

UMWELTWIRTSCHAFT 2022

PRODUCTS/PRICES/EDITORIAL PROGRAM





PRODUCT-PORTFOLIO

3 ENVIRONMENTAL MEDIA



NEWSLETTER



PRINT



DIGITAL

PRINT

ENTSORGA-MAGAZIN 2022

- 5 PORTRAIT - PRINT-RUN - TARGET GROUP
- 7 EDITORIAL PROGRAM - PUBLICATION DATE
- 8 ADVERTISING FORMATS AND PRICES

wwt WASSERWIRTSCHAFT WASSERTECHNIK 2022

- 10 PORTRAIT - PRINT-RUN - TARGET GROUP
- 12 EDITORIAL PROGRAM - PUBLICATION DATE
- 13 ADVERTISING FORMATS AND PRICES
- 15 SPECIAL EDITION *modernization report*

- 16 WALL CALENDAR 2023



DIGITAL

- 18 UMWELTWIRTSCHAFT.COM

- 19 HOMEPAGE ADVERTISING 2022 /
ADVERTORIAL AND WHITE PAPERS

- 21 ONLINE ADVERTISING IN THE NEWSLETTER

- 22 ONLINE ADVERTISING IN THE EXCLUSIVE NEWSLETTER

-
- 23 PUBLISHING HOUSE AND CONTACTS

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 of **modernization report** is published. Compact knowledge to put into practice: technical articles / project reports / company profiles. Special distribution 15,000 copies.



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. Helmut Gering, Vorsitzender der Fachhochschule Münster, Möglichkeiten zur Starkregenvorsorge und er hat in Interviews wie Stadtplanung und Wissenschaft helfen können, die Gefahr vorzubeugen!

ENTWICKLUNG - Herr Prof. Gering, in Deutschland sind die Überflutungen durch Starkregen in den letzten Jahren stark zugenommen. Wie können diese Überflutungen reduziert werden? Herr Prof. Gering: Starkregenereignisse sind ein Problem, das in den letzten Jahren stark zugenommen hat. Die Ursachen sind vielfältig, aber ein wichtiger Faktor ist die Versiegelung der Landschaft. In urbanen Räumen wird viel Fläche versiegelt, was dazu führt, dass Regen nicht versickern kann. Dies führt zu einer erhöhten Abflussmenge in den Gewässern, was zu Überflutungen führt. Um dies zu vermeiden, müssen wir auf nachhaltige Lösungen setzen, wie zum Beispiel die Begrünung von Dächern und die Verwendung von durchlässigen Materialien für Gehwege und Plätze.

Starkregen sind die häufigsten Naturereignisse, die zu Schäden an Gebäuden und Sachschaden führen. Die Schäden sind oft groß und können die Sicherheit der Gebäude gefährden. Die Ursachen sind vielfältig, aber ein wichtiger Faktor ist die Versiegelung der Landschaft. In urbanen Räumen wird viel Fläche versiegelt, was dazu führt, dass Regen nicht versickern kann. Dies führt zu einer erhöhten Abflussmenge in den Gewässern, was zu Überflutungen führt. Um dies zu vermeiden, müssen wir auf nachhaltige Lösungen setzen, wie zum Beispiel die Begrünung von Dächern und die Verwendung von durchlässigen Materialien für Gehwege und Plätze.

01 → PRINT

PORTRAIT ENTSORGA-MAGAZIN



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



ENTSORGA-MAGAZIN is the trade journal for the entire spectrum of municipal and industrial environmental protection.

Frequency of publication: 6 x p.a.
Format: A4

CIRCULATION ANALYSIS

COPIES PER ISSUE IN Q 2/2021

Print-run:	10,500 copies
Total actual circulation:	10,200 copies
of which abroad:	230 copies
Subscribers:	2,082 copies
E-Paper:	2,700
Total (Print incl. E-Paper):	13,200

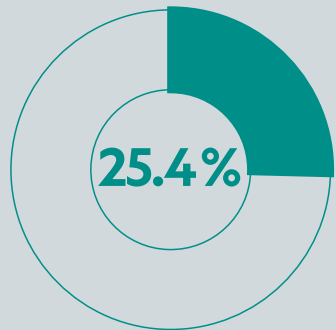
Excerpt from the reader evaluation of August, 2021



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.
- 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.

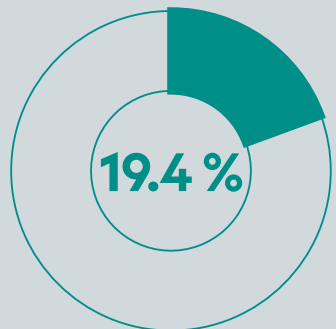
READER TARGET GROUP*



RECYCLING, DISPOSAL,
WASTE TREATMENT



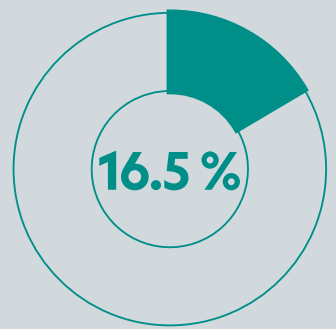
WASTE WATER,
SEWAGE TREATMENT
PLANTS



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.**

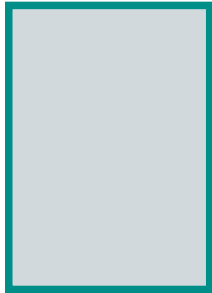
*Excerpt from the reader evaluation of August, 2021 (publisher's own count including dispatch to varying target groups). The detailed reader evaluation can be found at umweltwirtschaft.com/MediaData.

