

UMWELTWIRTSCHAFT 2023

PRODUCTS/PRICES/EDITORIAL PROGRAM





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3 ENVIRONMENTAL MEDIA



PRINT

ENTSORGA-MAGAZIN 2023

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PRODUCT PORTFOLIO



ENTSORGA-MAGAZIN

is the trade journal for the entire spectrum of municipal and industrial environmental protection and is considered the mouthpiece of the industry.



wvt WASSERWIRTSCHAFT WASSERTECHNIK

is the technically oriented practice magazine for decisions in drinking and waste water management.



Every year in November, the special edition **modernization report** is published. Compact knowledge to put into practice: technical articles / project reports / company profiles.



UMWELTWIRTSCHAFT.COM

is aimed at industry and local authority representatives who deal with environmental and resource management across the board.

The **NEWSLETTER** is published every Wednesday and provides up-to-date information on all ecologically relevant topics of industrial environmental protection, and drinking water and wastewater management





Überflutungen durch Starkregen

Starkregen sorgen in Deutschland für Überflutungen und Gefahr an Prof. Dr. Heintz Gering, Leiter der Fachhochschule Münster, Möglichkeiten zur Starkregenvorsorge und er hat in mehreren wie Stadtplanung und Wissenschaft helfen können, die Gefahr vorzubeugen!

ENTWICKLUNG - Herr Prof. Gering, in Deutschland sind in den letzten Jahren die meisten Schäden in den Städten. Wie können diese Überflutungen reduziert werden? **Prof. Gering:** Hier müssen wir grundsätzlich zwischen einem Hochwasser und einer Hochwasser und untersuchen, um welche Art von Überflutung es sich handelt. In der Stadtplanung sind wir in der Lage, die Auswirkungen von Starkregen zu berücksichtigen. In der Stadtplanung sind wir in der Lage, die Auswirkungen von Starkregen zu berücksichtigen. In der Stadtplanung sind wir in der Lage, die Auswirkungen von Starkregen zu berücksichtigen.

Wasser + Abwasser

01 → PRINT

PORTRAIT ENTSORGA-MAGAZIN



Use ENTSORGA-Magazin for your cross-media advertising message.



NEW

Print + E-Paper:
your winning cross-media
combination

ENTSORGA is the trade journal for the entire spectrum of municipal and industrial circular economy, and is the voice of the industry..

Frequency of publication: 6 x p.a.

Format: A4

CIRCULATION ANALYSIS

COPIES PER ISSUE

Print-run: 8,000 copies

E-Paper: 2,700

Total (Print incl. E-Paper): **10,700**

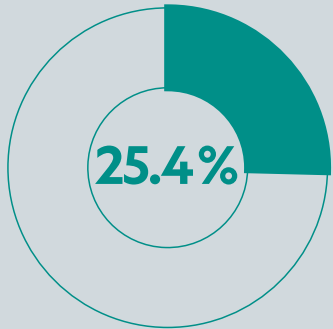
In-house count according to recipient data of Oct. 10, 2022



Additional benefit of the e-paper

- The e-paper is sent digitally to our online readers one day before the publication date.
- Your advert can be linked to your homepage.
- Extending the reach of your advert from print to digital.
- You can also forward the e-paper to your customers and e-mail distribution lists at any time to generate a further extension of your reach.

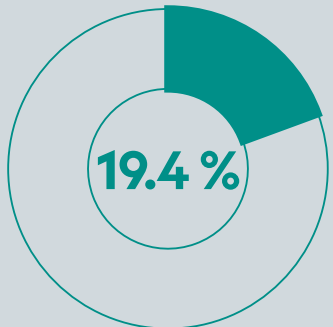
READER TARGET GROUP*



RECYCLING, DISPOSAL,
WASTE TREATMENT



WASTE WATER,
SEWAGE TREATMENT
PLANTS



MECHANICAL
ENGINEERING,
ELECTRICAL
ENGINEERING,
VEHICLE CONSTRUCTION,
TRAFFIC, TRANSPORT



MINERAL OIL PROCESSING,
CHEMICAL INDUSTRY



CONSTRUCTION
INDUSTRY / CIVIL
ENGINEERING /
SEWER SYSTEM



PUBLIC ADMINISTRATION

**Cross-media allows
you to reach the entire
value chain of the
Circular Economy.**

**This gives us a signifi-
cant opportunity
to play out your
advertising message
to your target group
in a channel-specific
way.**

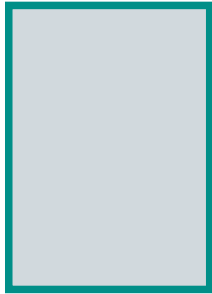
*Excerpt from the reader evaluation of Octobre, 2022 (In-house count including dispatch to varying target groups).

