

Media Kit 2025

Korrespondenz Wasserwirtschaft

WASSER · BODEN · NATUR

2025

Journal for Water Management

Journal of the German Association for Water Management, Wastewater and Waste (DWA)

Hydraulic
Engineering

Hydro Power

Hydrology

Water Resources
Management

Flood Protection

Ground Water

Digitalization

Soil



Focus Issues 2025
April: Sustainability in Water Management /
DGL-Young talent award (Limnology)
June: Water-Sensitive Urban Development
Organic Agriculture (tbd)
November: Flooding,
Heavy Rainfall



Printed and digitally - advertising that succeeds

Our journals are also available digitally - in the members' area **dwa-direkt.de** or via our DWA app. Your ads are automatically linked to your website.

GFA-News.de - our News site for the water industry with various forms of online advertising. Place videos, banners or sponsored news in a high-quality editorial context.



General Information

Journal of

German Association for Water Management, Wastewater and Waste (DWA)

Topics

KW Korrespondenz Wasserwirtschaft is the journal of DWA for general water management issues: hydrology, water resources management, surface water and soil, hydraulic engineering, hydropower, aquatic ecology, groundwater, hydromechanics, flood protection and storm water.

Beyond that, there are cross-sectional topics such as law, economics, education or international cooperation. In addition to detailed technical papers, KW offers comprehensive information from the industry: updates on the work of the DWA committees, current news from science and practice, bulletins, people, jurisdiction, dissertations, books and other media as well as events.

Target Group

Top decision makers in municipalities, water management offices and operators, technical consultancies and other industry.

Crossmedia

- *KW Korrespondenz Wasserwirtschaft* and *KA Korrespondenz Abwasser, Abfall*
- *KW Korrespondenz Wasserwirtschaft* and *KW Gewässer-Info*
- *KW Korrespondenz Wasserwirtschaft* and Online-Advertising on www.gfa-news.de
- *KA Korrespondenz Abwasser, Abfall* and DWA Online Job Market www.dwa.info/jobs

Korrespondenz Wasserwirtschaft

WASSER · BODEN · NATUR

GFA • Theodor-Heuss-Allee 17 • 53773 Hennef • Germany • Phone: +49 2242 872-130 • Fax: +49 2242 872-151 • anzeigen@dwa.de • www.dwa.info/journals

Issue	Schedule	Topics	Issue	Schedule	Topics
1/2025 January	Publishing Date: 09.01.2025 Advertising Deadline: 03.12.2024	Hydraulic Engineering Hydropower	7/2025 July	Publishing Date: 02.07.2025 Advertising Deadline: 10.06.2025	Water and Soil
2/2025 February	Publishing Date: 05.02.2025 Advertising Deadline: 14.01.2025	Hydrology Water Management	8/2025 August	Publishing Date: 06.08.2025 Advertising Deadline: 15.07.2025	Hydraulic Engineering Hydropower
3/2025 March	Publishing Date: 06.03.2025 Advertising Deadline: 11.02.2025	Water and Soil	9/2025 September	Publishing Date: 03.09.2025 Advertising Deadline: 12.08.2025	Hydrology Water Management
4/2025 April	Publishing Date: 02.04.2025 Advertising Deadline: 11.03.2025	Focus >> Sustainability in Water Management <<	10/2025 October	Publishing Date: 02.10.2025 Advertising Deadline: 09.09.2025	Water and Soil
5/2025 May	Publishing Date: 02.05.2025 Advertising Deadline: 08.04.2025	Trace substances	11/2025 November	Publishing Date: 05.11.2025 Advertising Deadline: 14.10.2025	Focus >> Flooding / Heavy Rainfall <<
6/2025 June	Publishing Date: 05.06.2025 Advertising Deadline: 13.05.2025	Focus >> Water-Sensitive Urban Development <<	12/2025 December	Publishing Date: 03.12.2025 Advertising Deadline: 11.11.2025	Hydrology Water Management

Print data deadline usually two days after the advertising deadline.

Apart from the focus themes, the topics of the individual issues are usually not finalised until shortly before the advertising deadline.

For details please contact: anzeigen@dwa.de.



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1 Advertising Prices and Sizes (including ad link in digital edition) All prices are without VAT.

