

Korrespondenz Wasserwirtschaft

WASSER · BODEN · NATUR

2024

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 2024
January: Blue Ribbon Germany
March: Heavy Rain
April: DGL - Young talent award
May: IFAT Munich 2024
November: Flood and heavy rain prevention



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.

Traget 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

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 new forms of advertising in 2024. Place videos, banners or sponsored news in a high-quality editorial context.





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Issue	Schedule	Topics
1/2024 January	Publishing Date: 10.01.2024 Advertising Deadline: 05.12.2023	News about IFAT Focus >> Blue Ribbon Germany << Reports DWA regional association meetings Baden-Württemberg and Bavaria
2/2024 February	Publishing Date: 07.02.2024 Advertising Deadline: 17.01.2024	News about IFAT Groundwater Water Framework Directive
3/2024 March	Publishing Date: 06.03.2024 Advertising Deadline: 13.02.2024	Focus >> Heavy rain << News about IFAT
4/2024 April	Publishing Date: 04.04.2024 Advertising Deadline: 12.03.2024	Focus >> Young Talent Award German Society for Limnology << News about IFAT Effects of climate change on water bodies Hydraulic engineering
5/2024 May	Publishing Date: 02.05.2024 Advertising Deadline: 09.04.2024	Focus >> IFAT Munich << Urban Waste Water Directive Trace substances in water bodies Water body restoration
6/2024 June	Publishing Date: 06.06.2024 Advertising Deadline: 14.05.2024	Heavy rain precautions Water Framework Directive Water reuse ACHEMA

Issue	Schedule	Topics
7/2024 July	Publishing Date: 03.07.2024 Advertising Deadline: 11.06.2024	Landscape water balance Surface waters Groundwater
8/2024 August	Publishing Date: 01.08.2024 Advertising Deadline: 09.07.2024	Urban Waste Water Directive Water and soil Hydropower Report on the IFAT Munich
9/2024 September	Publishing Date: 04.09.2024 Advertising Deadline: 13.08.2024	Watercourse restoration Digitalization of water management DWA Dialogue Berlin Report on the ACHEMA
10/2024 October	Publishing Date: 02.10.2024 Advertising Deadline: 10.09.2024	Watercourse structure Hydraulic engineering Water Framework Directive
11/2024 November	Publishing Date: 31.10.2024 Advertising Deadline: 09.10.2024	Focus >> Flood and heavy rain prevention << Report on the DWA Dialogue Berlin and members meeting
12/2024 December	Publishing Date: 04.12.2024 Advertising Deadline: 12.11.2024	River basin management Landscape water balance

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 €	2.150 €	2.460 €	2.770 €	3.080 €	330 €	* plus 3 mm bleed
1/1 [J]	176 x 256	210 x 297	100 €	1.390 €	1.700 €	2.010 €	2.320 €	330 €	
2/3 vertical	116 x 256	132 x 297	75 €	1.010 €	1.320 €	1.630 €	1.940 €	330 €	** in the middle column -> only in reports or DWA-part [3-columned]
2/3 horizontal [J]	176 x 185	210 x 211	75 €	1.010 €	1.320 €	1.630 €	1.940 €	330 €	
1/2 vert. [J]	86 x 256	103 x 297	50 €	750 €	1.029 €	1.308 €	1.587 €	330 €	
1/2 horiz. [J]	176 x 125	210 x 148	50 €	750 €	1.029 €	1.308 €	1.587 €	330 €	
Junior Page	130 x 185	148 x 210	50 €	830 €	1.109 €	1.388 €	1.667 €	330 €	
1/3 vert.	56 x 256	72 x 297	50 €	525 €	773 €	1.021 €	1.269 €	330 €	*** Data sheet
1/3 Sandwich**	56 x 256	-	-	670 €	918 €	1.166 €	1.414 €	330 €	Storyteller on request.
1/3 horiz.	176 x 86	210 x 112	50 €	525 €	773 €	1.021 €	1.269 €	330 €	
1/3 Job Ad [J]	86 x 185	-	-	525 €	773 €	1.021 €	1.269 €	330 €	[J] suitable for job adverts in type area size
1/4 corner ad [J]	86 x 125	-	-	400 €	617 €	834 €	1.051 €	330 €	
1/4 horiz. [J]	176 x 60	-	-	400 €	617 €	834 €	1.051 €	330 €	
1/6	56 x 125	-	-	300 €	517 €	734 €	951 €	330 €	
1/8 corner ad [J]	86 x 60	-	-	240 €	426 €	612 €	798 €	330 €	
1/8 horiz.	176 x 30	-	-	240 €	426 €	612 €	798 €	330 €	
Front Cover ad	-	165 x 240	-	-	-	-	2.810 €	330 €	
Cover pages	-	210 x 297	-	-	-	-	2.560 €	330 €	
Storyteller (IFC+2)	IFC fold-out on three sides***	209 x 297 (IFC) +2 x 200 x 297 (flap)***	-	-	-	-	4.090 €	330 €	

2 Loose Inserts (approx. 3.100-3.600):

€ 570,00 / full circulation
+ postal charges € 12,00 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 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:** 17th year, 2024
- 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
Phone +49 2242 872-129, Fax -151, anzeigen@dwa.de
- 11 **Advertising:**

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 %
Total (30.6.2023)	13.548 / 100,0%

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

Regional Groups	quantity / percentage
Baden-Wuerttemberg	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 %
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	3.034
Spread copies	2.949 thereof abroad 181
Sold copies	2.594 thereof abroad 103
Subscription	2.594 thereof members 2.594
Retailed copies	---
Other sale	---
Free copies	355
Rest, slip and archive copies	85