EDITORIAL PROGRAM 2023

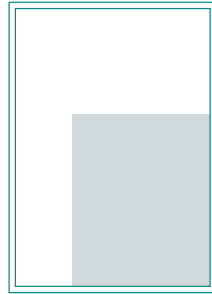


	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4	ISSUE 5	ISSUE 6
Advertising Deadline	March 3, 2023	April 26, 2023	June 6, 2023	Aug 18, 2023	Sept. 28, 2023	Oct. 17, 2023
Publication Date	March 24, 2023	May 19, 2023	June 30, 2023	Sept. 1, 2023	Oct. 13, 2023	Dec. 1, 2023
Trade Fair Issues	 	 	 	 	 	 
Subjects	<ul style="list-style-type: none"> • Metal recycling • Biowaste • Substitute building materials ordinance • Hazardous waste treatment 	<ul style="list-style-type: none"> • Waste incineration • Refuse-derived fuels • Recycling technology: Sorting, Conveying & Shredding • Emission control • Pump technology 	<ul style="list-style-type: none"> • Substitute building materials / minerals • Demographic change • Collection vehicles • Sewage sludge / P-Recycling • Sewer inspection & rehabilitation 	<ul style="list-style-type: none"> • Recycling / Separation technology • E-scrap / Batteries • Vehicle technology / Fleet management & logistics • End-of-life vehicles • Pump technology • Fire protection / Explosion protection 	<ul style="list-style-type: none"> • Occupational safety • Plastics processing • Wastepaper recycling • Heavy rain / rainwater 	<ul style="list-style-type: none"> • Household waste recycling • Industrial wastewater treatment • Filtration technology
Specials	Construction Materials Recycling	Biological Waste Treatment Electrical Appliance Recycling / Batteries	Biogas as an Alternative Energy Carbon Capture and Storage	Sewage Sludge Treatment / 4th treatment stage at sewage treatment plants	Plastics Recycling Drive Technologies	Digitalization / Software IT in Waste Management
Trade Fairs and Conferences	<p>Kreislaufwirtschaftstage Münster/Germany Feb. 28-March 1, 2023</p> <p>Berliner Recycling- und Sekundärrohstoffkonferenz (Recycling and Secondary Raw Materials conference) Berlin/Germany March 15-16, 2023</p> <p>Recycling-Technik (Recycling Technology) Dortmund/Germany March 27-29, 2023</p> <p>Bau Munich/Germany April 17-22, 2023</p> <p>Recycling Aktiv Karlsruhe/Germany April 27-29, 2023</p>	<p>33rd Kasseler Abfall- und Ressourcenforum Kassel/Germany April 18-20, 2023</p> <p>Hannover Messe/Energy Hanover/Germany April 17-21, 2023</p> <p>Berliner Abfallwirtschafts- und Energiekonferenz (Waste and Energy Conference) Berlin/Germany April 24-25, 2023</p> <p>PRS Europe Amsterdam/Netherlands May 10-11, 2023</p> <p>The Battery Show Europe, Stuttgart/Germany May 23-25, 2023</p>	<p>Bundeskongress der kommunalen Abfallwirtschaft und Stadtreinigung Berlin/Germany May 3-4, 2023</p> <p>DWA Klärschlammstage (Sludge Days), Würzburg/Germany May 23-25, 2023</p> <p>Berliner Konferenz: Mineralische Nebenprodukte und Abfälle (Mineral By-products and Waste) Berlin/Germany June 12-13, 2023</p> <p>Plastics Recycling World Exhibition 2023, Essen/Germany June 14-15, 2023</p>	<p>E-Waste Expo Frankfurt/Germany June 29-30, 2023</p> <p>IAA Mobility Munich/Germany Sept. 5-10, 2023</p>	<p>14. VDI-Fachkonferenz Klärschlammbehandlung (14th VDI trade Conference Sewage Sludge Treatment) Mannheim/Germany Sept. 19-20, 2023</p> <p>Fakuma Friedrichshafen/Germany Oct. 17-21, 2023</p> <p>A+A Arbeitsschutz Aktuell (Protective Workwear) Düsseldorf/Germany Oct. 24-27, 2023</p>	<p>Ecomondo, Rimini/Italy November 2023</p> <p>Pollutec Lyon/France Oct. 10-13, 2021</p> <p>35. VDI-/ITAD-Konferenz Thermische Abfallbehandlung (Thermal Waste Treatment) 2023, Würzburg/Germany Oct. 18-19, 2023</p> <p>3. Zukunftskongress Digitalisierung und Automatisierung der Kreislaufwirtschaft (3rd Future Congress Digitalization and Automation of the Circular Economy) Leipzig/Germany Nov. 9-10, 2023</p> <p>SPS Nuremberg/Germany Nov. 14-16, 2023</p>

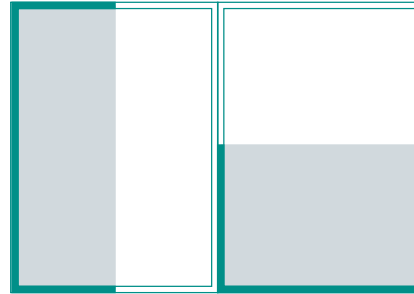
ADVERTISING FORMATS 2023



1/1 page
185 × 268 mm



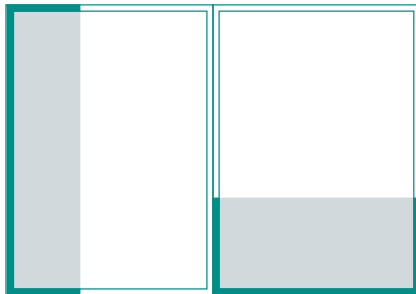
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1/2 page vertical 90 × 268 mm
1/2 page horizontal 185 × 128 mm