EDITORIAL PROGRAM 2022

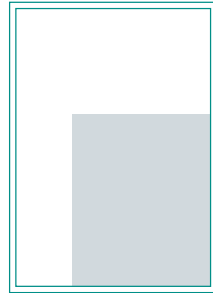


	ENTSORGA 1	ENTSORGA 2	ENTSORGA 3	ENTSORGA 4	ENTSORGA 5	ENTSORGA 6
Ad closing date	March 9, 2022	April 27, 2022	June 8, 2022	July 18, 2022	Sept. 7, 2022	Nov. 9, 2022
Publication date	March 30, 2022	May 18, 2022	June 29, 2022	Aug. 8, 2022	Sept. 28, 2022	Nov. 30, 2022
Trade Fair Issues						
				ACHEMA2022		
Specials	-	Sewage treatment plant technology, Sewage sludge treatment	Technology to combat climate change	Collection, sorting and recycling of plastic waste	Digitalization in the environmental management industry	Recycling, sorting, conveying technology: wood, metal, construction material, used tires
Subjects	<ul style="list-style-type: none"> • Trends, innovations and processes at the IFAT • Preview of the Achema • Preview of the Kassel Waste and Resources Forum • Follow-up reports on the Oldenburg Piping Forum • Follow-up reports on the T.R.E.N.D. Hamburg trade fair • Thermal waste treatment • Energy generation from biomass / Trends in biogas production • Pump technology • Battery recycling / E-scrap • Recycling technology: sorting, conveying & shredding • Underground systems/ Container tech. • Sewage plant technology / phosphorus recycling • Education and training for the waste management industry 	<ul style="list-style-type: none"> • Trends, innovations and processes at the IFAT • Refuse collection • Hazardous waste treatment • Contaminated site and landfill remediation / Landfill technology • Recycling and separation technology: metals, plastics • Vehicle technology • Air pollution control / Flue gas cleaning • IT for environmental and waste management • Industrial and municipal wastewater treatment • Stormwater management • Sewer inspection & rehabilitation • Cleaning vehicles 	<ul style="list-style-type: none"> • Detailed review of the IFAT • Preview of the Achema • Conveying, shredding and crushing technology / Material handling • Industrial air pollution control / Flue gas purification • Fire and explosion protection / Infrared thermography • Level measurement • Innovations in pressing and shredding technology • Landfill technology • Energy from wastewater • Pump technology • Digitalization in the environmental management industry 	<ul style="list-style-type: none"> • Construction and demolition recycling • Vehicle technology & logistics / Fleet Management • Waste Collection • Fire and explosion protection / Infrared thermography • Recyclables collection, sorting and recycling • Substitute fuels • E-scrap • Energy efficiency in water management • Sewage plant technology • Pumps and controls 	<ul style="list-style-type: none"> • Trends and innovations at the Ecomondo • Recycling technology: sorting, conveying and shredding technology • Landfill technology • Occupational safety • Battery recycling • IT in the waste management industry • Sewage sludge treatment • Winter and cleaning vehicles 	<ul style="list-style-type: none"> • Hazardous waste treatment • Innovations in recycling technologies (metal, wood, construction waste) • Refuse collection • Air pollution control (flue gas cleaning) • Energy from biomass • Trends in biogas production • Filtration technologies • Industrial wastewater treatment • Fleet management
Trade Fairs and Congresses		IFAT May 30-June 3, 2022		Powtech Aug. 30-Sept. 1, 2022 Achema Frankfurt Aug. 22-26, 2022	K, Düsseldorf Oct. 19-26, 2022	GGS Gefahrgut + Gefahrstoff Nov. 8-10, 2022
		Hannover Messe Energy May 30-June 2, 2022			Ecomondo Oct./Nov. 2022	SPS IPC DRIVES Nov. 23-25, 2022
	Kasseler Abfall- u. Ressourcenforum (Kassel Waste and Resources Forum) April 5-7, 2022	Recycling Aktiv May 5-7, 2022			Arbeitsschutz aktuell Oct. 18-20, 2022	

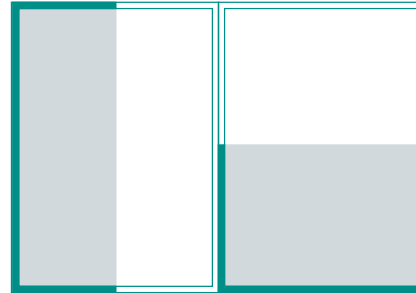
ADVERTISING FORMATS 2022



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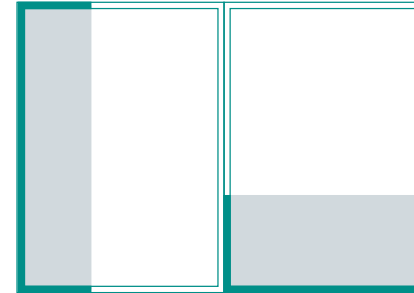


1/2 page junior
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1/2 page vertical
90 × 268 mm

