



WATER WASTEWATER TECHNOLOGY

MEDIA DATA

2027

**Marketing solutions
for the water industry.**

EXPERTISE. VISIBILITY. IMPACT.

MEDIA DATA & COMMUNICATION SOLUTIONS

WATER • WASTEWATER

The Industry. The Future. Your Reach.

Reach experts and decision-makers
in the water and wastewater industry.

Digital. On the channels of your target audience.

Targeted. With a relevant industry focus.

Versatile. With content in a variety of digital formats.



WATER • WASTEWATER

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FACHWELT VERLAG

Our Digital Specialist Media

More visibility for your campaigns.



E-Magazine

Expert knowledge and innovations, brought to life interactively.



Online Portal

Latest news, interviews and industry insights.



Newsletter

Industry news and new products directly to your inbox.



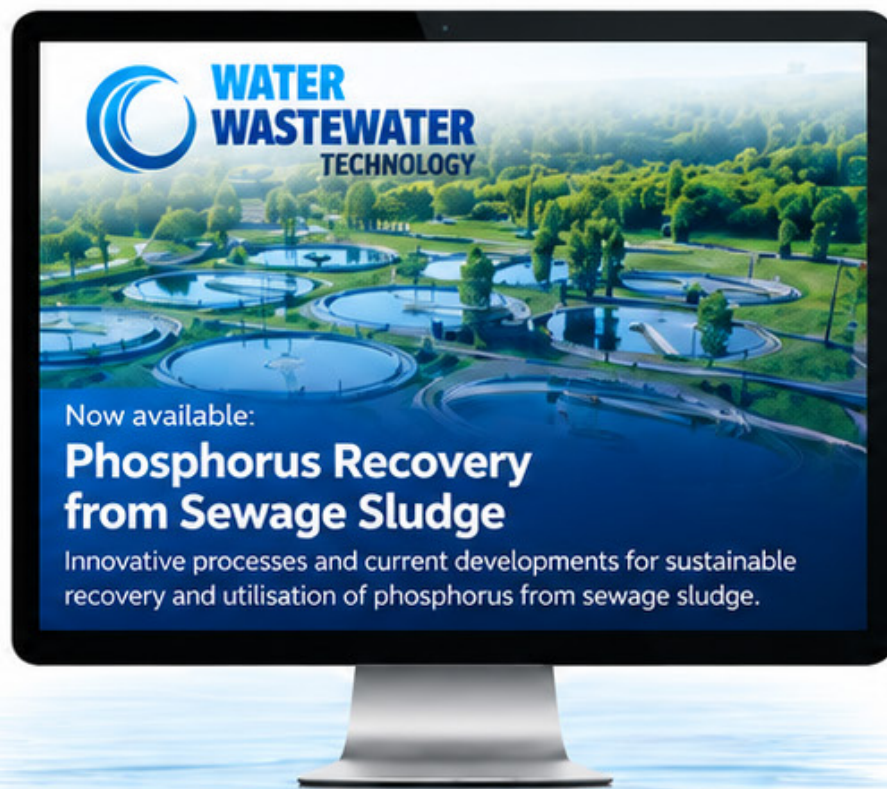
LinkedIn

Share expert insights. Connect the industry.



Every issue. Precisely targeted.

This is how we bring the latest issue to the industry.

