

# 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

### wvt 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

### Risikomanagement für extreme Wetterlagen

Starkregen sorgt in Deutschland für Überflutungen und Gefahr an Prof. Dr. Heintz Gering, Ministerialdirektor der Fachhochschule Münster, über die Risiken von Starkregen und die Rolle der Wissenschaft bei der Gefährdungsbeurteilung.

**ENTWICKLUNG:** Herr Prof. Gering, in Deutschland sind die Auswirkungen von Starkregen in den letzten Jahren deutlich stärker geworden. Wie kommen diese Überflutungen zustande? **Gering:** Hier müssen wir grundsätzlich zwischen einem Hochwasser und einer Hochwasserlage unterscheiden. Ursache einer Hochwasserlage ist die Zuleitung von Wasser, die in der Regel durch Regen entsteht. In Deutschland sind die Auswirkungen von Starkregen in den letzten Jahren deutlich stärker geworden. Wie kommen diese Überflutungen zustande? **Gering:** Hier müssen wir grundsätzlich zwischen einem Hochwasser und einer Hochwasserlage unterscheiden. Ursache einer Hochwasserlage ist die Zuleitung von Wasser, die in der Regel durch Regen entsteht.

Starkregen führt zu Überflutungen, die in der Regel durch Regen entstehen. In Deutschland sind die Auswirkungen von Starkregen in den letzten Jahren deutlich stärker geworden. Wie kommen diese Überflutungen zustande? **Gering:** Hier müssen wir grundsätzlich zwischen einem Hochwasser und einer Hochwasserlage unterscheiden. Ursache einer Hochwasserlage ist die Zuleitung von Wasser, die in der Regel durch Regen entsteht.

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         |
| <b>Total (Print incl. E-Paper):</b> | <b>13,200</b> |

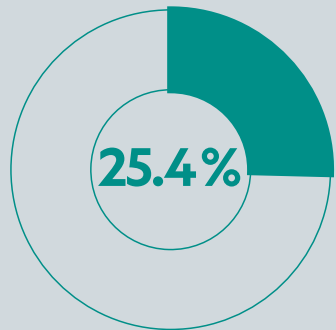
Excerpt from the reader evaluation of August, 2021



## 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.

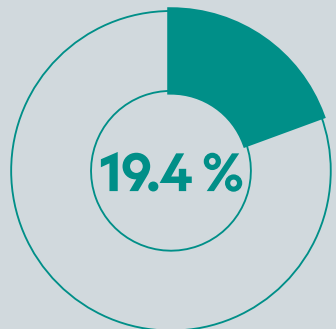
## READER TARGET GROUP\*



RECYCLING, DISPOSAL,  
WASTE TREATMENT



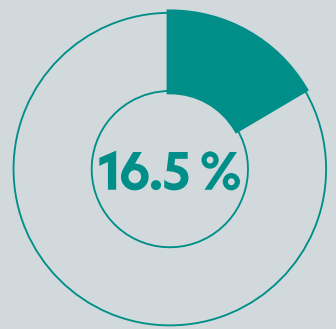
WASTE WATER,  
SEWAGE TREATMENT  
PLANTS



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.**

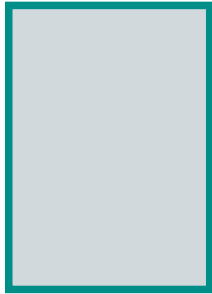
\*Excerpt from the reader evaluation of August, 2021 (publisher's own count including dispatch to varying target groups). The detailed reader evaluation can be found at [umweltwirtschaft.com/MediaData](http://umweltwirtschaft.com/MediaData).

