

Media Information 2012

Advertising rate card no. 14

Valid from 01.10.2011



We're there for you!

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Journals



Online solutions



Books



Trade journal

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- 1 Title:** WASSER UND ABFALL
- 2 Brief description:** WASSER UND ABFALL (Water and Waste) is the specialist magazine published by the German Association of Engineers for Water Management, Waste Management and Land Improvement (BWK). In addition to monthly cover stories, WASSER UND ABFALL reports on the following areas: waste management / soil protection / ground contamination, waste water / water protection, drinking water / ground water protection, and water management / water engineering. The range of editorial topics is rounded out by reports on new legislation and local regulations, as well as special subjects.
- 3 Target group:** Experts and decision-makers in national, regional and local environmental authorities, in industry, water engineering, service providing companies and engineering offices
- 4 Frequency:** 10 times a year
- 5 Magazine size:** 210 mm x 279 mm
- 6 Year of publication:** 14th volume 2012
- 7 Subscription price:** Yearly subscription
Germany/foreign countries € 319 (plus p&p)
Single issue € 38 (plus p&p)
- 8 Official journal of:** Bund der Ingenieure für Wasserwirtschaft, Abfallwirtschaft und Kulturbau e. V. (BWK)
- 9 Membership:** –
- 10 Publishing company:** Springer Vieweg
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Abraham-Lincoln-Str. 46, 65189 Wiesbaden, Germany
phone +49 (0)611 / 78 78 – 0
www.springerfachmedien-wiesbaden.de
- 11 Publisher:** Bund der Ingenieure für Wasserwirtschaft, Abfallwirtschaft und Kulturbau e. V. (BWK)

- 12 Advertising:** Tanja Pfisterer (Assistant Head of Global Advertising/
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- 13 Editor:** Dipl.-Ing. Markus Porth,
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phone +49 (0)611 / 988 49 – 15 · fax – 16
on request
- 14 Scope analysis:** on request
- 15 Content analysis of the editorial part:** on request

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Cover Story	Articles
1/2 Jan. / Feb. AD 09.01.2012 CD 16.01.2012 PD 02.02.2012	26. Oldenburger Rohrleitungsforum, Oldenburg, Germany (09-10.02.)	Pipe construction and operation	Old sewers Ditchless pipe construction Sewer inspection VAWS new Article by LAWA
3 March AD 06.02.2012 CD 13.02.2012 PD 01.03.2012	24. Kassler Abfall- und Bioenergieforum, Kassel, Germany (27-29.02.) acqua alta alpina, Forum für alpine Infrastr., Naturgefahren und Hochwasserschutz, Salzburg, Austria (08-10.03.) Essener Tagung, Essen, Germany (14-16.03.)	Pipe construction and operation	Renaturalization of old slag heaps in the Ruhr area Approaches for avoiding waste Phosphorous recycling
4 April AD 07.03.2012 CD 14.03.2012 PD 02.04.2012		Progress through experience	Findings of the Kickuth Process Non-implemented administration processes 25 years of NGS - a review Loss of the TMS "Waldhof" (Loreley)
5 May AD 04.04.2012 CD 13.04.2012 PD 03.05.2012	IFAT Entsorga, Munich, Germany (07-11.05.)	Waste water and energy	Sewer heat exchangers Efficient CHP and mobile heat storage Suderburg Engineer's Award 2011 Kanalrad Bochum
Special Issue AD 04.04.2012 CD 13.04.2012 PD 03.05.2012	IFAT Entsorga, Munich, Germany (07-11.05.)	Water and waste	Special English-language issue: International projects Technical innovations Interviews