1/2 page horizontal
185 × 128 mm



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

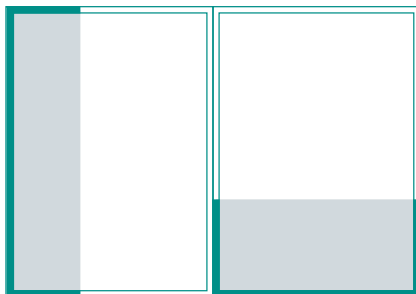
1/1 4c
bleed
210 × 297 mm*

1/2 page vertical
bleed
100 × 297 mm*

1/2 page horizontal
bleed
210 × 148 mm*

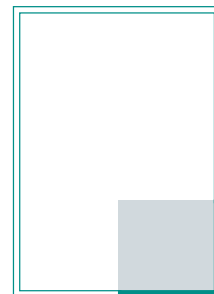
1/3 page vertical
bleed
70 × 297 mm*

1/3 page horizontal
bleed
210 × 103 mm*



1/4 page vertical
43 × 268 mm

1/4 page horizontal
185 × 65 mm



1/4 page
90 × 128 mm

Titel page

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

Format: 190 × 190 mm

1/2 page vertical
bleed
53 × 297 mm*

1/2 page horizontal
bleed
210 × 76 mm*

1/4 page 2 column
bleed
100 × 148 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	3 %
3 ads	5 %
5 ads	10 %
10 ads	15 %
20ads	20 %

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

ADVERTISING FORMATS AND PRICES 2022



Advertising prices (in euros / 4 color)Anzeige)

FORMATS	PRICES (PRINT INCL. E-PAPER)
1/1 Page	€ 5,690
1/2 Page Junior-Page	€ 3,790
1/2 Page horizontal / vertical	€ 3,450
1/3 Page horizontal / vertical	€ 2,290
1/4 Page horizontal / vertical / 2 col.	€ 1,730
Titel page	€ 5,850
2 nd / 3 rd / 4 th inside page	€ 5,750

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

Contacts

ADVERTISING MANAGER

Heidrun Dangl

Tel.: +49 69 7595-2563
heidrun.dangl@dfv.de

ONLINE PROJECT MANAGER

Katja Rühl

Tel.: +49 69 7595-1542
katja.ruehl@dfv.de

ADVERTISING SERVICE

Petra Amend

Tel.: +49 69 7595-2035
tfz-anzeigen@dfv.de

FAX ADVERTISING SERVICE

+49 69 7595-1820

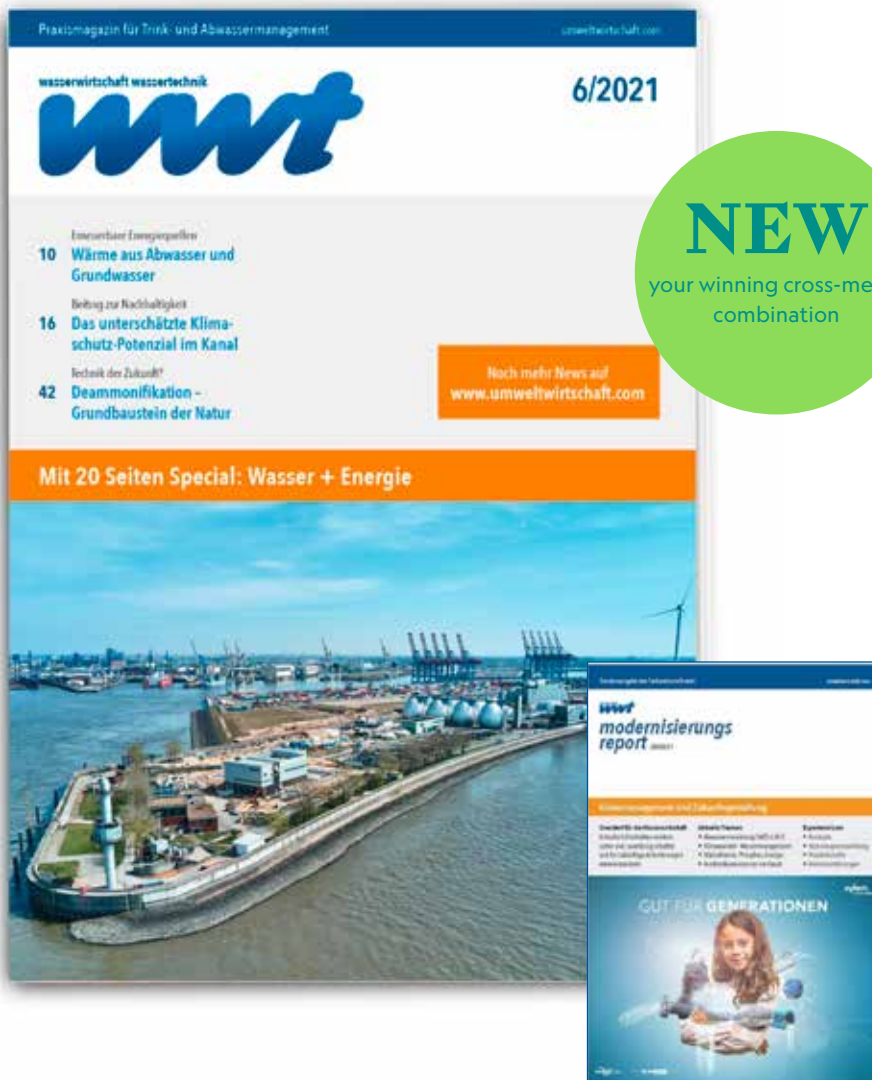
DELIVERY ADDRESS PRINTER

WVD Westdeutsche Verlags- und Druckerei GmbH
Societäts-Druck / Warenannahme Akzidenz
WWT ISSUE NO.
Kurahessenstr. 4-6, 64546 Mörfelden-Walldorf

PORTRAIT WWT



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



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

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

CIRCULATION ANALYSIS

COPIES PER ISSUE IN Q 2/2021

Print-run:	6,500 copies
Total actual circulation:	6,333 copies
of which abroad:	93 copies
Subscribers:	844 copies
E-Paper:	2,700
Total (Print incl. E-Paper):	8,200