# EDITORIAL PROGRAM 2022

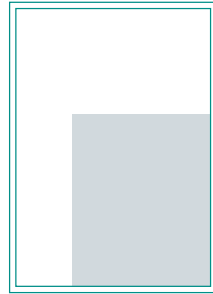


|                                   | ENTSORGA 1   | ENTSORGA 2  | ENTSORGA 3  | ENTSORGA 4  | ENTSORGA 5   | ENTSORGA 6   |
|-----------------------------------|--|---|---|---|--|--|
| <b>Ad closing date</b>            | March 9, 2022  | May 3, 2022   | June 27, 2022   | July 27, 2022   | Sept. 7, 2022  | Nov. 9, 2022   |
| <b>Publication date</b>           | March 30, 2022   | May 24, 2022  | July 18, 2022   | Aug. 17, 2022   | Sept. 28, 2022   | Nov. 30, 2022  |
| <b>Trade Fair Issues</b>          |  |   |   |   |  |  |
|                                   |  |   |   | ACHEMA2022  |  |  |
| <b>Specials</b>                   | -  | <b>Sewage treatment plant technology, Sewage sludge treatment</b>   | <b>Technology to combat climate change</b>  | <b>Collection, sorting and recycling of plastic waste</b>   | <b>Digitalization in the environmental management industry</b>   | <b>Recycling, sorting, conveying technology: wood, metal, construction material, used tires</b>  |
| <b>Subjects</b>                   | <ul style="list-style-type: none"> <li>• <b>Trends, innovations and processes at the IFAT</b></li> <li>• Preview of the Achema</li> <li>• Preview of the Kassel Waste and Resources Forum</li> <li>• Follow-up reports on the Oldenburg Piping Forum</li> <li>• Follow-up reports on the T.R.E.N.D. Hamburg trade fair</li> <li>• Thermal waste treatment</li> <li>• Energy generation from biomass / Trends in biogas production</li> <li>• Pump technology</li> <li>• Battery recycling / E-scrap</li> <li>• Recycling technology: sorting, conveying &amp; shredding</li> <li>• Underground systems/ Container tech.</li> <li>• Sewage plant technology / phosphorus recycling</li> <li>• Education and training for the waste management industry</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Trends, innovations and processes at the IFAT</b></li> <li>• Refuse collection</li> <li>• Hazardous waste treatment</li> <li>• Contaminated site and landfill remediation / Landfill technology</li> <li>• Recycling and separation technology: metals, plastics</li> <li>• Vehicle technology</li> <li>• Air pollution control / Flue gas cleaning</li> <li>• IT for environmental and waste management</li> <li>• Industrial and municipal wastewater treatment</li> <li>• Stormwater management</li> <li>• Sewer inspection &amp; rehabilitation</li> <li>• Cleaning vehicles</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Detailed review of the IFAT</b></li> <li>• <b>Preview of the Achema</b></li> <li>• Conveying, shredding and crushing technology / Material handling</li> <li>• Industrial air pollution control / Flue gas purification</li> <li>• Fire and explosion protection / Infrared thermography</li> <li>• Level measurement</li> <li>• Innovations in pressing and shredding technology</li> <li>• Landfill technology</li> <li>• Energy from wastewater</li> <li>• Pump technology</li> <li>• Digitalization in the environmental management industry</li> </ul> | <ul style="list-style-type: none"> <li>• Construction and demolition recycling</li> <li>• Vehicle technology &amp; logistics / Fleet Management</li> <li>• Waste Collection</li> <li>• Fire and explosion protection / Infrared thermography</li> <li>• Recyclables collection, sorting and recycling</li> <li>• Substitute fuels</li> <li>• E-scrap</li> <li>• Energy efficiency in water management</li> <li>• Sewage plant technology</li> <li>• Pumps and controls</li> </ul> | <ul style="list-style-type: none"> <li>• Trends and innovations at the Ecomondo</li> <li>• Recycling technology: sorting, conveying and shredding technology</li> <li>• Landfill technology</li> <li>• Occupational safety</li> <li>• Battery recycling</li> <li>• IT in the waste management industry</li> <li>• Sewage sludge treatment</li> <li>• Winter and cleaning vehicles</li> </ul> | <ul style="list-style-type: none"> <li>• Hazardous waste treatment</li> <li>• Innovations in recycling technologies (metal, wood, construction waste)</li> <li>• Refuse collection</li> <li>• Air pollution control (flue gas cleaning)</li> <li>• Energy from biomass</li> <li>• Trends in biogas production</li> <li>• Filtration technologies</li> <li>• Industrial wastewater treatment</li> <li>• Fleet management</li> </ul> |
| <b>Trade Fairs and Congresses</b> |  | <b>IFAT</b><br>May 30-June 3, 2022  |   | <b>Powtech</b><br>Aug. 30-Sept. 1, 2022<br><b>Achema Frankfurt</b><br>Aug. 22-26, 2022  | <b>K, Düsseldorf</b><br>Oct. 19-26, 2022   | <b>GGS Gefahrgut + Gefahrstoff</b><br>Nov. 8-10, 2022  |
|                                   |  | <b>Hannover Messe Energy</b><br>May 30-June 2, 2022   |   |   | <b>Ecomondo</b><br>Oct./Nov. 2022  | <b>SPS IPC DRIVES</b><br>Nov. 23-25, 2022  |
|                                   | <b>Kasseler Abfall- u. Ressourcenforum</b> ( Kassel Waste and Resources Forum)<br>April 5-7, 2022  | <b>Recycling Aktiv</b><br>May 5-7, 2022   |   |   | <b>Arbeitsschutz aktuell</b><br>Oct. 18-20, 2022   |  |

