

Korrespondenz Abwasser · Abfall

2022

Journal for Wastewater and Waste

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



Focus Issues 2022

March: Property Drainage

May: IFAT 2022

June: Trace Substances

October: Sewage Sludge /
Phosphorus Recovery



audited by IVW



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



KA and KW are also available digitally - in the members' area or via our magazine app. Your ads are automatically linked to your website.

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

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
1/2022 January	Publishing Date: 07.01.2022 Advertising Deadline: 29.11.2021	IFAT-News Drainage Systems
2/2022 February	Publishing Date: 04.02.2022 Advertising Deadline: 12.01.2022	IFAT-News Municipal Wastewater
3/2022 March	Publishing Date: 04.03.2022 Advertising Deadline: 07.02.2022	Focus >> Property Drainage << IFAT-News
4/2022 April	Publishing Date: 01.04.2022 Advertising Deadline: 07.03.2022	Sewage Sludge IFAT-News
5/2022 May	Publishing Date: 06.05.2022 Advertising Deadline: 11.04.2022	Focus >> IFAT Munich << Municipal Wastewater Industrial Wastewater Sewage Sludge Drainage Systems
6/2022 June	Publishing Date: 03.06.2022 Advertising Deadline: 09.05.2022	Focus >> Trace Substances <<

Issue	Schedule	Topics
7/2022 July	Publishing Date: 01.07.2022 Advertising Deadline: 07.06.2022	Drainage Systems
8/2022 August	Publishing Date: 29.07.2022 Advertising Deadline: 04.07.2022	Municipal Wastewater Report: IFAT Munich
9/2022 September	Publishing Date: 02.09.2022 Advertising Deadline: 08.08.2022	Drainage Systems Municipal Wastewater
10/2022 October	Publishing Date: 30.09.2022 Advertising Deadline: 05.09.2022	Focus >> Sewage Sludge / Phosphorus Recovery <<
11/2022 November	Publishing Date: 04.11.2022 Advertising Deadline: 10.10.2022	Industrial Wastewater Report: DWA-Dialogue Berlin and members meeting
12/2022 December	Publishing Date: 02.12.2022 Advertising Deadline: 07.11.2022	Drainage Systems Report: AICHEMA

Print data deadline usually two days after the advertising deadline.

Korrespondenz Abwasser · Abfall

Price List No. 50, valid from issue 1/22

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 €	3.400 €	3.850 €	4.300 €	4.750 €	500 €
1/1 [J]	176 x 256	210 x 297	200 €	2.250 €	2.700 €	3.150 €	3.600 €	500 €
2/3 vert.	116 x 256	132 x 297	150 €	1.500 €	1.950 €	2.400 €	2.850 €	500 €
2/3 horiz. [J]	176 x 185	210 x 211	150 €	1.500 €	1.950 €	2.400 €	2.850 €	500 €
1/2 vert. [J]	86 x 256	103 x 297	100 €	1.150 €	1.555 €	1.960 €	2.365 €	500 €
1/2 horiz. [J]	176 x 125	210 x 148	100 €	1.150 €	1.555 €	1.960 €	2.365 €	500 €
Junior Page	130 x 185	148 x 210	100 €	1.400 €	1.805 €	2.210 €	2.615 €	500 €
1/3 vert.	56 x 256	72 x 297	100 €	820 €	1.180 €	1.540 €	1.900 €	500 €
1/3 Sandwich**	56 x 256	-	-	1.060 €	1.420 €	1.780 €	2.140 €	500 €
1/3 horiz.	176 x 86	210 x 112	100 €	820 €	1.180 €	1.540 €	1.900 €	500 €
1/3 Job Ad [J]	86 x 185	-	-	820 €	1.180 €	1.540 €	1.900 €	500 €
1/4 corner ad [s]	86 x 125	-	-	675 €	990 €	1.305 €	1.620 €	500 €
1/4 horiz. [J]	176 x 60	-	-	675 €	990 €	1.305 €	1.620 €	500 €
1/6	56 x 125	-	-	440 €	755 €	1.070 €	1.385 €	500 €
1/8 corner ad [J]	86 x 60	-	-	350 €	620 €	890 €	1.160 €	500 €
1/8 horiz.	176 x 30	-	-	350 €	620 €	890 €	1.160 €	500 €
Front Cover ad	-	165 x 240	-	-	-	-	4.800 €	500 €
Cover pages	-	210 x 297	-	-	-	-	3.910 €	500 €
Storyteller (U2+2)	U2 fold-out on three sides***	209 x 297 (U2) +2 x 200 x 297	-	-	-	-	6.270 €	500 €

