

Media Kit 2022

Korrespondenz Wasserwirtschaft

WASSER · BODEN · NATUR

2022

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 2022

May: IFAT 2022
June: Trace Substances
November: Flood Protection /
Storm Water Management

Korrespondenz Wasserwirtschaft

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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

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, 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.de/jobs

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Issue	Schedule	Topics
1/2022 January	Publishing Date: 12.01.2022 Advertising Deadline: 07.12.2021	IFAT-News Hydrology
2/2022 February	Publishing Date: 09.02.2022 Advertising Deadline: 18.01.2022	IFAT-News Hydraulic Engineering
3/2022 March	Publishing Date: 10.03.2022 Advertising Deadline: 15.02.2022	IFAT-News Surface Water and Soil
4/2022 April	Publishing Date: 06.04.2022 Advertising Deadline: 15.03.2022	IFAT-News Hydro Power
5/2022 May	Publishing Date: 11.05.2022 Advertising Deadline: 19.04.2022	Focus >> IFAT Munich << Hydrology Surface Water and Soil Hydraulic Engineering Hydro Power
6/2022 June	Publishing Date: 01.06.2022 Advertising Deadline: 10.05.2022	Focus >> Trace Substances <<

Issue	Schedule	Topics
7/2022 July	Publishing Date: 06.07.2022 Advertising Deadline: 14.06.2022	Hydrology
8/2022 August	Publishing Date: 03.08.2022 Advertising Deadline: 12.07.2022	Surface Water and Soil Report: IFAT Munich
9/2022 September	Publishing Date: 07.09.2022 Advertising Deadline: 16.08.2022	Hydraulic Engineering
10/2022 October	Publishing Date: 06.10.2022 Advertising Deadline: 13.09.2022	Hydro Power
11/2022 November	Publishing Date: 09.11.2022 Advertising Deadline: 18.10.2022	Focus >> Flood Protection & Storm Water Management << Report: DWA-Dialogue Berlin and members meeting
12/2022 December	Publishing Date: 07.12.2022 Advertising Deadline: 15.11.2022	Hydrology Report: ACHEMA

Print data deadline usually two days after the advertising deadline.



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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	200 €	2.060 €	2.370 €	2.680 €	2.990 €	310 €	* plus 3 mm bleed
1/1 [J]	176 x 256	210 x 297	100 €	1.330 €	1.640 €	1.950 €	2.260 €	310 €	
2/3 vertical	116 x 256	132 x 297	75 €	960 €	1.270 €	1.580 €	1.890 €	310 €	** in the middle column -> only in reports or DWA-part [3-columned]
2/3 horizontal [J]	176 x 185	210 x 211	75 €	960 €	1.270 €	1.580 €	1.890 €	310 €	
1/2 vert. [J]	86 x 256	103 x 297	50 €	710 €	989 €	1.268 €	1.547 €	310 €	
1/2 horiz. [J]	176 x 125	210 x 148	50 €	710 €	989 €	1.268 €	1.547 €	310 €	
Junior Page	130 x 185	148 x 210	50 €	780 €	1.059 €	1.338 €	1.617 €	310 €	
1/3 vert.	56 x 256	72 x 297	50 €	490 €	738 €	986 €	1.234 €	310 €	*** Data sheet Storyteller on request.
1/3 Sandwich**	56 x 256	-	-	635 €	883 €	1.131 €	1.379 €	310 €	
1/3 horiz.	176 x 86	210 x 112	50 €	490 €	738 €	986 €	1.234 €	310 €	
1/3 Job Ad [J]	86 x 185	-	-	490 €	738 €	986 €	1.234 €	310 €	[J] suitable for job adverts in type area size
1/4 corner ad [J]	86 x 125	-	-	360 €	577 €	794 €	1.011 €	310 €	
1/4 horiz. [J]	176 x 60	-	-	360 €	577 €	794 €	1.011 €	310 €	
1/6	56 x 125	-	-	260 €	477 €	694 €	911 €	310 €	
1/8 corner ad [J]	86 x 60	-	-	210 €	396 €	582 €	768 €	310 €	
1/8 horiz.	176 x 30	-	-	210 €	396 €	582 €	768 €	310 €	
Front Cover ad	-	165 x 240	-	-	-	-	2.750 €	310 €	
Cover pages	-	210 x 297	-	-	-	-	2.500 €	310 €	
Storyteller (U2+2)	U2 fold-out on three sides***	209 x 297 (U2) +2 x 200 x 297 (flap)	-	-	-	-	3.970 €	310 €	

2 Loose Inserts (approx. 3.000-3.700):

€ 510,00 / full circulation

+ postal charges € 11,00 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

for 3 adverts 3 %

for 6 adverts 5 %

for 9 adverts 8 %

for 12 adverts 10 %

Volume discount

for 3 pages 5 %

for 6 pages 8 %

for 9 pages 10 %

for 12 pages 15 %

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:** 15th year, 2022
- 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, 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	3.005		
Spread copies	2.695	thereof abroad	104
Sold copies	2.546	thereof abroad	96
Subscription	2.546	thereof members	2.546
Retailed copies	---		
Other sale	---		
Free copies	148		
Rest, slip and archive copies	311		