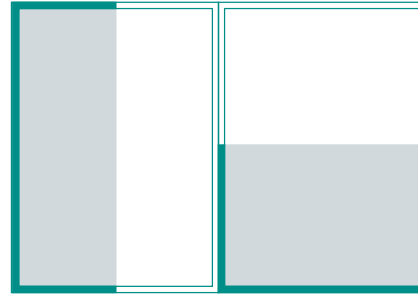
# ADVERTISING FORMATS 2022



1/1 page  
185 × 268 mm

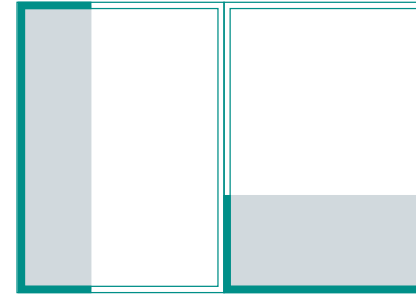


1/2 page junior  
138 × 187 mm



1/2 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

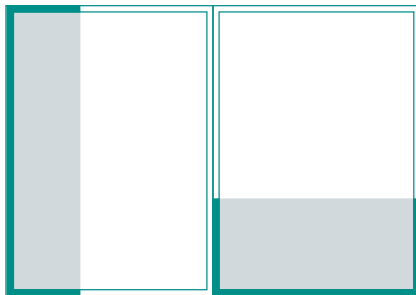
1/1 4c  
bleed  
210 × 297 mm\*

1/2 page vertical  
bleed  
100 × 297 mm\*

1/2 page horizontal  
bleed  
210 × 148 mm\*

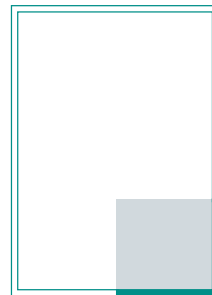
1/3 page vertical  
bleed  
70 × 297 mm\*

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 <sup>nd</sup> / 3 <sup>rd</sup> / 4 <sup>th</sup> 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.

|                |                   |
|----------------|-------------------|
| <b>2 PAGES</b> | <b>€ 4,200</b>    |
| <b>4 PAGES</b> | <b>€ 5,200</b>    |
| <b>6 PAGES</b> | <b>ON REQUEST</b> |

### LOOSE INSERTS

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

|                   |                  |
|-------------------|------------------|
| <b>UP TO 25 G</b> | <b>4,200 EUR</b> |
| <b>UP TO 50 G</b> | <b>5,200 EUR</b> |