* 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. 12.000-12.800):

€ 2.000,00 / full circulation
+ postal charges € 32,00 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 %

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:** 69th year, 2022
- 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:

Individual members	5.613 /	40,91 %
Operating staff	1.178 /	8,59 %
Retirees	532 /	3,88 %
Junior members	627 /	4,57 %
Local authorities	1.997 /	14,56 %
District authorities	124 /	0,90 %
Wastewater associations	578 /	4,21 %
Authorities / water management boards	317 /	2,31 %
Engineering companies	1.305 /	9,51 %
Companies/ industrial associations	1.449 /	10,56 %

13.720 / 100,00 %

Stand: 30.06.2021

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

Regional Groups	quantity / percentage	
Baden-Württemberg	1.621 /	11,82 %
Bavaria	2.444 /	17,81 %
Hesse /Rhineland Palatinate / Saarland	1.937 /	14,12 %
North	2.032 /	14,81 %
North-East	1.131 /	8,24 %
North Rhine-Westphalia	2.961 /	21,58 %
Saxony / Thuringia	1.058 /	7,71 %
Abroad	536 /	3,91 %

Stand: 30.06.2021

13.720 / 100,00 %

14 Circulation control:



15 Circulation analysis: Copies per issue (annual average) (July 2020 to end of June 2021)

Print run	12.066		
Spread copies	11.559	thereof abroad	475
Sold copies	11.302	thereof abroad	423
Subscription	11.160	thereof members	10.980
Retailed copies	---		
Other sale	142		
Free copies	257		
Rest, slip and archive copies	507		

Betriebs-Info

Information for the operating personnel of wastewater plants

Price List No. 15, valid from issue 1/22



Editor and Publisher: GFA in cooperation with DWA - German Association for Water Management, Wastewater and Waste e. V., Austrian Association for Water and Waste Management (ÖWAV) and Swiss Association of Wastewater and Water Protection Professionals (VSA)

1 Advertising Prices and Sizes

All Prices 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)
1/1	176 x 256	210 x 297	10 % of black and white price	1.070 €	1.460 €	1.850 €	2.240 €	620 €
1/2 vertical	86 x 256	102 x 297		550 €	940 €	1.330 €	1.720 €	620 €
1/2 horizontal	176 x 125	210 x 148		550 €	940 €	1.330 €	1.720 €	620 €
1/3 vert.	56 x 256	72 x 297		390 €	780 €	1.170 €	1.560 €	620 €
1/3 horiz.	176 x 86	210 x 112		390 €	780 €	1.170 €	1.560 €	620 €
1/4 corner ad	86 x 125	-	-	300 €	690 €	1.080 €	1.470 €	620 €
1/4 horiz.	176 x 60	-	-	300 €	690 €	1.080 €	1.470 €	620 €
1/6 corner ad	56 x 125	-	-	240 €	630 €	1.020 €	1.410 €	620 €
1/8 corner ad	86 x 60	-	-	180 €	570 €	960 €	1.350 €	620 €
1/8 horiz.	176 x 30	-	-	180 €	570 €	960 €	1.350 €	620 €

2 Print Run approx. 19.000 copies

5 Schedule

Publishing Dates: 07.01.2022, 01.04.2022,
01.07.2022, 30.09.20223 Publication
Frequency: 4 times a year
every first month of a quarterAdvertising Dates: 22.11.2021, 01.03.2022,
30.05.2022, 29.08.20224 Discounts For bookings in term of 12 month.
Only on the black and white price.Print Data Deadline usually two days after
advertising deadline.

Frequency Discount

for 2 adverts	5,0 %
for 3 adverts	7,5 %
for 4 adverts	10,0 %

6 Payment Terms 14 days without deduction