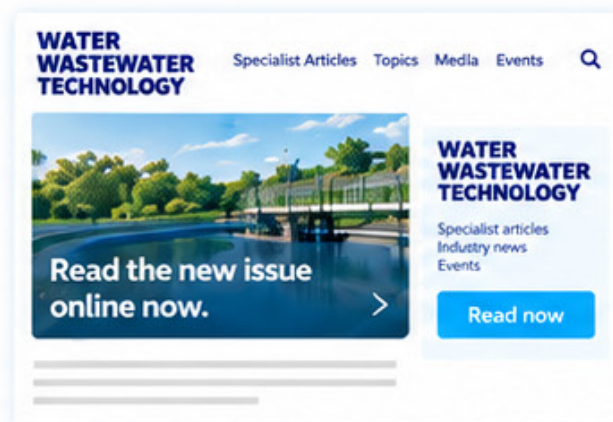


**Our marketing
for every publication**



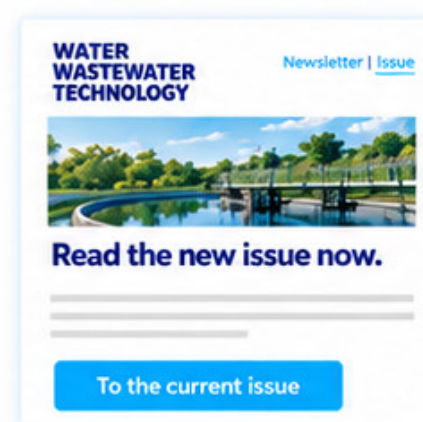
Online Portal

Editorial content
and advertising banners
for the current issue



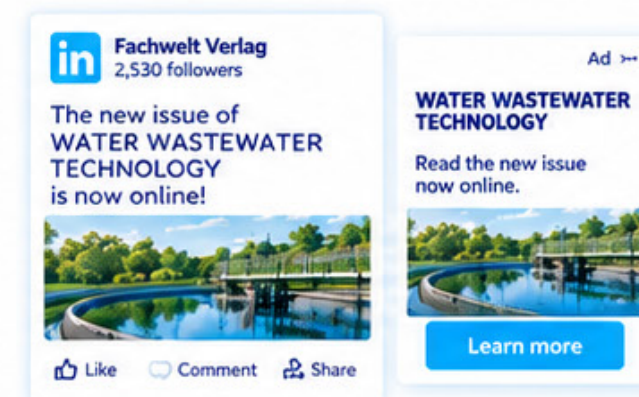
Newsletter

Delivery to the entire
specialist readership in the
water and wastewater sector



LinkedIn

Post on our channel
Additional advertising formats
for extra reach



More visibility for the issue – and your advertising content.

100 % digital. Precisely targeted at the water and wastewater industry.

WATER · WASTEWATER

Our Industry Topics.

Our key topics in every issue.

FACHWELT VERLAG



Measurement & Analytics



Plants & Components



Water Infrastructure



Energe Efficiency & Sustainability



Water Treatment



Water Processing



Services & Solutions



Process Automation & Digitalization

Four issues. Your year 2027.

E-Magazine topics and dates at a glance.



Issue



Trade Fair /
Topic Special



Publication
Date



Ad Booking
Deadline



Editorial
Deadline



Trade Fair Notes

1 / 2027

**THOUSAND
WATER** 



07/04/2027

06/04/2027

03/31/2027

THOUSANDWATER
April 14 – 15, 2027

2 / 2027

ACHEMA



06/01/2027

05/31/2027

05/25/2027

ACHEMA
June 14 – 18, 2027

3 / 2027

Topic Special
Water Infrastructure
and Supply Security



09/28/2027

09/27/2027

09/22/2027

—

4 / 2027

FILTECH



11/09/2027

11/08/2027

11/02/2027

FILTECH
November 16 – 18, 2027

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The AACHEMA Issue 2027.

Your trade fair appearance. Our digital platform.

FACHWELT VERLAG



**Secure your
advertising package for AACHEMA.**

Three advertising packages. Your advantage for AACHEMA.

PACKAGE 1

up to €5,000
turnover

15 %
discount

PACKAGE 2

up to €10,000
turnover

25 %
discount

PACKAGE 3

up to €15,000
turnover

35 %
discount

Publication Date
06/01/2027

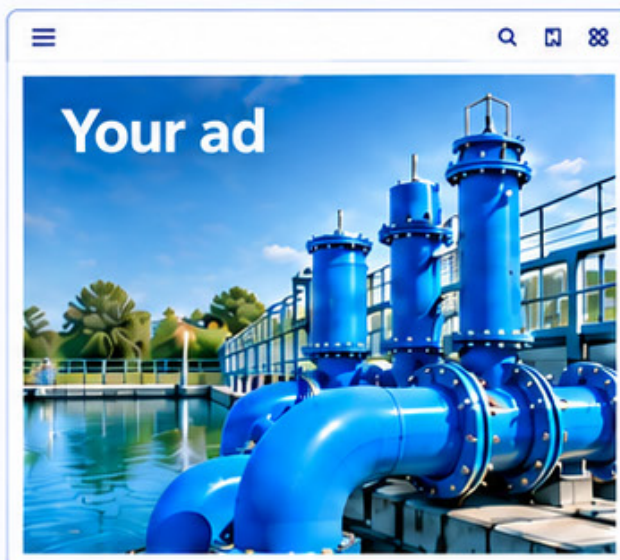
Ad Booking Deadline
05/31/2027

Editorial Deadline
05/25/2027

Four formats. Strong advertising impact.

Your ad in the digital E-Mag.