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

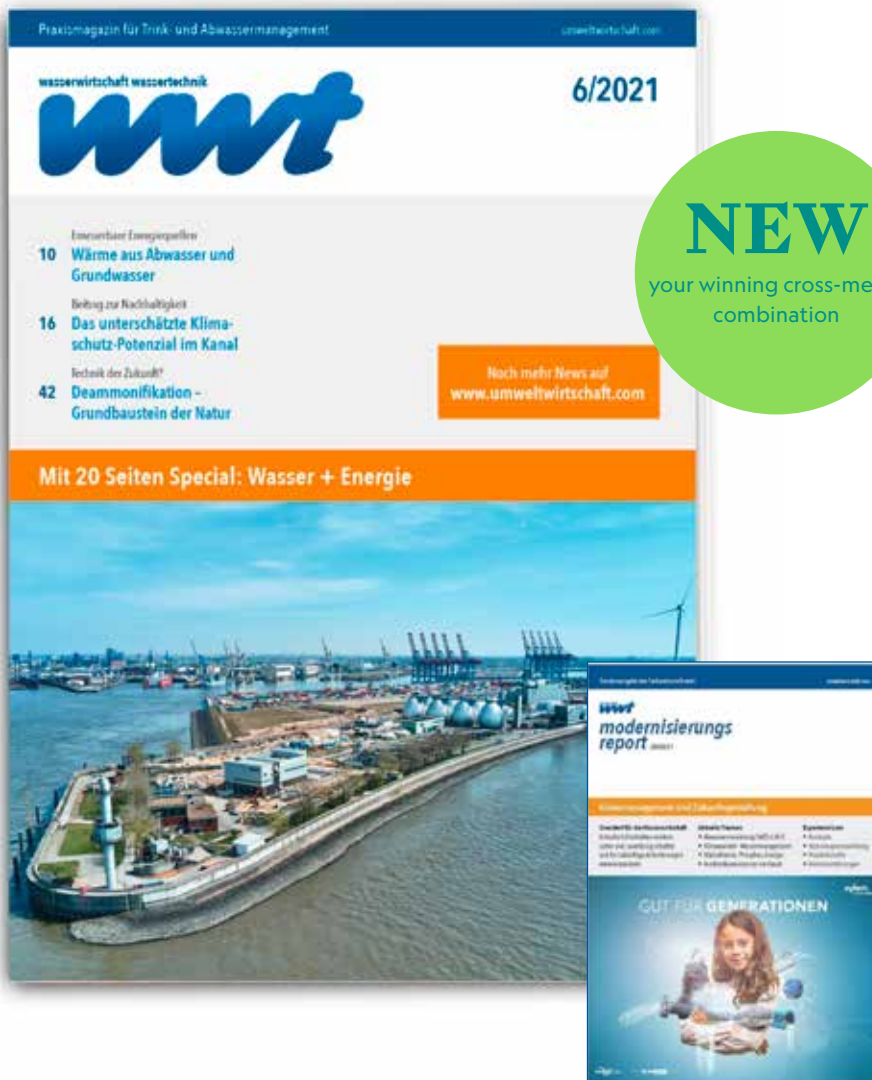
### DELIVERY ADDRESS PRINTER

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        |
| <b>Total (Print incl. E-Paper):</b> | <b>8,200</b> |

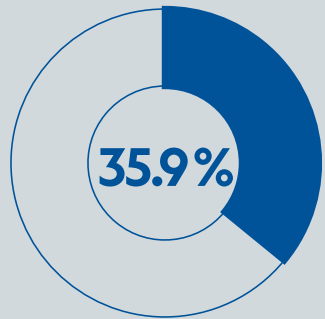
Excerpt from the reader evaluation of August, 2021



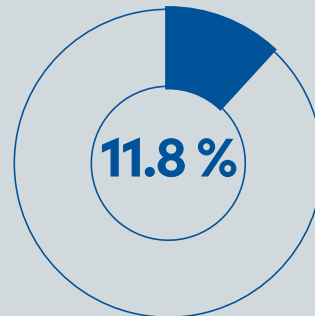
## The e-paper additional benefit

- 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.

