

Media Kit 2026



Korrespondenz Wasserwirtschaft

WASSER · BODEN · NATUR

2026

Journal for Water Management

Journal of the German Association for Water Management, Wastewater and Waste (DWA)

Hydraulic
Engineering

Hydro Power

Hydrology

Water Resources
Management

Flood Protection

Ground Water

Digitalization

Soil



Focus Issues 2026

February + April: Organic Agriculture I + II
April + May: IFAT Munich 2026 I + II
July: 5 Years after the Floods in the Ahr Valley
August: Landscape Hydrology
November: Flooding,
Heavy Rainfall



Printed and digitally - advertising that succeeds

Our journals are also available digitally - in the members' area dwa-direkt.de or via our DWA app. Your ads are automatically linked to your website.

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



General Information

Journal of

German Association for Water Management, Wastewater and Waste (DWA)

Topics

KW Korrespondenz Wasserwirtschaft is the journal of DWA for general water management issues: hydrology, water resources management, surface water and soil, hydraulic engineering, hydropower, aquatic ecology, digitalization, groundwater, hydromechanics, flood protection and storm water.

Beyond that, there are cross-sectional topics such as law, economics, education or international cooperation. In addition to detailed technical papers, KW offers comprehensive information from the industry: updates on the work of the DWA committees, current news from science and practice, bulletins, people, jurisdiction, dissertations, books and other media as well as events.

Target Group

Top decision makers in municipalities, water management offices and operators, technical consultancies and other industry.

Crossmedia

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

Korrespondenz Wasserwirtschaft

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

Issue	Schedule	Topics	Issue	Schedule	Topics
1/2026 January	Publishing Date: 08.01.2026 Advertising Deadline: 02.12.2025	IFAT news Hydrology and Water Management Report on the DWA regional association conferences in Baden-Württemberg and Bavaria	7/2026 July	Publishing Date: 02.07.2026 Advertising Deadline: 09.06.2026	Focus Five Years after the Floods in the Ahr Valley Report on IFAT
2/2026 February	Publishing Date: 04.02.2026 Advertising Deadline: 13.01.2026	IFAT news Focus Organic Agriculture I	8/2026 August	Publishing Date: 05.08.2026 Advertising Deadline: 14.07.2026	Focus Landscape Water Balance
3/2026 March	Publishing Date: 04.03.2026 Advertising Deadline: 10.02.2026	IFAT news Water-Sensitive Urban Development	9/2026 September	Publishing Date: 02.09.2026 Advertising Deadline: 11.08.2026	Water and Soil
4/2026 April	Publishing Date: 01.04.2026 Advertising Deadline: 10.03.2026	IFAT-Edition I Focus Organic Agriculture II	10/2026 October	Publishing Date: 07.10.2026 Advertising Deadline: 15.09.2026	Hydrology and Water Management Micropollutants
5/2026 May	Publishing Date: 29.04.2026 Advertising Deadline: 08.04.2026	IFAT-Edition II Micropollutants	11/2026 November	Publishing Date: 04.11.2026 Advertising Deadline: 13.10.2026	Focus Flooding / Heavy Rainfall
6/2026 June	Publishing Date: 03.06.2026 Advertising Deadline: 12.05.2026	Hydraulic Engineering and Hydropower Heavy Rainfall	12/2026 December	Publishing Date: 02.12.2026 Advertising Deadline: 10.11.2026	Water and Soil

Print data deadline usually two days after the advertising deadline.

Apart from the focus themes, the topics of the individual issues are usually not finalised until shortly before the advertising deadline.

For details please contact: anzeigen@dwa.de.