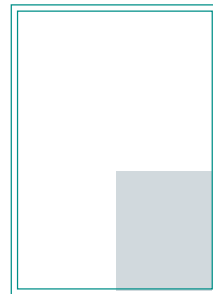
1/1 4c
bleed
210 × 297 mm*

1/2 page vertical bleed 100 × 297 mm*
1/2 page horizontal bleed 210 × 148 mm*



1/3 page vertical 60 × 268 mm
1/3 page horizontal 185 × 88 mm

1/3 page vertical bleed 70 × 297 mm*
1/3 page horizontal bleed 210 × 103 mm*



1/4 page
90 × 128 mm

TERMS OF PAYMENT

Net amount within 30 days from the date of invoice.

BANK DETAILS

Deutscher Fachverlag GmbH
Frankfurter Sparkasse,
Frankfurt am Main

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

DISCOUNTS

If purchased within 12 months (insertion year) the following discounts are available:

2 ads	5 %
3 ads	10 %
4 ads	15 %
6 ads	20 %

All charges are eligible for discount, with the exception of additional technical costs and postage.

ADVERTISING FORMATS AND PRICES 2023



Advertising prices (in euros / 4 color ad)

FORMATS	PRICES (PRINT INCL. E-PAPER)
1/1 Page	€ 5,690
1/2 Page junior-page	€ 3,990
1/2 Page horizontal / vertical	€ 3,450
1/3 Page horizontal / vertical	€ 2,390
1/4 Page	€ 1,990
2 nd / 3 rd / 4 th cover page	€ 5,850

BOUND INSERTS

Bound inserts are to be delivered untrimmed, multiple-leaf inserts must be delivered folded. The front of the insert must be indicated.

2 PAGES	€ 4,200
4 PAGES	€ 5,200
6 PAGES	ON REQUEST

LOOSE INSERTS

Loose inserts are printed matter which is placed inside the journal.
Formats: max. 205 mm wide, 290 mm high.

UP TO 25 G	4,200 EUR
UP TO 50 G	5,200 EUR

All prices subject to VAT

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artwork@umweltwirtschaft.com

FAX ADVERTISING DEPT.

+49 69 7595-1820

DELIVERY ADDRESS FOR INSERTS

WVD Westdeutsche Verlags- und Druckerei GmbH

Societäts-Druck / Warenannahme Akzidenz

WWT ISSUE NO.

Kurhessenstr. 4-6

64546 Mörfelden-Walldorf

Germany

PORTRAIT WWT



Use the wvt magazine for your cross-media advertising message.



NEW
your winning cross-media combination

wvt WASSERWIRTSCHAFT WASSERTECHNIK is the technically oriented practice magazine for decisions in drinking and wastewater management. It provides information on innovations, products and processes for and from the water and wastewater industry.

Frequency of publication: 10 x p.a.
incl. special edition: **modernization report**
Format: A4

CIRCULATION ANALYSIS

COPIES PER ISSUE

Print-run:	6,000 copies
E-Paper:	2,700
Total (Print incl. E-Paper):	8,700

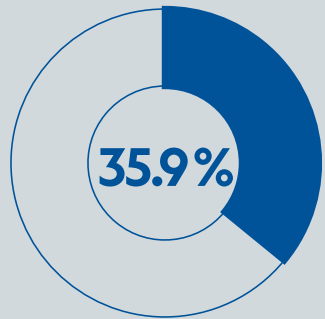
Excerpt from the reader evaluation of Oct. 10, 2022



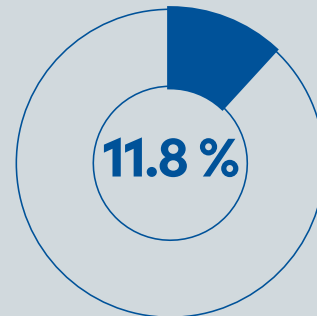
The e-paper additional benefit

- The e-paper is sent digitally to our online readers one day before the publication date.
- Your ad can be linked to your homepage.
- Extending the reach of your ad from print to digital.
- You can also forward the e-paper to your customers and e-mail distribution lists at any time to generate a further extension of your reach.

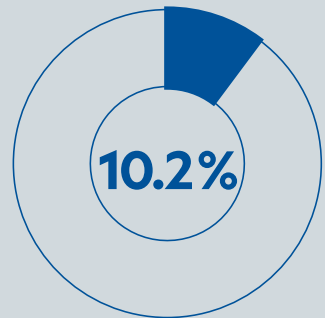
READER TARGET GROUP*



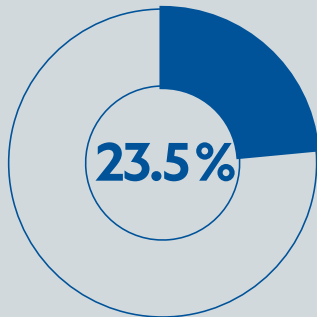
WATER SUPPLY, SEWAGE,
SEWAGE TREATMENT
PLANTS



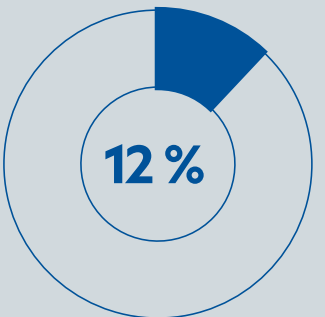
RESEARCH, CONSULTING,
ARCHITECTURE AND
ENGINEERING OFFICES



SEWERAGE /
CIVIL ENGINEERING



PUBLIC ADMINISTRATION



FOOD, BEVERAGE
AND LUXURY
FOOD INDUSTRY

Cross-media allows you to reach the entire value chain in drinking water and wastewater management.