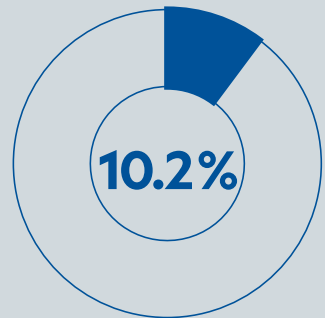
## READER TARGET GROUP\*



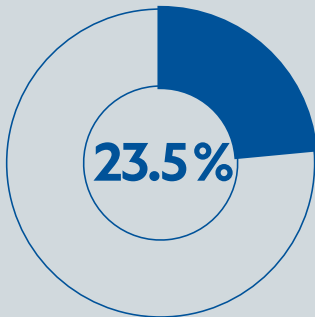
WATER SUPPLY, SEWAGE,  
SEWAGE TREATMENT  
PLANTS



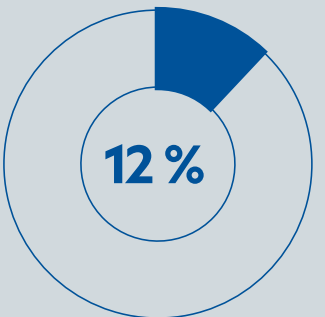
RESEARCH, CONSULTING,  
ARCHITECTURE AND  
ENGINEERING OFFICES



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.**

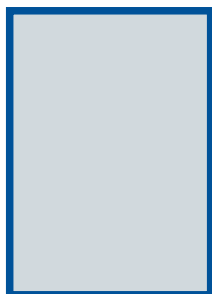
Excerpt from the reader evaluation of August 16, 2021 (publisher's own count including dispatch to varying target groups). The detailed reader evaluation can be found at [umweltwirtschaft.com/MediaData](http://umweltwirtschaft.com/MediaData).

# EDITORIAL PROGRAM 2022

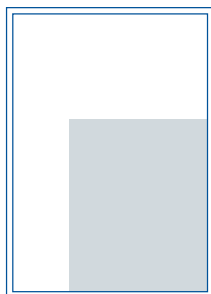
|                                   | wwt 1&2  | wwt 3   | wwt 4   | wwt 5   | wwt 6  | wwt 7&8  | wwt 9  | wwt 10   | Modernization Report | wwt 11&12   |
|-----------------------------------|--|---|---|---|--|--|--|--|----------------------|---|
| <b>Editorial deadline</b>         | Feb. 19, 2022 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

wwt Modernization Report 2022/2023

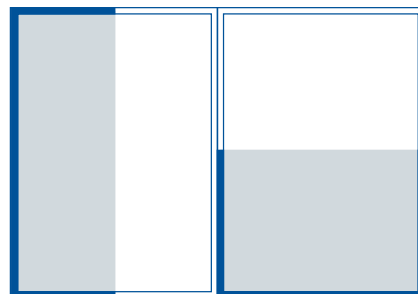
# WERBEFORMEN 2022



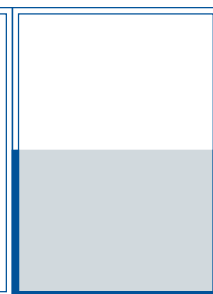
1/1 page  
185 × 268 mm



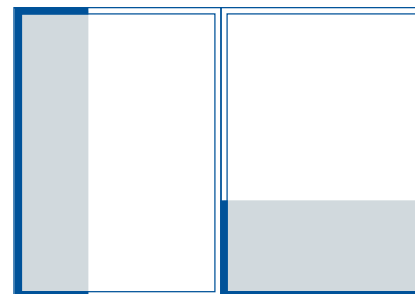
1/2 Seite page junior  
185 × 268 mm



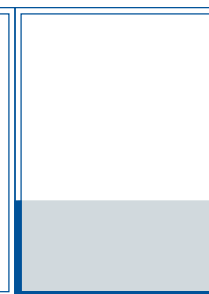
page vertical  
90 × 268 mm



1/2 page horizontal  
185 × 128 mm



1/3 page vertical  
60 × 268 mm



1/3 page horizontal  
185 × 88 mm

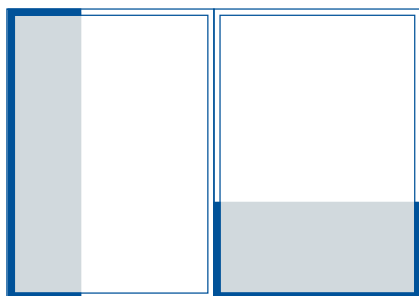
1/1 page  
bleed  
210 × 297 mm\*

1/2 page vertical  
bleed  
100 × 297 mm\*

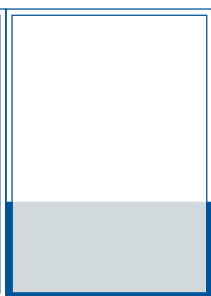
1/2 page horizontal  
bleed  
210 × 148 mm\*

1/3 page vertical  
bleed  
70 × 297 mm\*

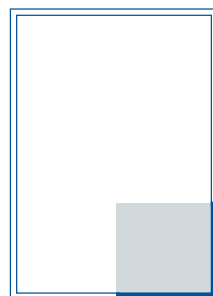
1/3 page horizontal  
bleed  
210 × 103 mm\*



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.