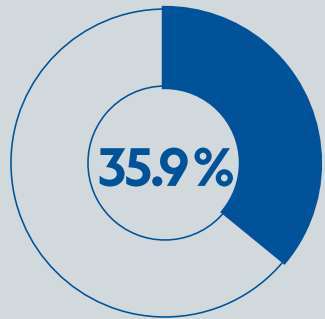
Excerpt from the reader evaluation of August, 2021



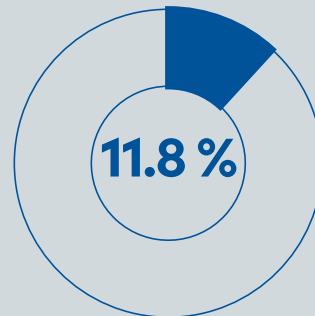
The e-paper additional benefit

- The e-paper is sent digitally to our online readers one day before the publication date.
- Your ad can be linked.
- 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.

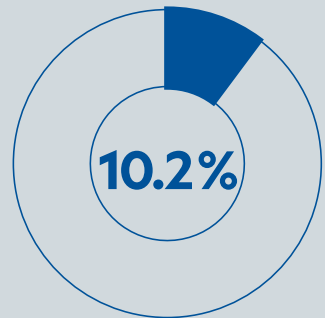
READER TARGET GROUP*



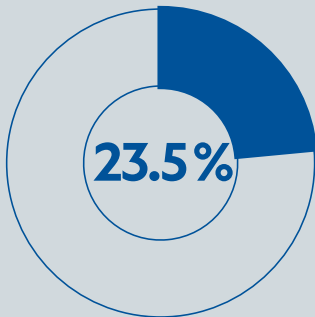
WATER SUPPLY, SEWAGE,
SEWAGE TREATMENT
PLANTS



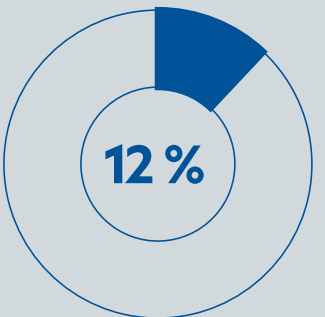
RESEARCH, CONSULTING,
ARCHITECTURE AND
ENGINEERING OFFICES



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.

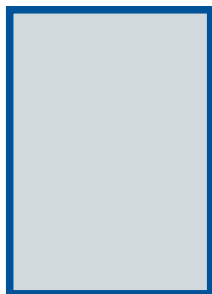
Excerpt from the reader evaluation of August 16, 2021 (publisher's own count including dispatch to varying target groups). The detailed reader evaluation can be found at umweltwirtschaft.com/MediaData.

EDITORIAL PROGRAM 2022

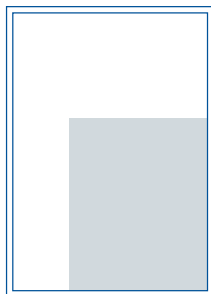
	wwt 1&2	wwt 3	wwt 4	wwt 5	wwt 6	wwt 7&8	wwt 9	wwt 10	Modernization Report	wwt 11&12
Editorial deadline	Feb. 19, 2022	Feb. 12, 2022	March 7, 2022	April 4, 2022	May 6, 2022	June 20, 2022	Aug. 5, 2022	Sept. 5, 2022	Sept. 9, 2022	Oct. 24, 2022
Ad closing date	Feb. 18, 2022	March 15, 2022	April 11, 2022	May 9, 2022	June 20, 2022	Aug. 15, 2022	Sept. 14, 2022	Oct. 12, 2022	Nov. 8, 2022	Nov. 29, 2022
Publication date	March 7, 2022	March 30, 2022	April 26, 2022	May 24, 2022	June 30, 2022	Aug. 31, 2022	Sept. 29, 2022	Oct. 27, 2022	Nov. 23, 2022	Dec. 15, 2022
Messeausgaben										
Specials	Pipes + Sewers	Drinking Water	Sewage Treatment	IFAT Special Water & Wastewater Innovative	Water & Energy	Pumps	Industry & Water	Sewage Sludge		Rainwater
Main themes	<ul style="list-style-type: none"> Maintenance, adaptation, and expansion of infrastructures Sewer inspection Rehabilitation of sewers and pipelines House connection rehabilitation Intelligent sewer network management Climate change and infrastructure Leakage detection Reservoir sewers Pipe materials 	<ul style="list-style-type: none"> Modern technologies for extraction and treatment 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"> New construction and modernization of plants Process technology Mechanical equipment Automation and digitalization Measurement and analysis technology Wastewater monitoring Eliminating trace substances and microplastics 	<ul style="list-style-type: none"> New concepts/technologies Higher efficiency in treatment processes Energy recovery at sewage treatment plants and in sewers Recovery of nutrients Retention of trace substances/microplastics Ensuring groundwater/drinking water quality Automation and digitalization, BIM Sewage sludge Measurement and analysis technology Process control technology Infrastructure: adaptation, rehabilitation of pipeline networks 	<ul style="list-style-type: none"> Detailed review of the IFAT Energy and heat recovery from wastewater in the sewer and at the treatment plant Energy management of wastewater plants Improving energy efficiency in wastewater treatment and drinking water processing Energy transition and wastewater treatment plants: From energy consumer to energy supplier 	<ul style="list-style-type: none"> in wastewater treatment in drinking water treatment in drinking water and wastewater transport Pumping stations and aerators Digitalization Energy efficiency Control and monitoring Digital twin 	<ul style="list-style-type: none"> Treatment of industrial wastewater Process water - treatment and processing Wastewater recycling Digitalization in water management Closed-loop systems Measurement and analysis technology 	<ul style="list-style-type: none"> Organizational and process engineering concepts in sewage sludge utilization Phosphorus recovery Sewage sludge drying Energy recovery biogas recovery Implementation of legal requirements Automation and digitalization 		<ul style="list-style-type: none"> Treat and benefit Retention, seepage, evaporation Urban climate, local water balance Climate change: implementation of sponge city concept Measures against heavy rain and flash floods Stormwater management Flood protection Warning systems Digitalization
Other topics	Environment	Water and Wastewater 4.0	Measurement and Analysis Technology	IFAT-Service	Membrane Technology	Pipeline and Sewer Construction	Construction and Remediation	Drinking Water		Drinking Water Supply, Wastewater Drainage
	<ul style="list-style-type: none"> Improvement of water quality Water Framework Directive Flood protection Maintaining infrastructures Measurement and analysis technology Water bodies and drinking water dams in climate change 	<ul style="list-style-type: none"> Digitalization, modeling, visualization of water systems Process control technology BIM Augmented Reality in water management Data security Critical infrastructures Decentralized projects 	<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"> Market & Trends: Products at the IFAT Company presentations Comments and Interviews 	<ul style="list-style-type: none"> Use in drinking water treatment and wastewater treatment Recycling of wastewater Processes and products in comparison 	<ul style="list-style-type: none"> Safe operation and monitoring of line networks Smart network operation Remediation procedures 	<ul style="list-style-type: none"> New construction and remediation of water technical plants Drinking water treatment plants Wastewater treatment plants 	<ul style="list-style-type: none"> Climate change and water strategies of countries 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
Trade Fairs and Congresses	Filtech , Cologne/Germany March 8-10, 2022 55. Essener Tagung für Wasserwirtschaft Essen/Germany, March 9-11, 2022	24. Dresdner Abwassertagung (24th Dresden Wastewater Congress) , Dresden/Germany April 25-26, 2022 Hannover Messe April 25-29, 2022		IFAT 2022 Munich/Germany May 30-June 3, 2022	BDEW Congress , Berlin/Germany TBA	Achema Frankfurt/Germany Aug. 22-26, 2022	DWA Dialog Berlin/Germany Sept. 26-27, 2022	DVGW GAT/WAT , Cologne/Germany BTA		35. Oldenburger Rohrleitungsforum (35th Oldenburg Pipeline Forum) , Oldenburg/Germany Jan. 26-27, 2023