This gives you the significant opportunity to play out your advertising message to your target group in a channel-specific way.

Excerpt from the reader evaluation of October 10, 2022 (in-house count including dispatch to varying target groups). The detailed reader evaluation can be found at umweltwirtschaft.com/MediaData.

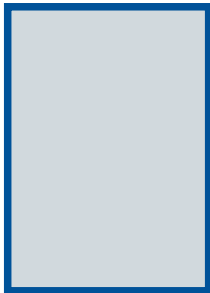


EDITORIAL PROGRAM 2023

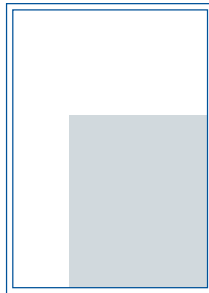
	Issue 1/2	Issue 3	Issue 4	Issue 5	Issue 6	Issue 7/8	Issue 9	Issue 10	Special Issue	Issue 11/12
Editorial Deadline	Jan. 11, 2023	Feb. 8, 2023	March 16, 2023	April 12, 2023	May 17, 2023	June 15, 2023	July 26, 2023	Sept. 14, 2023	Oct. 10, 2023	Nov. 1, 2023
Advertising Deadline	Jan. 30, 2023	Feb. 27, 2023	April 3, 2023	May 2, 2023	June 5, 2023	July 3, 2023	Sept. 8, 2023	Sept. 29, 2023	Oct. 23, 2023	Nov. 20, 2023
Publication Date	Feb. 23, 2023	March 23, 2023	April 27, 2023	May 25, 2023	June 29, 2023	Aug. 11, 2023	Sept. 28, 2023	Oct. 26, 2023	Nov. 23, 2023	Dec. 12, 2023
Trade Fair Editions										
Specials	Pumps	Drains + Sewers	Wastewater Treatment Technologies	Water and Wastewater 4.0	Water & Energy	Drinking Water	Industry & Water	Sewage Sludge	<p>wvt Modernization Report 2023/2024</p> <p>Frequency of publication: Annually</p> <p>Planned circulation: 12,000 copies</p> <p>Technical contributions, practice and experience reports from the areas of wastewater, drinking water, rainwater, sewer and pipeline construction, measuring technology, digitalization, climate change</p> <p>Special advertising formats</p> <ul style="list-style-type: none"> • Project reports • Company Profiles 	Rainwater
Main Topics	<ul style="list-style-type: none"> • in wastewater treatment • in drinking water treatment • in drinking water and wastewater transportation • Lifting equipment and aerators • Digitalization • Energy efficiency • Control and monitoring • Digital Twin • Maintenance - Predictive maintenance 	<ul style="list-style-type: none"> • Maintain, adapt, expand infrastructures • Sewer inspection • Rehabilitation of sewers and pipelines • House connection rehabilitation • Intelligent sewer network management • Climate change and infrastructure • Leakage detection • Reservoir drains • Pipe materials • BIM • Inspection technology • Rehabilitation technologies 	<ul style="list-style-type: none"> • New construction and modernization of plants • Process technology • Mechanical equipment • Automation and digitalization • Measurement and analysis technology • Wastewater monitoring • Trace substances and microplastics elimination 	<ul style="list-style-type: none"> • Digitalization, modeling, visualization of water systems • Plant monitoring • Process control technology • BIM • Augmented reality in water management • IT security • Security in critical infrastructures • Networking • Sensors 	<ul style="list-style-type: none"> • Energy and heat recovery from wastewater in sewers and at wastewater treatment plants • Energy management of wastewater plants • Improving energy efficiency in wastewater treatment and drinking water processing • Energy turnaround in wastewater treatment plants: from energy consumer to energy supplier 	<ul style="list-style-type: none"> • Modern technologies for water extraction and treatment • Climate change adaptation concepts • Water 4.0 • Disinfection of drinking water: UV, ozone, and filtration technology • Automation, process control systems • Measurement and analysis technology 	<ul style="list-style-type: none"> • Treatment of industrial wastewater • Process water - treatment and processing • Recycling • Circular systems • Measurement and analysis technology 	<ul style="list-style-type: none"> • Organizational and process engineering concepts in sewage sludge utilization • Phosphorus recovery • Sludge conditioning • Sewage sludge drying • Energy recovery • Biogas recovery • Implementation of legal requirements 		<ul style="list-style-type: none"> • Treat and use • Retention, infiltration, evaporation • Urban climate, local water balance • Climate change: implementation of concepts for the water-sensitive city or sponge city • Measures against heavy rain and flash floods • Rainwater management • Flood protection • Warning systems • Measurement technology
Further Topics	Pipeline and Sewer Construction	Environment	Measurement and Analysis Technology	Recruiting Skilled Employees	Membrane Technology	Environment	Building & Construction	Drinking Water		Drinking Water Supply, Wastewater Drainage
	<ul style="list-style-type: none"> • Safe operation and monitoring of line networks • Smart network operation • Rehabilitation procedures • Leak tests 	<ul style="list-style-type: none"> • Improving water quality • Implementation of the Water Framework Directive • Flood protection • Water bodies and drinking water barriers in the climate change • Moors • Monitoring • Measurement and analysis technology 	<ul style="list-style-type: none"> • for ground and surface water • for drinking water • for wastewater and sewage sludge • Network monitoring/Leakage detection • Disinfection of drinking water • Wastewater monitoring 	<ul style="list-style-type: none"> • Securing young talent in the water industry • Concepts for skilled employee recruitment and retention • Recruiting • Modern and practical educational concepts of colleges and universities 	<ul style="list-style-type: none"> • Use in the treatment of drinking water and wastewater • Recycling of wastewater • Processes and products in comparison 	<ul style="list-style-type: none"> • Improving water quality • Implementation of the Water Framework Directive • Flood protection • Water bodies and drinking water dams in the climate change 	<ul style="list-style-type: none"> • New construction and renovation of water technical plants • Drinking water treatment plants • Wastewater treatment plants 	<ul style="list-style-type: none"> • Climate change and water strategies of the German Federal States • Treatment processes • Ground, spring, and surface water as raw water • Filtration • Disinfection 	<ul style="list-style-type: none"> • New construction and remediation of pipelines • Processes and pipe material • Inspection technology 	