\*plus 4 mm bleed on all edges

# 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 <sup>nd</sup> / 3 <sup>rd</sup> / 4 <sup>th</sup> 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 <sup>nd</sup> /3 <sup>rd</sup> /4 <sup>th</sup> 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

|                                       |                       |
|---------------------------------------|-----------------------|
| <b>PUBLICATION DATE:</b>              | <b>NOV. 23, 2022</b>  |
| <b>SUBMISSION :</b>                   |                       |
| <b>BASIC PACKAGE</b>                  | <b>SEPT. 17, 2022</b> |
| <b>COMPANY PROFILE/ ADVERTISEMENT</b> | <b>NOV. 8, 2022</b>   |



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

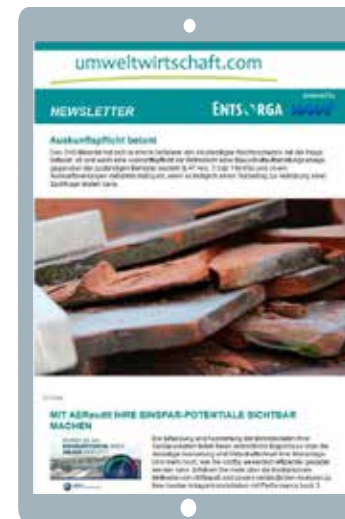
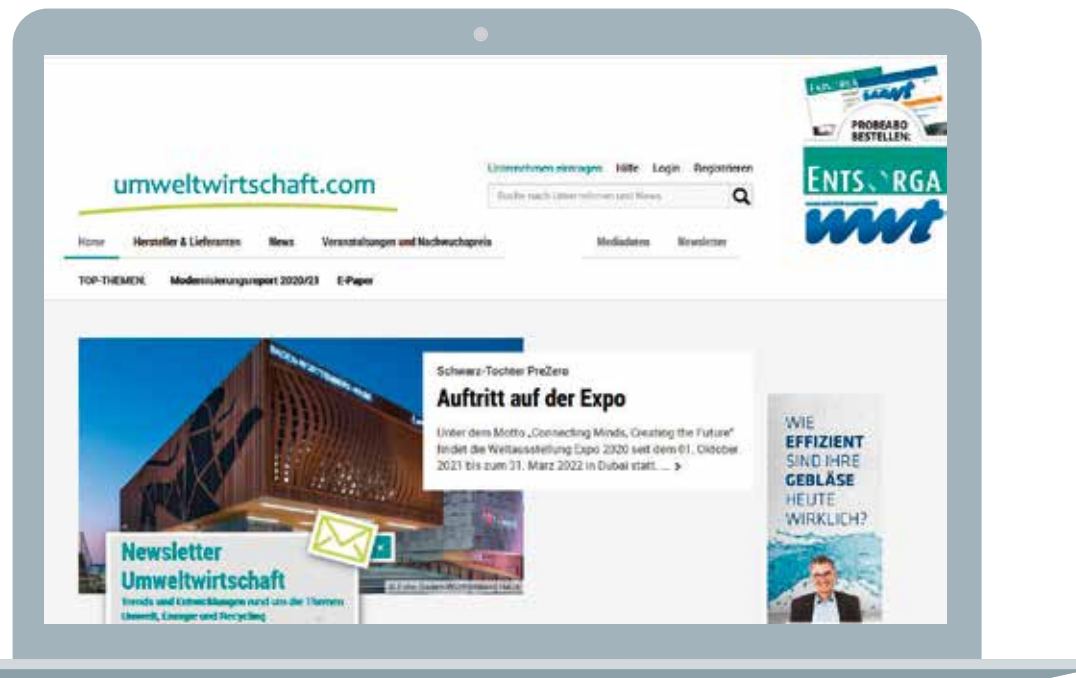