Issue, Month, (AD)*, (CD)*, (PD)*	Fairs, Events, Congresses	Cover Story	Articles
6 June AD 08.05.2012 CD 15.05.2012 PD 05.06.2012	ACHEMA , Frankfurt/Main, Germany (18-22.06.)	Coast	Interview: EU Energy Action Plan Coastal protection Cuxhaven and Warnemünde – COSYNA Project 10 years of Havariekommando (The Central Command for Maritime Emergencies) – Inventory of the environmental condition and targets of German marine areas
7/8 July/Aug. AD 09.07.2012 CD 16.07.2012 PD 02.08.2012	BWK Bundeskongress , Wiesbaden, Germany (19-21.09.) RENEXPO , Augsburg, Germany (27-30.09.)	Adaptation strategy to climate change	Interview: adaptation to climate change research project AKÜSTIONSPLAN for adaptation to climate change Funding of the adaptation strategy Example from the climate adaptation plan of the city of Rostock Example from the project 100 local authorities
9 September AD 13.08.2012 CD 20.08.2012 PD 06.09.2012	Abwasser Praxis , Offenburg, Germany (17-18.10.)	Perspectives of environmental technology	
10 October AD 07.09.2012 CD 14.09.2012 PD 04.10.2012		Water Framework Directive (WRRL)	Waterway maintenance as a key measure for the WRRL Derivation of nutrient reduction targets in the river areas Rhine, Ems, Weser, Elbe and Eider Derivation of the good ecological potential for flowing waters in Germany
11 November AD 12.10.2012 CD 19.10.2012 PD 08.11.2012		Approval management	Integrated project approval Approval statistics / QA in Hesse Plan approval procedure
12 December AD 12.11.2012 CD 19.11.2012 PD 06.12.2012		Agriculture	Agricultural policy after 2013 Climate protection and agriculture Sewage sludge recycling and bio waste

***AD = Advertising deadline | CD = Copy deadline | PD = Publication date**

This overview of the subjects scheduled for 2012 is intended for your planning. We reserve the right to make changes if necessary.
For further information, please call +49 (0)611 / 78 78 – 196

1 Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
2/1 page	388 x 240	420 x 279	4,217	4,813	5,409	6,005	
1/1 page	175 x 240	210 x 279	2,151	2,451	2,751	3,051	
2/3 page	upright	115 x 240	1,441	1,741	2,041	2,341	
	horizontal	175 x 156					210 x 177
Juniorpage	115 x 178	131 x 198	1,267	1,567	1,867	2,167	
1/2 page	upright	85 x 240	1,075	1,375	1,675	1,975	
	horizontal	175 x 117					210 x 137
1/3 page	upright	55 x 240	721	921	1,121	1,321	
	horizontal	175 x 76					210 x 86
1/4 page	upright	40 x 240	537	737	937	1,137	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page	upright	55 x 86	271	371	471	571	
	horizontal	175 x 25					–
	block	85 x 56					–
1/16 page	horizontal	175 x 10	146	196	246	296	
	block	85 x 25					–

* ISO scale ** plus 3 mm bleed difference on all sides
Further formats on request.

Actual distributed circulation: 5,400 copies

You can find our technical informations and specifications for digital copy at www.best-ad-media.de/data-delivery

Journal format: 210 mm wide x 279 mm long
 Print space: 175 mm wide x 240 mm long
 Printing and binding methods: Offset, saddle stitching
 Contact: Petra Deichmann (Advertising & Layout)
 phone +49 (0)611 / 78 78 – 614 | fax – 443



2 Additional fees:

Placement:	Front page 4c	€ 310
	2nd, 3rd and 4th cover pages 4c	€ 510
	Binding placement requests	€ 510

Colour: Fee for special colours: fee for each additional colour, price on request

Format:	Ads over the binding:	10% of the b/w price
	Island position ads:	60% of the b/w price
	Satellite position ads:	10% of the b/w price
	Ads running into the bleed:	20% of the b/w price

3 Discounts:

applicable for orders placed within the advertising year

Quantity Scale		Length Scale	
For 3 ads	3%	3 pages	5%
For 5 ads	5%	5 pages	10%
For 9 ads	10%	9 pages	15%

Only one discount scale may be applied.

Discounts apply to all additional fees: colour, placement and bleed fees. Discounts do not apply to special costs or additional technical costs.