Traid Fairs and Conferences	<p>56th Essener Tagung für Wasserwirtschaft Essen/Germany March 7-9, 2023</p> <p>35th Lindauer Seminar Lindau/Germany March 9-10, 2023</p> <p>Tausendwasser, Berlin/Germany March 15-16, 2023</p> <p>35th Oldenburger Rohrleitungsforum Oldenburg/Germany March 30-31, 2023</p>	<p>24th Dresdner Abwassertagung (Wastewater Conference) Dresden/Germany April 25-26, 2023</p>	<p>BDEW Congress, Berlin/Germany</p> <p>Awards ceremony Berlin/Germany June 26-27, 2023</p>	<p>DVGW GAT/WAT, Cologne/Germany Sept. 6-7, 2023</p> <p>DWA Dialog, Berlin/Germany Sept. 18-19, 2023</p>	<p>InfraSpree 2023 Berlin/Germany TBA</p>
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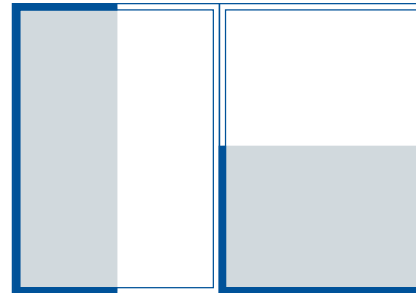
ADVERTISING FORMATS 2023



1/1 page
185 × 268 mm



1/2 Seite page junior
185 × 268 mm



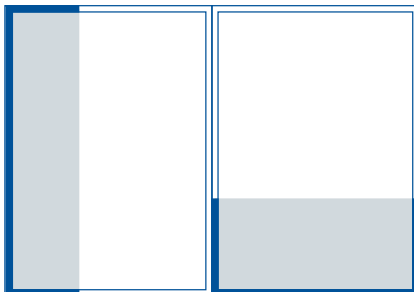
page vertical
90 × 268 mm

1/2 page horizontal
185 × 128 mm

1/1 page
bleed
210 × 297 mm*

1/2 page vertical
bleed
100 × 297 mm*

1/2 page horizontal
bleed
210 × 148 mm*

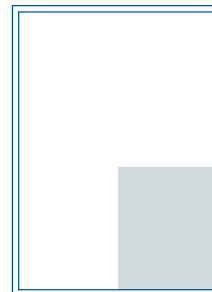


1/3 page vertical
60 × 268 mm

1/3 page horizontal
185 × 88 mm

1/3 page vertical
bleed
70 × 297 mm*

1/3 page horizontal
bleed
210 × 103 mm*



1/4 page
2 column
90 × 128 mm

Front cover

You supply the cover page photo in a printable resolution.
We mount it on the journal.
You receive a pdf file for approval.

Format: 190 × 190 mm

TERMS OF PAYMENT

Net amount within 30 days from the date of invoice.

BANK DETAILS

Deutscher Fachverlag GmbH
Frankfurter Sparkasse,
Frankfurt am Main

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

DISCOUNTS

If purchased within 12 months the following discounts are available:

2 ads	5 %
4 ads	10 %
6 ads	15 %
10 ads	20 %

All charges are eligible for discount, with the exception of additional technical costs and postage.