wwt Modernization Report 2022/2023

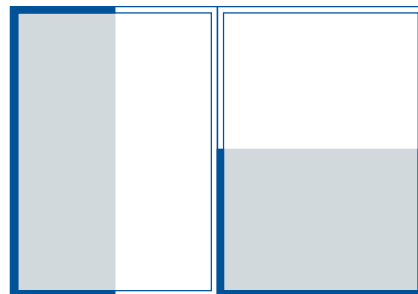
WERBEFORMEN 2022



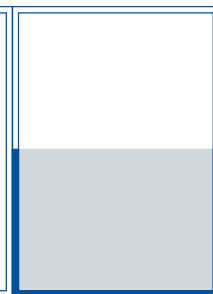
1/1 page
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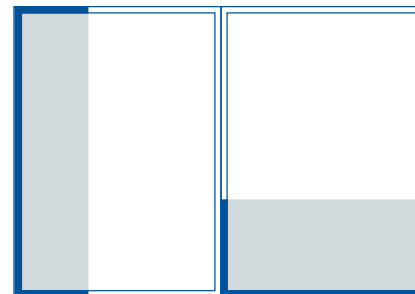
1/2 Seite page junior
185 × 268 mm



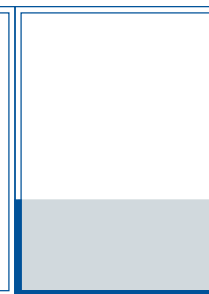
page vertical
90 × 268 mm



1/2 page horizontal
185 × 128 mm



1/3 page vertical
60 × 268 mm



1/3 page horizontal
185 × 88 mm

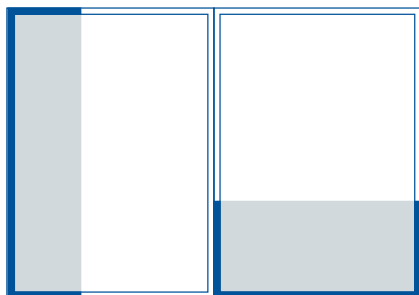
1/1 page
bleed
210 × 297 mm*

1/2 page vertical
bleed
100 × 297 mm*

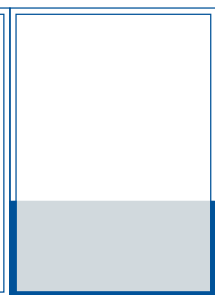
1/2 page horizontal
bleed
210 × 148 mm*

1/3 page vertical
bleed
70 × 297 mm*

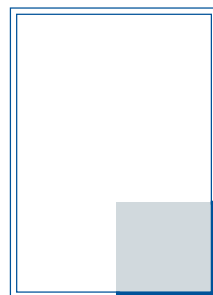
1/3 page horizontal
bleed
210 × 103 mm*



1/4 page vertical
43 × 268 mm



1/4 page horizontal
185 × 128 mm



1/4 page
90 × 128 mm

Titel page

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

Format: 190 × 190 mm

1/2 page vertical
bleed
53 × 297 mm*

1/2 page horizontal
bleed
210 × 76 mm*

1/4 page 2 column
bleed
100 × 148 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	3 %
3 ads	5 %
5 ads	10 %
10 ads	15 %
20 ads	20 %