4 Columns:

Job Advertisements / Business Connections Page 6

5 Special advertising forms:

Loose / Fixed Inserts:
4-page € 4,191
These prices apply for paper weights up to 170 g.
Delivered untrimmed, trimming on request.
Discounts are based on the Length Scale:
(1 sheet = 1/1 page)

Enclosures: (no discounts available)

Loose, maximum size 203 mm x 272 mm	€ 280
Up to 25 g per thousand	€ 290
Up to 30 g per thousand	€ 290
Number of enclosures	on request
Prices for heavier enclosures	on request

Fixed enclosures: (no discounts available)

Per thousand up to 25 g, incl. gluing costs, applicable only with purchase of a 1/1 page ad	€ 200
Number of postcards	on request
Larger and heavier formats (also applies for product samples)	on request

6 Contact:

Petra Neumann (Sales Management)
phone +49 (0)611 / 78 78 – 250
petra.neumann@best-ad-media.de

Peter Schmidtman (Media Sales)
phone +49 (0)611 / 78 78 – 196
peter.schmidtman@best-ad-media.de

7 Payment conditions:

2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

Banking information:

Springer Fachmedien Wiesbaden GmbH
Deutsche Bank Berlin
Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300
Swift/BIC: DEUTDEBB
IBAN: DE09 1007 0000 0069 7003 00

You can find our general terms and conditions at
www.best-ad-media.de/gtc

Advertisement formats and prices (Prices in Euro)

Format	Type area formats width x height in mm	Format for bleed ads width x height in mm**	Basic price b/w	2 colours*	3 colours*	4 colours*	
1/1 page	175 x 240	210 x 279	2,770	3,320	3,880	4,430	
2/3 page upright	115 x 240	131 x 279	1,960	2,352	2,744	3,136	
1/2 page	upright	85 x 240	1,390	1,670	1,950	2,220	
	horizontal	175 x 117					210 x 137
1/3 page	upright	55 x 240	990	1,190	1,390	1,580	
	horizontal	175 x 76					210 x 86
	block	115 x 117					131 x 137
1/4 page	upright	40 x 240	765	918	1,071	1,224	
	horizontal	175 x 56					210 x 63
	block	85 x 117					101 x 137
1/8 page	upright	55 x 86	455	546	637	728	
	block	85 x 56					–

Classified ads available on request.

* ISO scale ** plus 3 mm bleed difference on all sides

Applicable for Germany only – the current V.A.T. rate has to be added to all prices. You'll find our general terms and conditions at www.best-ad-media.de/gtc

Extra charges

for colours: per special colour on request

Rate for box numbers: Euro 12 (Germany)
Euro 16 (foreign countries)

Contact:

Peter Schmidtman (Media Sales)
phone +49 (0)611 / 78 78 – 196
peter.schmidtman@best-ad-media.de

- 1 Circulation monitoring:** –
- 2 Circulation analysis:** average number of copies per issue in one year (July 1 2010 – June 30 2011)

Print run:	5,600		
Actual distributed circulation (ADC):	5,400	of which, abroad:	437
Copies sold:	4,369	of which, abroad:	101
Subscription copies:	4,369	Member copies:	3,650
Individual sales:	–		
Other sales:	–		
Voucher copies:	1,031		
Reminder, archive and record copies:	200		

**3.1 Coverage in Germany structured according to postcode areas:
Current coverage upon request**

3 Geographical distribution analysis:

Economic area	Percentage of actual circulation	
	%	copies
Germany	91.9	4,963
Foreign countries	8.1	437
Actual distributed circulation (ADC)	100.0	5,400



- 1 **Web address (URL):** www.wasserundabfall.de
 - 2 **Brief description:** The website provides topical and practice-oriented professional articles as well as well-founded reports on research and science in environmental engineering.
 - 3 **Target group:** Experts and decision-makers in national, regional and local environmental authorities, in industry, water engineering, service providing companies and engineering offices
 - 4 **Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Dipl.-Ing. Markus Porth (Editor-in-Chief)
wasser.abfall@t-online.de
 Redaktionsbüro (Editorial office) Frau Treudt
 tel +49 (0)611 / 988 49 – 15
- Contact advertising:** **Petra Neumann** (Sales Management)
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- Carolin Habermann** (Sales Management Online)
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carolin.habermann@best-ad-media.de
- 5 **Usage data:** Current access values on request.