ADVERTISING FORMATS AND PRICES 2023



Advertising prices (in euros / 4 color)

FORMATS	PRICES (PRINT INCL. E-PAPER)
1/1 page	€ 3,990
1/2 page junior-Page	€ 3,100
1/2 page horizontal / vertical	€ 2,800
1/3 page horizontal / vertical	€ 2,100
1/4 page	€ 1,750
1/8 page	€ 1,120
Front cover	€ 4,500
2 nd / 3 rd / 4 th cover page	€ 4,150

BOUND INSERTS

Bound inserts are to be delivered untrimmed, multiple-leaf inserts must be delivered folded. The front of the insert must be indicated.

2 PAGES € 2,990

4 PAGES € 3,990

LOOSE INSERTS

Loose inserts are printed matter which is placed inside the journal. Formats: max. 205 mm wide, 290 mm high.

UP TO 25 G € 2,990

UP TO 50 G € 3,990

ADDRESSES FOR BUSINESS PROFESSIONALS

Fixed format 56×80 mm high

B/W € 740,00 p.a.

4C € 1.380,00 p.a.

All prices subject to VAT

Contacts

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FAX ADVERTISING DEPT.

+49 69 7595-1820

DELIVERY ADDRESS FOR INSERTS

PRINTEC OFFSET

MR. MICHAEL SUCKOW

WWT ISSUE NO. ...

OCHSHÄUSER STR. 45, 34123 KASSEL, GERMANY

MODERNIZATION REPORT 2023/2024

The modernization report is the special edition of the trade journal wwt wasserwirtschaft wassertechnik.



Detailed technical contributions and project reports by experts from science and water management practice discuss the current challenges of the water industry in annually changing main topics.

Special distribution: 12,000 copies (including E-Paper)
Volume: 12th volume 2023
Target group: Water management institutions, companies, authorities, engineering offices, universities etc.



Further booking possibilities

PRINT AND E-PAPER	WWT IN €
Front cover	€ 4,500
2 nd /3 rd /4 th cover pages	€ 4,150
1/1 page 4c	€ 3,990
1/2 page Junior format	€ 3,100
1/2 page horizontal / vertical	€ 2,800
1/3 page horizontal / vertical	€ 2,100
Company Profile	€ 2,650

Project Reports



Company Profiles



Basic Package

- 2-page project or product report,
6,000 – 7,000 characters + photo
- incl. 1/2-page company profile
 - incl. 10 complimentary copies

Package price € 3,100

DEADLINES

Publication date:	November 23, 2023
Submission Basic Package:	September 25, 2023
Submission Company Profile/ advertisement:	October 23, 2023



02 → DIGITAL

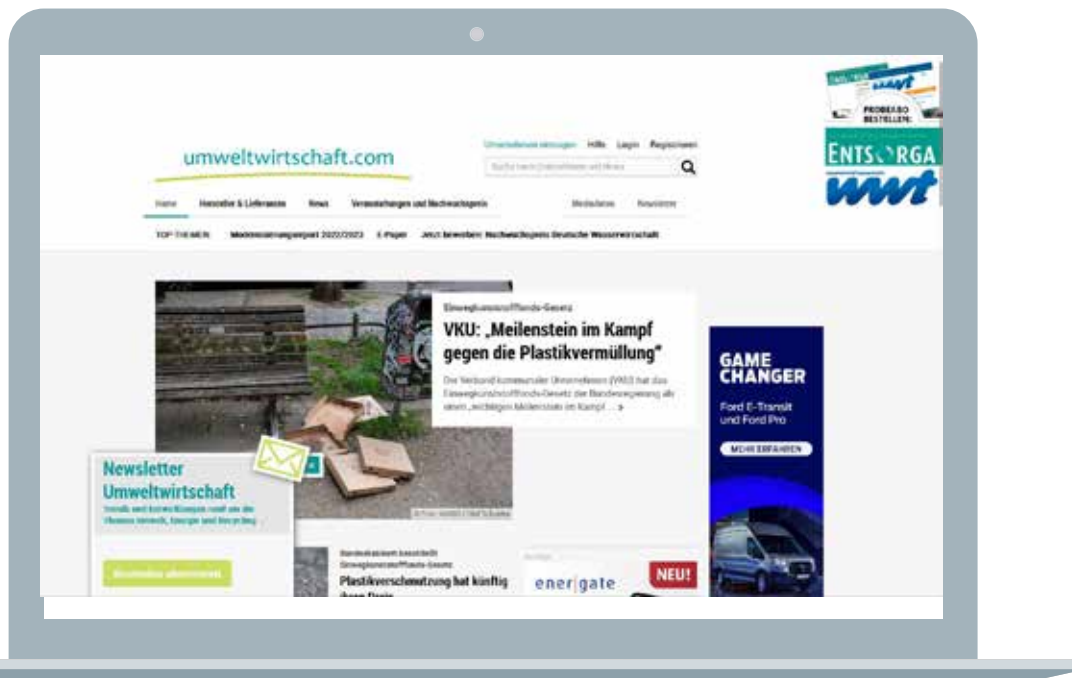


UMWELTWIRTSCHAFT.COM

Interactivity meets performance - your reach generator!

umweltwirtschaft.com is aimed at industry and local authority representatives who deal with environmental and resource management across the board.

