

Korrespondenz Abwasser · Abfall

2024

Journal for Wastewater and Waste

Journal of the German Association for Water Management, Wastewater and Waste (DWA)
and of Güteschutz Kanalbau e. V.

- Drainage Systems
- Municipal and Industrial Wastewater
- Sewage Sludge and Residual Products
- Trace Substances and Microplastics
- Pumps
- Energy, Digitalization
- Measurement, Monitoring and Test Equipment



Focus Issues 2024
March: Trace Substances
May: IFAT Munich 2024
October: Sewage Sludge / Phosphorus Recovery

Korrespondenz Abwasser · Abfall

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Germany • Phone: +49 2242 872-130 • Fax: +49 2242 872-151 • anzeigen@dwa.de • www.dwa.de/journals

AMF



Printed and digitally - advertising that succeeds

Our journals are also available digitally - in the members' area *dwadirekt* or via our magazine app. Your ads are automatically linked to your website.

GFA-News.de - our News site for the water industry - with new forms of advertising in 2024. Place videos, banners or sponsored news in a high-quality editorial context.



Journal of

DWA - German Association for Water Management, Wastewater and Waste e. V. and Güteschutz Kanalbau e. V.



Topics

KA is the leading journal on wastewater treatment in German speaking countries, dealing with technical, scientific, legal and economic aspects.

The editorial emphasis is on drainage systems, the treatment of municipal and industrial wastewater, digitalization, measurement and control technology and the disposal and recycling of residual products, such as sludge, screenings and contents of grease separators.

Target Group / Audience

Top decision makers in municipalities, wastewater companies and operators, technical consultancies and other industry.

Crossmedia

- KA *Korrespondenz Abwasser, Abfall* and KW *Korrespondenz Wasserwirtschaft*
- KA *Korrespondenz Abwasser, Abfall* and KA *Betriebs-Info*
- KA *Korrespondenz Abwasser, Abfall* and Online-Advertising at www.gfa-news.de
- KA *Korrespondenz Abwasser, Abfall* and DWA Online Job Market www.dwa.de/jobs

Korrespondenz

Abwasser · Abfall

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Germany • Phone: +49 2242 872-130 • Fax: +49 2242 872-151 • anzeigen@dwa.de • www.dwa.de/journals



| Issue | Schedule | Topics |
|--------------------|---|--|
| 1/2024 January | Publishing Date: 05.01.2024 Advertising Deadline: 29.11.2023 | IFAT-News Drainage Systems |
| 2/2024 February | Publishing Date: 02.02.2024 Advertising Deadline: 10.01.2024 | IFAT-News Municipal Wastewater |
| 3/2024 March | Publishing Date: 01.03.2024 Advertising Deadline: 05.02.2024 | Focus >> Trace Substances << IFAT-News |
| 4/2024 April | Publishing Date: 28.03.2024 Advertising Deadline: 04.03.2024 | Sewage Sludge IFAT-News |
| 5/2024 May | Publishing Date: 26.04.2024 Advertising Deadline: 03.04.2024 | Focus >> IFAT Munich << Municipal Wastewater Industrial Wastewater Sewage Sludge Drainage Systems |
| 6/2024 June | Publishing Date: 03.06.2024 Advertising Deadline: 06.05.2024 | Water reuse Municipal wastewater ACHEMA |

| Issue | Schedule | Topics |
|---------------------|---|---|
| 7/2024 July | Publishing Date: 28.06.2024 Advertising Deadline: 04.06.2024 | Drainage Systems |
| 8/2024 August | Publishing Date: 29.07.2024 Advertising Deadline: 01.07.2024 | Municipal Wastewater Report: IFAT Munich |
| 9/2024 September | Publishing Date: 30.08.2024 Advertising Deadline: 05.08.2024 | Drainage Systems Municipal Wastewater DWA Dialogue Berlin Report on ACHEMA |
| 10/2024 October | Publishing Date: 27.09.2024 Advertising Deadline: 02.09.2024 | Focus >> Sewage Sludge / Phosphorus Recovery << |
| 11/2024 November | Publishing Date: 28.10.2024 Advertising Deadline: 30.09.2024 | Industrial Wastewater Report: DWA-Dialogue Berlin and members meeting |
| 12/2024 December | Publishing Date: 29.11.2024 Advertising Deadline: 04.11.2024 | Drainage Systems |

Print data deadline usually two days after the advertising deadline.



GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Germany • Phone: +49 2242 872-130 • Fax: +49 2242 872-151 • anzeigen@dwa.de • www.dwa.de/journals

1 Advertising Prices and Sizes All prices are without VAT.

| format | type area sizes width x height in mm | trim size width x height in mm* | trim size surcharge | black and white | 2c | 3c | 4c | per special colour (HKS, Pantone) |
|--------------------|---|------------------------------------|------------------------|--------------------|---------|---------|---------|--------------------------------------|
| 2/1 [J] | 386 x 256 | 420 x 297 | 300 € | 3.550 € | 4.000 € | 4.450 € | 4.900 € | 520 € |
| 1/1 [J] | 176 x 256 | 210 x 297 | 200 € | 2.350 € | 2.800 € | 3.250 € | 3.700 € | 520 € |
| 2/3 vert. | 116 x 256 | 132 x 297 | 150 € | 1.580 € | 2.030 € | 2.480 € | 2.930 € | 520 € |
| 2/3 horiz. [J] | 176 x 185 | 210 x 211 | 150 € | 1.580 € | 2.030 € | 2.480 € | 2.930 € | 520 € |
| 1/2 vert. [J] | 86 x 256 | 103 x 297 | 100 € | 1.220 € | 1.625 € | 2.030 € | 2.435 € | 520 € |
| 1/2 horiz. [J] | 176 x 125 | 210 x 148 | 100 € | 1.220 € | 1.625 € | 2.030 € | 2.435 € | 520 € |
| Junior Page | 130 x 185 | 148 x 210 | 100 € | 1.480 € | 1.885 € | 2.290 € | 2.695 € | 520 € |
| 1/3 vert. | 56 x 256 | 72 x 297 | 100 € | 880 € | 1.240 € | 1.600 € | 1.960 € | 520 € |
| 1/3 Sandwich** | 56 x 256 | - | - | 1.120 € | 1.480 € | 1.840 € | 2.200 € | 520 € |
| 1/3 horiz. | 176 x 86 | 210 x 112 | 100 € | 880 € | 1.240 € | 1.600 € | 1.960 € | 520 € |
| 1/3 Job Ad [J] | 86 x 185 | - | - | 880 € | 1.240 € | 1.600 € | 1.960 € | 520 € |
| 1/4 corner ad [s] | 86 x 125 | - | - | 725 € | 1.040 € | 1.355 € | 1.670 € | 520 € |
| 1/4 horiz. [J] | 176 x 60 | - | - | 725 € | 1.040 € | 1.355 € | 1.670 € | 520 € |
| 1/6 | 56 x 125 | - | - | 500 € | 815 € | 1.130 € | 1.445 € | 520 € |
| 1/8 corner ad [J] | 86 x 60 | - | - | 400 € | 670 € | 940 € | 1.210 € | 520 € |
| 1/8 horiz. | 176 x 30 | - | - | 400 € | 670 € | 940 € | 1.210 € | 520 € |
| Front Cover ad | - | 165 x 240 | - | - | - | - | 4.900 € | 520 € |
| Cover pages | - | 210 x 297 | - | - | - | - | 4.010 € | 520 € |
| Storyteller (U2+2) | U2 fold-out on three sides*** | 209 x 297 (U2) +2x200x297 | - | - | - | - | 6.470 € | 520 € |