1 Advertisement formats and prices (Prices in Euro)

Web	Pixel Format	CPM	kB
Superbanner (Big Size)	728 x 90	75	max. 45
Skyscraper	120 x 600	75	max. 45
Wide Skyscraper	160 x 600 or 200 x 600	75	max. 45
Medium Rectangle Site Rotation	300 x 250	75	max. 45
Medium Rectangle Fixed 1st Position	300 x 250	85	max. 45
Expandable Rectangle Small	from 300 x 250 to 630 x 250	100	max. 45
Expandable Rectangle Large	from 300 x 250 to 630 x 350	125	max. 45
Video Rectangle (Polite Streaming)	300 x 250	75	max. 45
Wallpaper (Superbanner + Skyscraper)	728 x 90 + 120 x 600	150	each max. 45
Layer Ad + Rectangle Reminder (Tandem Ad)	on request	150	max. 45
Half Page	300 x 600	150	max. 45
Expandable Half Page	from 300 x 600 to 630 x 600	on request	max. 45
Text and Logo (GIF)	300 x 115	55	max. 45

For details on special ad formats, please visit www.best-ad-media.de/special-ads

- 2 Discounts:** On request (conditions agreed on for print media do not apply for online media)
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.

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IBAN: DE09 1007 0000 0069 7003 00

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You can find our specifications for online advertising at www.best-ad-media.de/data-delivery



- 1 Name:** Newsletter Umwelttechnik, wasserabfall@newsletter.viewegteubner.de
- 2 Brief description:** Umwelttechnik provides the latest news on all aspects of environmental engineering and on fairs and events in the sector.
- 3 Target group:** Experts and decision-makers in national, regional and local environmental authorities, in industry, water engineering, service providing companies and engineering offices
- 4 Frequency:** monthly, always on the second Wednesday
- 5 Publishing company:** Springer Vieweg
Springer Fachmedien Wiesbaden GmbH
- Contact editor:** Redaktionsbüro (Editorial office) Frau Ehl
phone +49 (0)611 / 78 78 – 284
julia.ehl@springer.com
- Contact advertising:** **Petra Neumann** (Sales Management)
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petra.neumann@best-ad-media.de
Peter Schmidtman (Media Sales)
phone +49 (0)611 / 78 78 – 196
peter.schmidtman@best-ad-media.de
Carolin Habermann (Sales Management Online)
phone +49 (0)611 / 78 78 – 211
carolin.habermann@best-ad-media.de
- 6 Usage data:** Current number of recipients on request.





1 Advertisement formats and prices (Prices in Euro)

Newsletter	Pixel Format	Fixed Price	kB
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 300 characters **)	350	max. 45
Advertorial/Textad + Logo/Picture (GIF or JPEG)*)	Pic 140 x 100, Text 650 characters **)	450	max. 45
Fullsize Banner (GIF or JPEG)*)	468 x 60	450	max. 45
Rectangle (GIF or JPEG)*)	300 x 250	450	max. 45

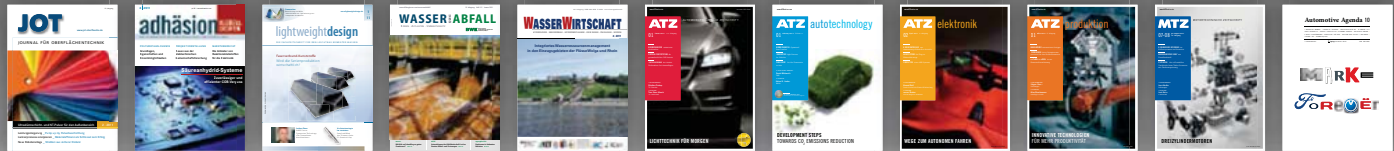
*) not animated files; **) incl. spaces

- 2 Discounts:** Conditions agreed for print media will not be applied for online media, on request
- 3 Payment conditions:** 2% discount for payment prior to publication; 15% agency commission, agency status must be verified with the commissioning at the latest and in the form of an excerpt from the German Trade Register (Handelsregister); valid for Germany: additional VAT applies to all prices listed; payment due: upon receipt of invoice.
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A world of information from the automotive, materials and energy fields



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