The newsletter from umweltwirtschaft.com appears twice a week on Tuesdays and Fridays, and provides information about current events, products and news from the areas of environment, energy, water and recycling.



Our performance values per month

Page Views: 17,152
Sessions: 6,995
Visitors: 5,765

Source: Piwik Pro, September 2022

Data delivery for digital
advertising:
artwork@umweltwirtschaft.com

ONLINE ADVERTISING



Banner formats and prices

ADVERT TYPE/FORMAT	per week Homepage inc. sub-pages	per month Homepage inc. sub-pages
Superbanner top* (728 × 90 px)	€ 790	€ 2,100
Skyscraper* (200 × 600 px)	€ 690	€ 1,990
Medium Rectangle* (300 × 250 px)	€ 690	€ 1,990
Superbanner bottom* (728 × 90 px)	€ 390	€ 900
Advertorial** (180 × 300 px, Headline + Text), Simultaneously with flanking advertising in the newsletter	€ 1,000	
Button (287 × 90 px)* Placement on the events page	€ 290	€ 500
Whitepaper (4 weeks of lead generation), Simultaneously with flanking advertising in the newsletter		€ 2,500

* The banner space is shared with max. one other advertising partner (rotation of 2).

** Exclusive allocation (no rotation).

All advertising formats are also available in the mobile version (except Skyscraper)

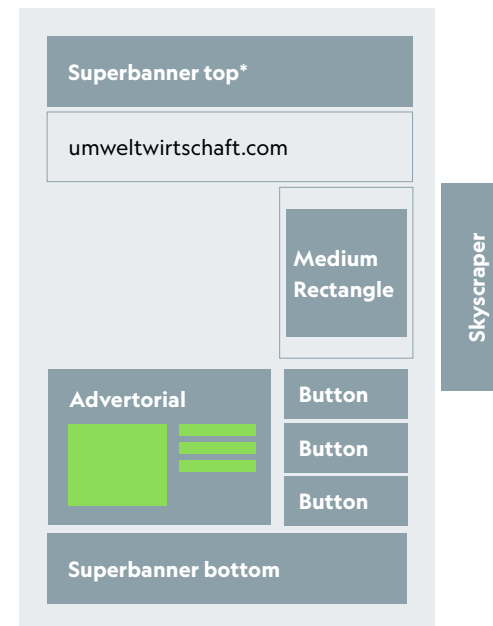
The following applies to all advertising formats: Volume approx. 100 KB.

The most common file formats are accepted: jpg, gif, png, HTML5, Redirect.

ONLINE ADVERTORIAL

For more visibility and reach

umweltwirtschaft.com



All advertising formats are also available in the mobile version (except Skyscraper)

Online Advertorial

- Your advertisement in the layout of an editorial article and in the appropriate environment.
- The advertorial consists of a teaser on the news page and a corresponding news detail page.
- It is also temporarily shown on the homepage and advertised once in the newsletter.

Price:
per week € 1,000

WHITE PAPER ADVERTISING

Generate leads for new customer acquisition

Our premium offer for new customer acquisition: Place your white paper advertising message exclusively on our channels. Your white paper banners will run for one month on our website and in the newsletter. **You will receive the qualified leads from the downloads.**



White Paper with lead generation:

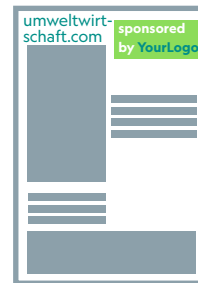
HOMEPAGE



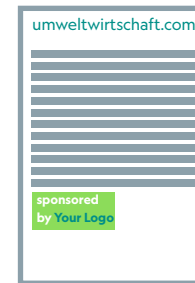
NEWSLETTER



LANDING PAGE



WHITE PAPER PDF DOWNLOAD



NEW
We promote your
White Paper

White Papers

White papers can be extremely valuable documents for attracting new customers.

YOUR BENEFIT:

- 1 month placement on the homepage
- Communication of your whitepaper message to your target audience through different channels (website banners, newsletter banners & LinkedIn)
- Absolute premium placement and exclusivity
- You receive the qualified leads of the download of your whitepaper

Price:

per month

€ 2,500

ONLINE ADVERTISING IN THE NEWSLETTER



The newsletter from umweltwirtschaft.com appears once a week (Wednesdays) and provides information about current events, products and news from the areas of environment, energy, water and recycling.

NEWSLETTER BANNER	per week (2 mailings)*	per month (4 calendar weeks)
Leaderboard (600 × 60 px)	€ 590	€ 1,690
Skyscraper (160 × 500 px)	€ 490	€ 1,650
Banner / Content AD (600 × 60 px)	€ 520	€ 1,750
Text advert / Text/Picture advert (text/picture advert up to max. 400 characters. Picture: 480 × 320 px)	€ 590	€ 1,750
Medium Rectangle (300 × 250 px)	€ 520	€ 1,690
Vacancies (Entry text with deposited pdf)	€ 750	€ 2,100
Button (160 × 160 px)	€ 380	€ 1,390

File formats Skyscraper, Button, Leaderboard, Banner: jpg or gif.