# UMWELTWIRTSCHAFT.COM

## 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.

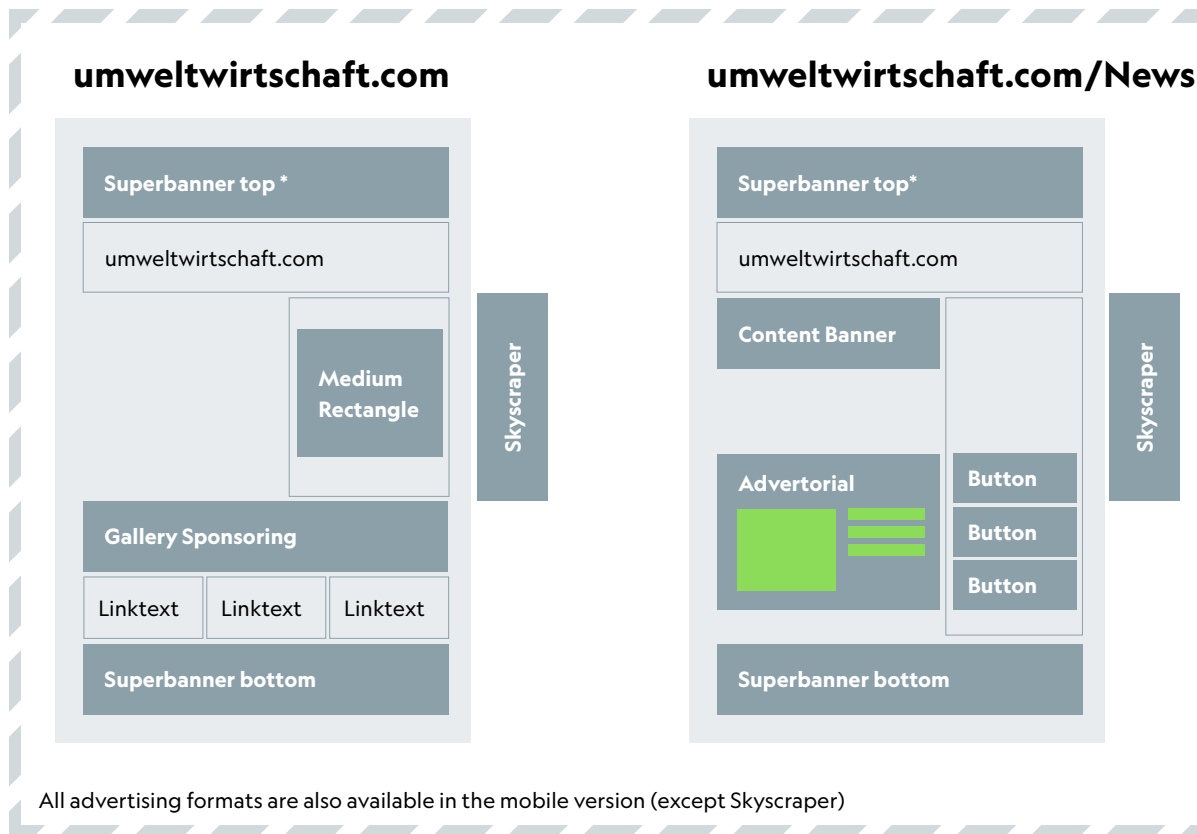


### Our performance values per month

|                   |        |
|-------------------|--------|
| 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<br>Homepage | per month<br>Homepage | per week<br>News page | per month<br>News page | per week<br>Events | per month<br>Events | per week<br>Full occupancy | per month<br>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                     |
| <b>NEW</b>  Advertorial** (180 × 300 px, Headline + Text),<br>Simultaneously with flanking advertising in the newsletter |                      |                       | € 690                 |                        |                    |                     |                            |                             |
| Button*   |                      |                       | € 290                 | € 500                  | € 290              | € 500               |                            |                             |
| <b>NEW</b>  Whitepaper (4 weeks of lead generation),<br>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<br>(2 mailings)* | per month<br>(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<br>(text/picture advert up to<br>max. 400 characters.<br>Picture: 480 × 320 px) | € 480                     | € 1,590                         |
| Medium Rectangle (300 × 250 px)   | € 480                     | € 1,590                         |
| Vacancies<br>(Entry text with deposited pdf)  | € 480                     | € 1,590                         |
| Button (160 × 160 px)   | € 380                     | € 1,390                         |