* plus 3 mm
bleed

** in the middle
column -> only
in reports or
DWA-part
(3-columned)

*** Data sheet
Storyteller on
request.

[J] suitable for
job adverts in
type area size

2 Loose Inserts (approx. 12.000):

€ 2.150,00 / full circulation
+ postal charges € 34,00 per gram
Please contact us regarding print run and
delivery terms: anzeigen@dwa.de

3 Discounts: For bookings in term of 12 months, on b/w-price

| Frequency discount | Volume discount |
|---------------------|-------------------|
| for 3 adverts 3 % | for 3 pages 5 % |
| for 6 adverts 5 % | for 6 pages 8 % |
| for 9 adverts 8 % | for 9 pages 10 % |
| for 12 adverts 10 % | for 12 pages 15 % |

10% combination discount on b/w price
with KW Korrespondenz Wasserwirtschaft
and KA Betriebs-Info

4 Payment Terms

14 days without deduction

Korrespondenz Abwasser · Abfall

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Germany • Phone: +49 2242 872-130 • Fax: +49 2242 872-151 • anzeigen@dwa.de • www.dwa.de/journals

| | |
|---|--|
| 1 Title: | KA Korrespondenz Abwasser, Abfall |
| 2 Characteristic: | Journal for Wastewater and Waste |
| 3 Target group: | Top decision makers in municipalities, wastewater companies and operators, technical consultancies and other industry. |
| 4 Publication frequency: | Monthly |
| 5 Format: | DIN A4, 210 mm wide and 297 mm high |
| 6 Year: | 71 st year, 2024 |
| 7 Subscription price: | Included in DWA-Membership |
| 8 Journal of: | German Association für Water Management, Wastewater and Waste and Güteschutz Kanalbau e. V. |
| 9 Memberships: | - |
| 10 Publisher/issuer: | GFA, Theodor-Heuss-Allee 17, 53773 Hennef, Germany |
| 11 Advertising: | Phone +49 2242 872-130, Fax -151, anzeigen@dwa.de |
| 12 DWA-structure of members: | quantity / percentage |
| Personal members | 5.503 / 40,6 % |
| Operating staff | 1.154 / 8,5 % |
| Pensioners | 520 / 3,8 % |
| Young members | 584 / 4,3 % |
| Municipalities | 1.997 / 14,8 % |
| Administrative districts | 126 / 0,9 % |
| Wastewater associations | 580 / 4,3 % |
| Water management authorities / institutes | 320 / 2,4 % |
| Engineering offices | 1.276 / 9,4 % |
| Companies / industry associations | 1.488 / 11,0 % |
| <hr/> | |
| Total (30.6.2023) | 13.548 / 100,0% |

13 Segmentation of DWA-members by regional associations and abroad:

| Regional Groups | quantity / percentage |
|--|-----------------------|
| Baden-Württemberg | 1.606 / 11,9 % |
| Bavaria | 2.427 / 17,9 % |
| Hesse /Rhineland Palatinate / Saarland | 1.935 / 14,3 % |
| North | 2.031 / 15,0 % |
| North-East | 1.114 / 8,2 % |
| North Rhine-Westphalia | 2.903 / 21,4 % |
| Saxony / Thuringia | 1.022 / 7,5 % |
| Abroad | 510 / 3,8 % |
| <hr/> | |
| Total (30.6.2023) | 13.548 / 100,0 % |

14 Circulation control:



15 Circulation analysis: Copies per issue (annual average) (July 2022 to end of June 2023)

| | | | |
|-------------------------------|--------|-----------------|--------|
| Print run | 11.775 | | |
| <hr/> | | | |
| Spread copies | 11.349 | thereof abroad | 447 |
| <hr/> | | | |
| Sold copies | 10.969 | thereof abroad | 396 |
| <hr/> | | | |
| Subscription | 10.837 | thereof members | 10.673 |
| <hr/> | | | |
| Retailed copies | --- | | |
| <hr/> | | | |
| Other sale | 132 | | |
| <hr/> | | | |
| Free copies | 381 | | |
| <hr/> | | | |
| Rest, slip and archive copies | 426 | | |
| <hr/> | | | |