NEW:

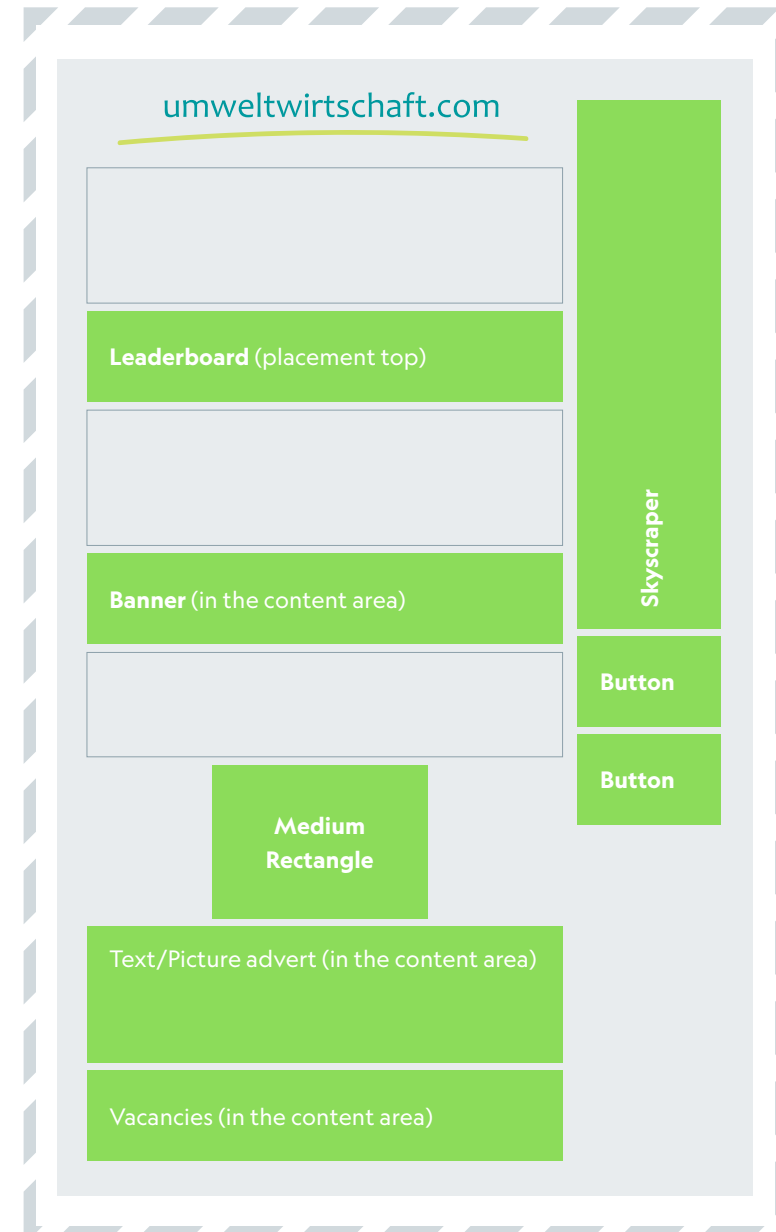
Please note that some Outlook versions do not deliver animated banners – only the first page will be displayed.

File format Vacancies: pdf

OUR PERFORMANCE VALUES

Subscribers	2.300
Opening rate	23.5 %
CTR (click-through-rate)	25.6 %

Source: InxMail, August 2022



EXCLUSIVE NEWSLETTER

We will send your content to our readers. That hits the target!



Exklusiv-Newsletter umweltwirtschaft.com 14. September 2022

Sind Ihre Medien schwierig zu fordern?
Effiziente Pumpentechnologien in der Abwasserförderung

umweltwirtschaft.com

NEWSLETTER powered by ENTSORGA

ANZEIGE

➤ Alles aus einer Hand!

Sehr geehrter Herr Wahlenmaier,

ob in der kommunalen Aufbereitung oder in industriellen Kläranlagen: Abwasser stellt hohe Anforderungen an die Fördertechnik. Wachsende Energiekosten setzen die Branche zusätzlich unter Druck. Die Wahl der richtigen Pumpentechnologie kann sowohl die Prozesse optimieren als auch die Energiekosten reduzieren. Für Betreiberinnen und Betreiber kann es sich lohnen, dabei auf Verdrängerpumpen zu setzen. Denn mit Ihren besonderen Bauarten bieten Exzentrerschnecke, Drehkolben und Co. jeweils ganz eigene Vorteile.

NETZSCH Pumpen & Systeme hat sein Produktportfolio konsequent darauf ausgerichtet. Betreibende mit der exakt

EXAMPLE
of the
Exclusive Newsletter

Approx.
2,300
subscribers

Opening rate
20 - 25 %

source: InxMail 07/2021

YOUR BENEFIT

- Targeted address of our readers
- Communication of your messages to your target group
- Links to videos and websites
- 100% exclusive - no other advertising

Prices:

You provide the editorial content **€ 2,900**

Editorially revised newsletter **€ 3,500**

Data delivery:
artwork@umweltwirtschaft.com

The booking and advertising deadline for your advertising material is one week before the publication date of the newsletter.
All prices subject to VAT

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