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

ADVERTISING FORMATS AND PRICES 2022



Advertising prices (in euros / 4 color)

FORMATS	PRICES (PRINT INCL. E-PAPER)
1/1 page	€ 3,890
1/2 page junior-Page	€ 2,810
1/2 page horizontal / vertical	€ 2,650
1/3 page horizontal / vertical	€ 1,890
1/4 page horizontal / vertical / 2 col.	€ 1,520
<hr/>	
Titel page	€ 4,250
2 nd / 3 rd / 4 th inside page	€ 3,950

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 € 2,860

4 PAGES € 3,980

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 € 2,860

UP TO 50 G € 3,980

ADDRESSES FOR EXPERTS

Fixed format 56×80 mm high

B/W € 740,00 p.a.

4C € 1.380,00 p.a.

All prices subject to VAT

Contacts

ADVERTISING MANAGER

Heidrun Dangl

Tel.: +49 69 7595-2563
heidrun.dangl@dfv.de

ONLINE PROJECT MANAGER

Katja Rühl

Tel.: +49 69 7595-1542
katja.ruehl@dfv.de

ADVERTISING SERVICE

Petra Amend

Tel.: +49 69 7595-2035
tfz-anzeigen@dfvt.de

FAX ADVERTISING SERVICE

+49 69 7595-1820

DELIVERY ADDRESS PRINTER

PRINTEC OFFSET

HERRN MICHAEL SUCKOW

WWT ISSUE NO. ...

OCHSHÄUSER STRASSE 45, 34123 KASSEL

MODERNIZATION REPORT 2021/2022

The modernization report is the special edition of the technical periodical 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: 15,000 copies (incl. E-Paper)
Volume: 11th Volume 2022
Target group: Water management institutions, companies, authorities, engineering offices, universities etc.

Project Reports



Company Profiles



Further booking options

PRINT AND E-PAPER	WWT IN €
Titel page	€ 4,250
2 nd /3 rd /4 th inside page	€ 3,950
1/1	€ 3,890
1/2 page junior-page	€ 2,810
1/2 page horizontal / vertical	€ 2,650
1/3 page horizontal / vertical	€ 1,890
1/4 page horizontal / vertical / 2 col.	€ 1,520

Basic Package

2-page project or product report, 6,000 – 7,000 characters + photo

- incl. 1/2-page company profile
- incl. 10 voucher copies

Package price € 2,900

DEADLINES

PUBLICATION DATE:	NOV. 23, 2022
SUBMISSION :	
BASIC PACKAGE	SEPT. 17, 2022
COMPANY PROFILE/ ADVERTISEMENT	NOV. 8, 2022



Advertising prices (in euros/4-color ads).
All prices subject to VAT

WALL CALENDAR IN THE DECEMBER ISSUE

365 days of visibility - We'll hang your logo or advertising message on the wall of your target group.

Enter important dates and events - don't miss anything ever again.



Prices:

1 Basic Tile (80×90 mm)

€ 1,500

2 Premium Tile (152 × 90 mm)

€ 2,500

02 → DIGITAL

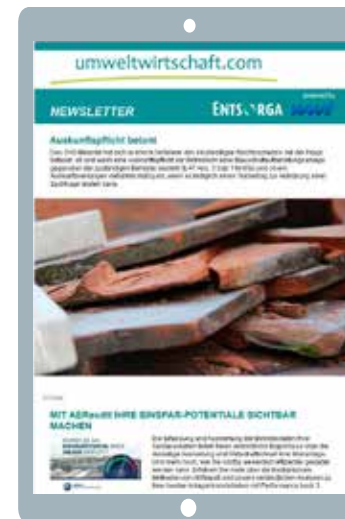
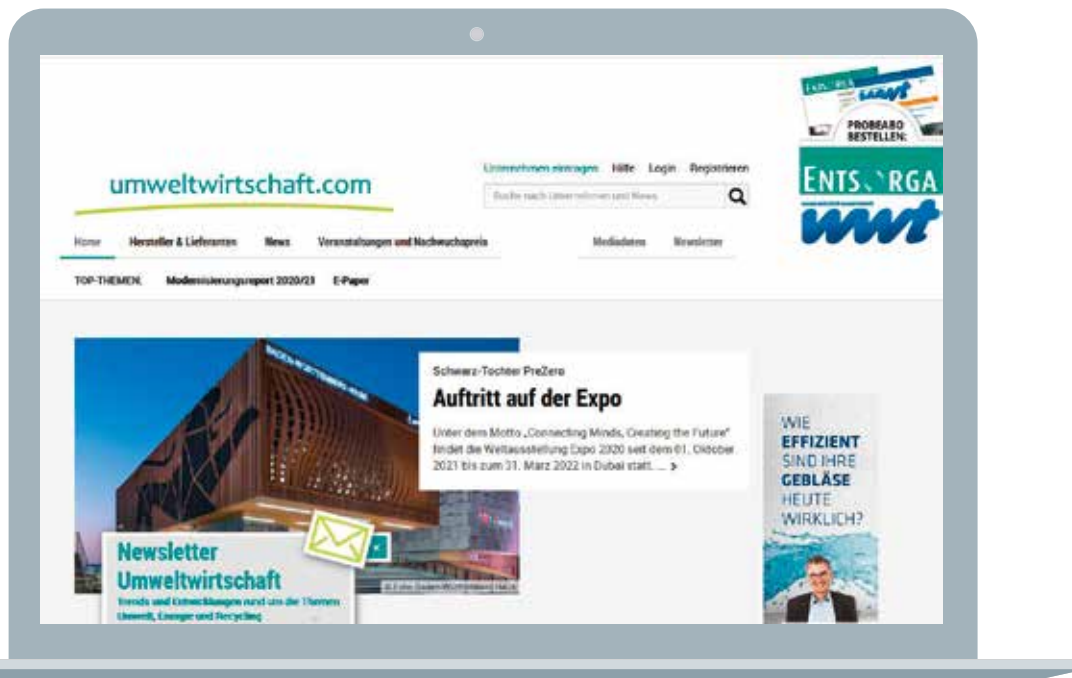