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1 Advertising Prices and Sizes (including ad link in digital edition) 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
2/1 [J]	386 x 256	420 x 297	200 €	2.370 €	2.680 €	2.990 €	3.300 €
1/1 [J]	176 x 256	210 x 297	100 €	1.500 €	1.810 €	2.120 €	2.430 €
2/3 vertical	116 x 256	132 x 297	75 €	1.100 €	1.410 €	1.720 €	2.030 €
2/3 horizontal [J]	176 x 185	210 x 211	75 €	1.100 €	1.410 €	1.720 €	2.030 €
1/2 vert. [J]	86 x 256	103 x 297	50 €	850 €	1.120 €	1.390 €	1.660 €
1/2 horiz. [J]	176 x 125	210 x 148	50 €	850 €	1.120 €	1.390 €	1.660 €
Junior Page	130 x 185	148 x 210	50 €	950 €	1.220 €	1.490 €	1.760 €
1/3 vert.	56 x 256	72 x 297	50 €	610 €	850 €	1.090 €	1.330 €
1/3 Sandwich**	56 x 256	-	-	730 €	970 €	1.210 €	1.450 €
1/3 horiz.	176 x 86	210 x 112	50 €	610 €	850 €	1.090 €	1.330 €
1/3 Job Ad [J]	86 x 185	-	-	610 €	850 €	1.090 €	1.330 €
1/4 corner ad [J]	86 x 125	-	-	470 €	680 €	890 €	1.100 €
1/4 horiz. [J]	176 x 60	-	-	470 €	680 €	890 €	1.100 €
1/6	56 x 125	-	-	370 €	580 €	790 €	1.000 €
1/8 corner ad [J]	86 x 60	-	-	300 €	480 €	660 €	840 €
1/8 horiz.	176 x 30	-	-	300 €	480 €	660 €	840 €
Front Cover ad	-	165 x 240	-	-	-	-	2.850 €
Cover pages	-	210 x 297	-	-	-	-	2.630 €
Storyteller (IFC+2)	IFC fold-out on three sides***	209 x 297 (IFC) +2 x 200 x 297 (flap)***	-	-	-	-	4.230 €

* 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**2 Loose Inserts (approx. 3.200):**€ 650,00; postal charges € 13,00 per gram
Please contact us regarding print run and
delivery terms: anzeigen@dwa.de**3 Discounts:** For bookings in term of 12 months, flat

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 %

5% combination discount with KA
Korrespondenz Abwasser, Abfall**4 Payment Terms**

14 days without deduction



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- 1 Title: KW Korrespondenz Wasserwirtschaft
- 2 Characteristic: Journal for Water Management
- 3 Target group: Top decision makers in municipalities, water management offices and operators, technical consultancies and other industry.
- 4 Publication frequency: Monthly
- 5 Format: DIN A4, 210 mm wide and 297 mm high
- 6 Year: 19th year, 2026
- 7 Subscription price: Included in DWA-Membership
- 8 Journal of: German Association for Water, Wastewater and Waste (DWA)
- 9 Memberships: -
- 10 Publisher/issuer: GFA,
Theodor-Heuss-Allee 17, 53773 Hennef, Germany
- 11 Advertising: Phone +49 2242 872-129, email: anzeigen@dwa.de

12 DWA-structure of members:	quantity / percentage
Personal members	5.339 / 40,3 %
Operating staff	1.134 / 8,6 %
Pensioners	548 / 4,1 %
Young members	433 / 3,3 %
Municipalities	1.994 / 15,0 %
Administrative districts	131 / 1,0 %
Wastewater associations	591 / 4,4 %
Water management authorities / institutes	315 / 2,4 %
Engineering offices	1.268 / 9,6 %
Companies / industry associations	1.492 / 11,3 %
Total [30.6.2025]	13.245 / 100,0%

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

Regional Groups	quantity / percentage	
Baden-Württemberg	1.601 /	12,1 %
Bavaria	2.386 /	18,0 %
Hesse/Rhineland Palatinate / Saarland	1.884 /	14,2 %
North	1.965 /	14,8 %
North-East	1.123 /	8,5 %
North Rhine-Westphalia	2.807 /	21,2 %
Saxony / Thuringia	988 /	7,5 %
Abroad	491 /	3,7 %
Total [30.6.2025]	13.245 /	100,0 %

14 Circulation control: --

15 Circulation analysis: Copies per issue (annual average)
(July 2024 to end of June 2025)

Print run	2.958		
Spread copies	2.839	thereof abroad	137
Sold copies	2.607	thereof abroad	105
Subscription	2.607	thereof members	2.607
Retailed copies	---		
Other sale	---		
Free copies	232		
Rest, slip and archive copies	119		