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

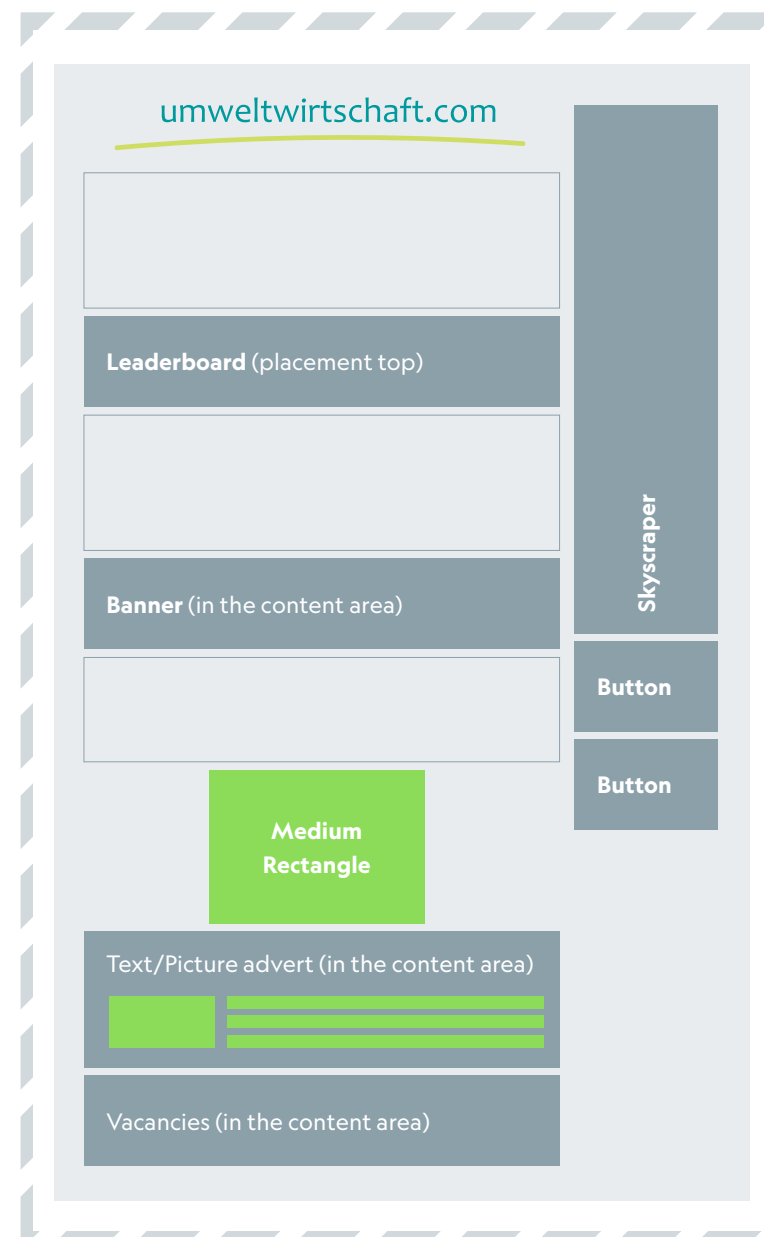
#### NEW:

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](mailto:heidrun.dangl@dfv.de)

## ADVERTISING SERVICE

**Petra Amend**

Tel.: +49 69 7595-2035  
[tfz-anzeigen@dfv.de](mailto: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](mailto: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](mailto:andritschke@wwt-online.de)

We look  
forward to  
a successful  
alliance!

## PUBLISHING DIRECTOR

**Dirk Lehmann**

Tel.: +49 69 7595-1291  
[dirk.lehmann@dfv.de](mailto:dirk.lehmann@dfv.de)

## SENIOR MARKETING MANAGER

**Mirko Lenhard**

Tel.: +49 7595-1293  
[mirko.lenhard@dfv.de](mailto:mirko.lenhard@dfv.de)

## ONLINE PROJECT MANAGER

**Katja Rühl**

Tel.: +49 69 7595-1542  
[katja.ruehl@dfv.de](mailto:katja.ruehl@dfv.de)

## EDITORIAL ADVISORY BOARD

**wwt WASSERWIRTSCHAFT WASSERTECHNIK:**

Prof. Dr.- Ing. Matthias Barjenbruch  
Dr.- Ing. habil. Gerhard Bollrich  
Prof. Dr.- Ing. Oliver Christ  
Prof. Dr.- Ing. Sven-Uwe Geissen  
Christian Stark  
Dr.- Ing. Oliver Stoschek  
Prof. Dr.- Ing. Frank R. Kolb  
Dr.- Ing. Thilo Weichel  
Marcus Richter