UMWELTWIRTSCHAFT.COM

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

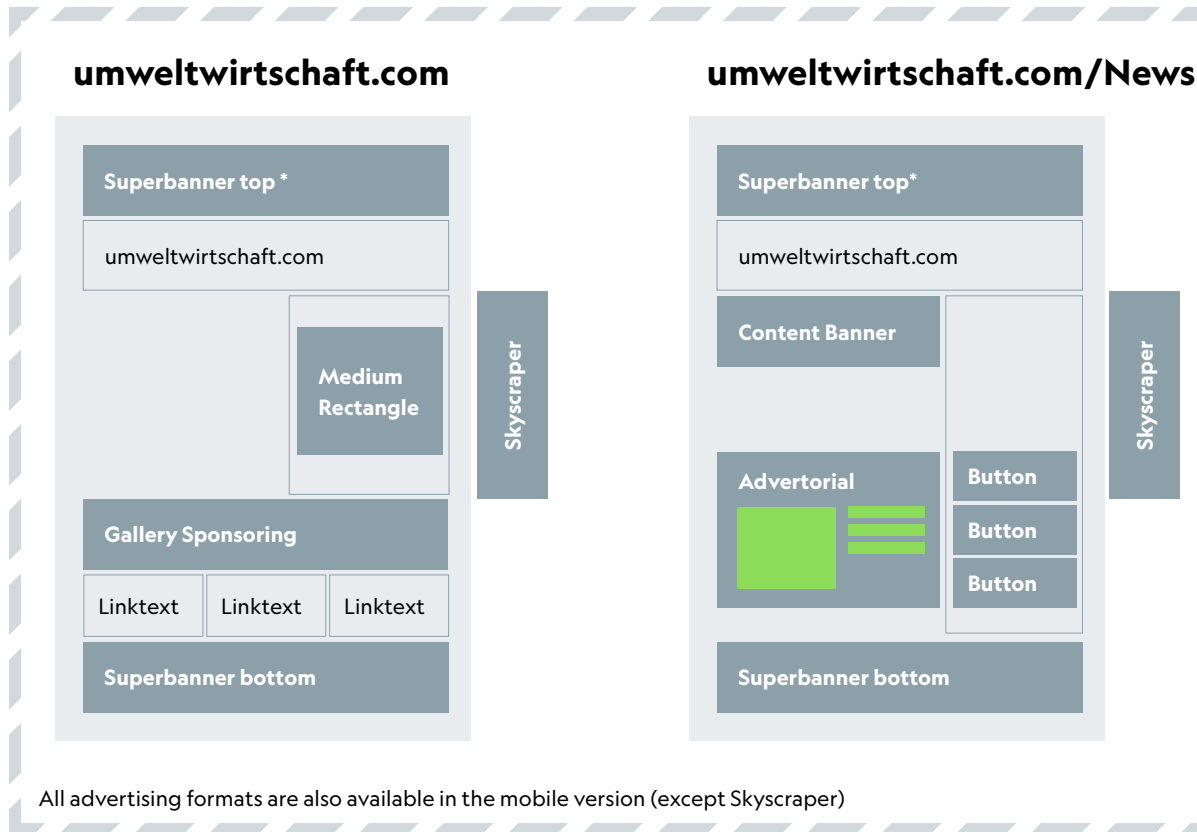


Our performance values per month

Page Impressions:	11,867
Visits:	5,851
Unique Users:	5,119

Source: Piwik Pro, October 2021

ONLINE ADVERTISING



White Papers

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

YOUR BENEFIT:

- Attention-grabbing placement on the homepage
- Generation of qualified leads for your new customer business
- Detailed presentation options in the form of:
 - user descriptions
 - case studies
 - problem solutions
- Accompanying promotion of the white paper by means of banners or text or text/image ads.

Price on request

NEW
We will promote your white paper

ADVERTORIAL

For more visibility and reach. 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.



ONLINE ADVERTISING



Banner formats and prices

ADVERT TYPE/FORMAT	per week Homepage	per month Homepage	per week News page	per month News page	per week Events	per month Events	per week Full occupancy	per month Full occupancy
Superbanner top* (728 × 90 px)	€ 690	€ 1,990	€ 590	€ 1,770	€ 480	€ 1.100	€ 890	€ 2.730
Content AD* (468 × 90 px)			€ 590	€ 1,770				
Skyscraper* (200 × 600 px)	€ 690	€ 1,990	€ 590	€ 1,770	€ 480	€ 1.100	€ 890	€ 2.730
Medium-Rectangle* (300 × 250 px)	€ 690	€ 1,990						
Superbanner bottom* (728 × 90 px)	€ 390	€ 900	€ 390	€ 900			€ 490	€ 1.000
NEW  Advertorial** (180 × 300 px, Headline + Text), Simultaneously with flanking advertising in the newsletter			€ 690					
Button*			€ 290	€ 500	€ 290	€ 500		
NEW  Whitepaper (4 weeks of lead generation), Simultaneously with flanking advertising in the newsletter			Price on request					

