature Water & industry press

## WHY ADVERTISERS CHOOSE US

Unlike broad lifestyle sites, every visitor is in-market for water products. That intent converts: readers land on category buyer's guides and head-to-head reviews, then click through to suppliers. Your brand appears inside genuinely useful, trusted editorial — not interruptive noise.

## WAYS TO PARTNER

- **Site-Wide Banner Ads**

Top and bottom placements that appear on every page of HydrologyUniversity.com, linking directly to your store or product.

- **Sponsored Product Reviews**

A dedicated, honest review page in the relevant category with specs, pros and cons, and a 'Buy' call-to-action to your site.

- **Best-Of Marketplace Features**

Featured placement in our Best of Amazon and Best of Temu round-ups, plus category buyer's guides.

- **Newsletter & Email**

Reach subscribers directly with a sponsored mention in our water-quality newsletter.

## PARTNERSHIP PACKAGES

- **Listing Partner**

Be listed as a recommended supplier with outbound links from relevant category and product pages. Includes: Supplier listing, Category page links, Affiliate link support, Quarterly performance recap.

- **Featured Partner**

Everything in Listing, plus a dedicated review and rotating site-wide banner placement. Includes: Site-wide banner rotation, Dedicated product review, Best-Of feature, Newsletter mention, Priority support.

- **Category Sponsor**

Own a category. Exclusive top-of-page placement and first position across an entire product category. Includes: Exclusive category placement, Top banner priority, Multiple product reviews, Custom campaign, Dedicated account manager.

*Flexible pricing whether you're a single-product brand or a category leader. Tell us your goals and we'll tailor a plan.*

## BANNER AD SPECIFICATIONS

<b>Format</b>	Responsive HTML banner (eyebrow + headline + subline + CTA)
<b>Placements</b>	Site-wide top bar and bottom bar; one ad served per pageview
<b>Copy length</b>	Eyebrow up to 24 chars · Headline up to 40 chars · Subline up to 90 chars
<b>Destination</b>	Your store/product URL (affiliate params appended automatically)
<b>Link rel</b>	Outbound links use rel="sponsored noopener noreferrer", opened in a new tab
<b>Tracking</b>	Per-program affiliate IDs (Amazon Associates, Temu, brand networks)

## EDITORIAL INDEPENDENCE

Sponsored placements are always labeled. We never trade ratings for payment — our credibility is the product. Brands receive the same rigorous, science-backed treatment as every other product we cover. Read our methodology and editorial standards at [hydrologyuniversity.com](https://hydrologyuniversity.com).

START A CONVERSATION

**partners@hydrology.university**

Tell us about your product and goals — we reply within 1–2 business days. Or submit the form at [hydrologyuniversity.com/advertise](https://hydrologyuniversity.com/advertise).