format	type area sizes width x height in mm	trim size width x height in mm*	trim size surcharge	black and white	2c	3c	4c	per special colour (HKS, Pantone)
2/1 [J]	386 x 256	420 x 297	200 €	2.210 €	2.520 €	2.830 €	3.140 €	330 €
1/1 [J]	176 x 256	210 x 297	100 €	1.420 €	1.730 €	2.040 €	2.350 €	330 €
2/3 vertical	116 x 256	132 x 297	75 €	1.040 €	1.350 €	1.660 €	1.970 €	330 €
2/3 horizontal [J]	176 x 185	210 x 211	75 €	1.040 €	1.350 €	1.660 €	1.970 €	330 €
1/2 vert. [J]	86 x 256	103 x 297	50 €	775 €	1.054 €	1.333 €	1.612 €	330 €
1/2 horiz. [J]	176 x 125	210 x 148	50 €	775 €	1.054€	1.333 €	1.612 €	330 €
Junior Page	130 x 185	148 x 210	50 €	870 €	1.149 €	1.428 €	1.707 €	330 €
1/3 vert.	56 x 256	72 x 297	50 €	545 €	793 €	1.041 €	1.289 €	330 €
1/3 Sandwich**	56 x 256	-	-	685 €	933 €	1.181 €	1.429 €	330 €
1/3 horiz.	176 x 86	210 x 112	50 €	545 €	793 €	1.041 €	1.289 €	330 €
1/3 Job Ad [J]	86 x 185	-	-	545 €	793 €	1.041 €	1.289 €	330 €
1/4 corner ad [J]	86 x 125	-	-	415 €	632 €	849 €	1.066 €	330 €
1/4 horiz. [J]	176 x 60	-	-	415 €	632 €	849 €	1.066 €	330 €
1/6	56 x 125	-	-	315 €	532 €	749 €	966 €	330 €
1/8 corner ad [J]	86 x 60	-	-	250 €	436 €	622 €	808 €	330 €
1/8 horiz.	176 x 30	-	-	250 €	436 €	622 €	808 €	330 €
Front Cover ad	-	165 x 240	-	-	-	-	2.810 €	330 €
Cover pages	-	210 x 297	-	-	-	-	2.560 €	330 €
Storyteller (IFC+2)	IFC fold-out on three sides***	209 x 297 (IFC) + 2 x 200 x 297 (flap)***	-	-	-	-	4.090 €	330 €

* plus 3 mm bleed

** in the middle column -> only in reports or DWA-part [3-columned]

*** Data sheet Storyteller on request.

[J] suitable for job adverts in type area size

2 Loose Inserts (approx. 3.200):

€ 600,00; postal charges € 12,00 per gram
Please contact us regarding print run and delivery terms: anzeigen@dwa.de

3 Discounts: For bookings in term of 12 months, on b/w-price

Frequency discount	Volume discount
for 3 adverts 3 %	for 3 pages 5 %
for 6 adverts 5 %	for 6 pages 8 %
for 9 adverts 8 %	for 9 pages 10 %
for 12 adverts 10 %	for 12 pages 15 %

10% combination discount on b/w price with KA Korrespondenz Abwasser, Abfall

4 Payment Terms

14 days without deduction



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- 1

Title:

KW Korrespondenz Wasserwirtschaft
- 2

Characteristic:

Journal for Water Management
- 3

Target group:

Top decision makers in municipalities, water management offices and operators, technical consultancies and other industry.
- 4

Publication frequency:

Monthly
- 5

Format:

DIN A4, 210 mm wide and 297 mm high
- 6

Year:

18th year, 2025
- 7

Subscription price:

Included in DWA-Membership
- 8

Journal of:

German Association for Water, Wastewater and Waste (DWA)
- 9

Memberships:

-
- 10

Publisher/issuer:

GFA,
Theodor-Heuss-Allee 17, 53773 Hennef, Germany
- 11

Advertising:

Phone +49 2242 872-129, Fax -151, anzeigen@dwa.de

12 DWA-structure of members:	quantity / percentage
Personal members	5.395 / 40,3 %
Operating staff	1.135 / 8,5 %
Pensioners	549 / 4,1 %
Young members	509 / 3,8 %
Municipalities	1.999 / 14,9 %
Administrative districts	131 / 1,0 %
Wastewater associations	591 / 4,4 %
Water management authorities / institutes	317 / 2,7 %
Engineering offices	1.281 / 9,5 %
Companies / industry associations	1.488 / 11,1 %
Total [30.6.2024]	13.395 / 100,0%

13 Segmentation of DWA-members by regional associations and abroad:	
Regional Groups	quantity / percentage
Baden-Württemberg	1.604 / 12,0 %
Bayern	2.414 / 18,0 %
Hessen/Rheinland-Pfalz/Saarland	1.901 / 14,2 %
Nord	1.997 / 14,9 %
Nord-Ost	1.113 / 8,3 %
Nordrhein-Westfalen	2.853 / 21,3 %
Sachsen/Thüringen	1.006 / 7,5 %
Ausland	507 / 3,8 %
Total [30.6.2024]	13.395 / 100,0 %

14 Circulation control: --

15 Circulation analysis:	Copies per issue (annual average) (July 2023 to end of June 2024)		
Print run	3.102		
Spread copies	3.086	thereof abroad	163
Sold copies	2.613	thereof abroad	106
Subscription	2.613	thereof members	2.613
Retailed copies	---		
Other sale	---		
Free copies	473		
Rest, slip and archive copies	16		