* 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 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)	€ 480	€ 1,590
Skyscraper (160 × 500 px)	€ 480	€ 1,590
Banner / Content AD (600 × 60 px)	€ 480	€ 1,590
Text advert / Text/Picture advert (text/picture advert up to max. 400 characters. Picture: 480 × 320 px)	€ 480	€ 1,590
Medium Rectangle (300 × 250 px)	€ 480	€ 1,590
Vacancies (Entry text with deposited pdf)	€ 480	€ 1,590
Button (160 × 160 px)	€ 380	€ 1,390

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

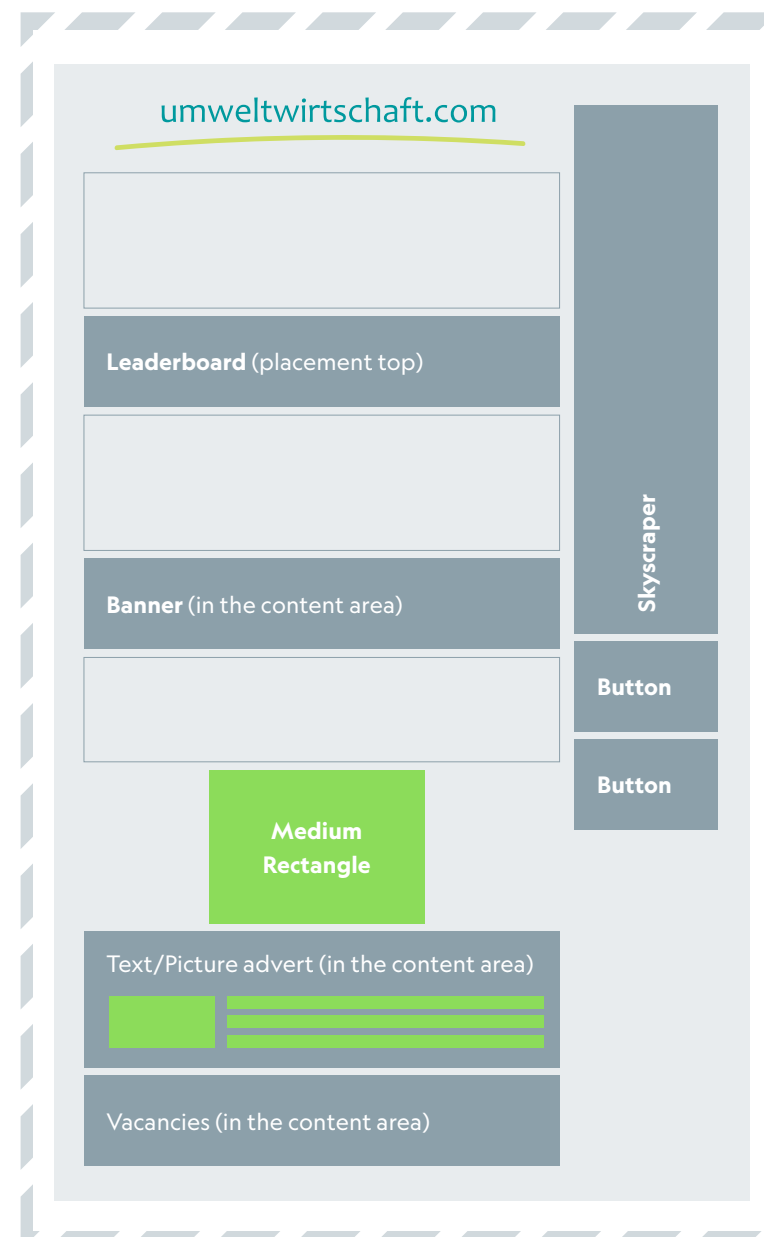
NEW:

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
Delivery rate	99.6%
Opening rate	21.2%
CTR (click-through-rate)	13.8%



EXCLUSIVE NEWSLETTER

We will send your content to our readers



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**

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

PUBLISHING HOUSE AND CONTACTS

ADVERTISING MANAGER

Heidrun Dangl

Tel.: +49 69 7595-2563
heidrun.dangl@dfv.de

ADVERTISING SERVICE

Petra Amend

Tel.: +49 69 7595-2035
tfz-anzeigen@dfv.de

FAX ADVERTISING SERVICE

+49 69 7595-1820

EDITORIAL DEPT.

ENTSORGA-Magazin

Bernd Waßmann (responsible)

Tel. +49 7032 7847381
bernd.wassmann@dfv.de

Nico Andritschke (responsible)

wwt WASSERWIRTSCHAFT WASSERTECHNIK

Pressebüro Berlin
Buchholzerstr. 36-43
13156 Berlin, Germany
+49 30 61 2094-06
andritschke@wwt-online.de



We look
forward to
a successful
alliance!

PUBLISHING DIRECTOR

Dirk Lehmann

Tel.: +49 69 7595-1291
dirk.lehmann@dfv.de

SENIOR MARKETING MANAGER

Mirko Lenhard

Tel.: +49 7595-1293
mirko.lenhard@dfv.de

ONLINE PROJECT MANAGER

Katja Rühl

Tel.: +49 69 7595-1542
katja.ruehl@dfv.de

EDITORIAL ADVISORY BOARD

wwt WASSERWIRTSCHAFT WASSERTECHNIK:

Prof. Dr.- Ing. Matthias Barjenbruch
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