Ad XL

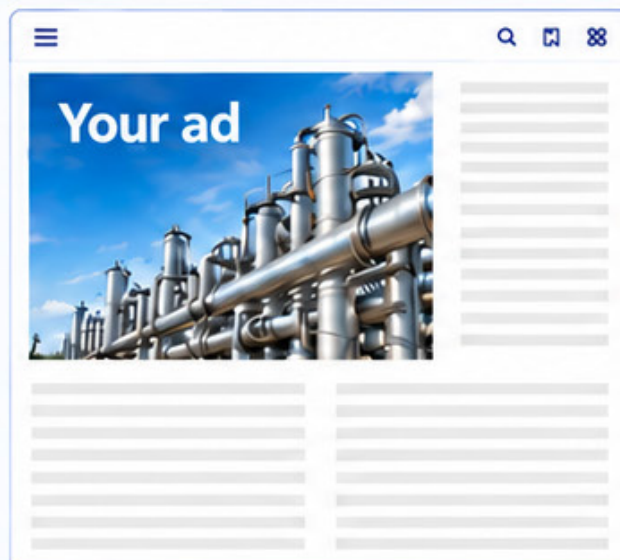


Corresponds to 1/1 page
in DIN A4 format

1827 × 1286 px

€4,880

Ad L

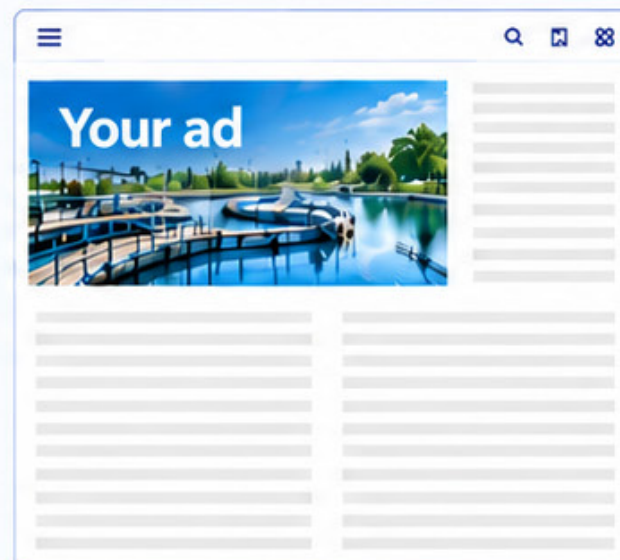


Corresponds to 1/2 page
in DIN A4 format

966 × 713 px

€3,880

Ad M

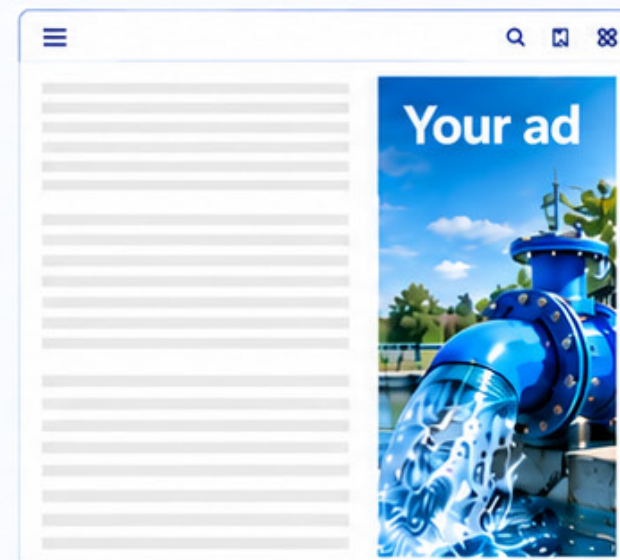


Corresponds to 1/3 page
in DIN A4 format

966 × 466 px

€2,880

Ad S



Corresponds to 1/4 page
in DIN A4 format

686 × 924 px

€1,880

All formats: interactive, flexible placement and linked to your target website.
Video embedding (YouTube / MP4); XL, L and M. Full screen: XL.

File formats: JPG, PNG, GIF
File size: max. 5 MB
Resolution: 72 dpi

WATER · WASTEWATER

Your expertise. At the center.

Sponsored content in the digital E-Mag.

FACHWELT VERLAG

Cover topic

Only 4× per year | 1 cover topic per issue



Place your topic prominently at the beginning of the issue – with in-depth company and product presence.



View demo

€6,880

Advertorial

Your topic in an editorial design



Present your solutions as a professionally prepared article in the look and feel of our editorial team.



View demo

€4,880

Included in both formats:



Links



Image galleries



25,000+ characters



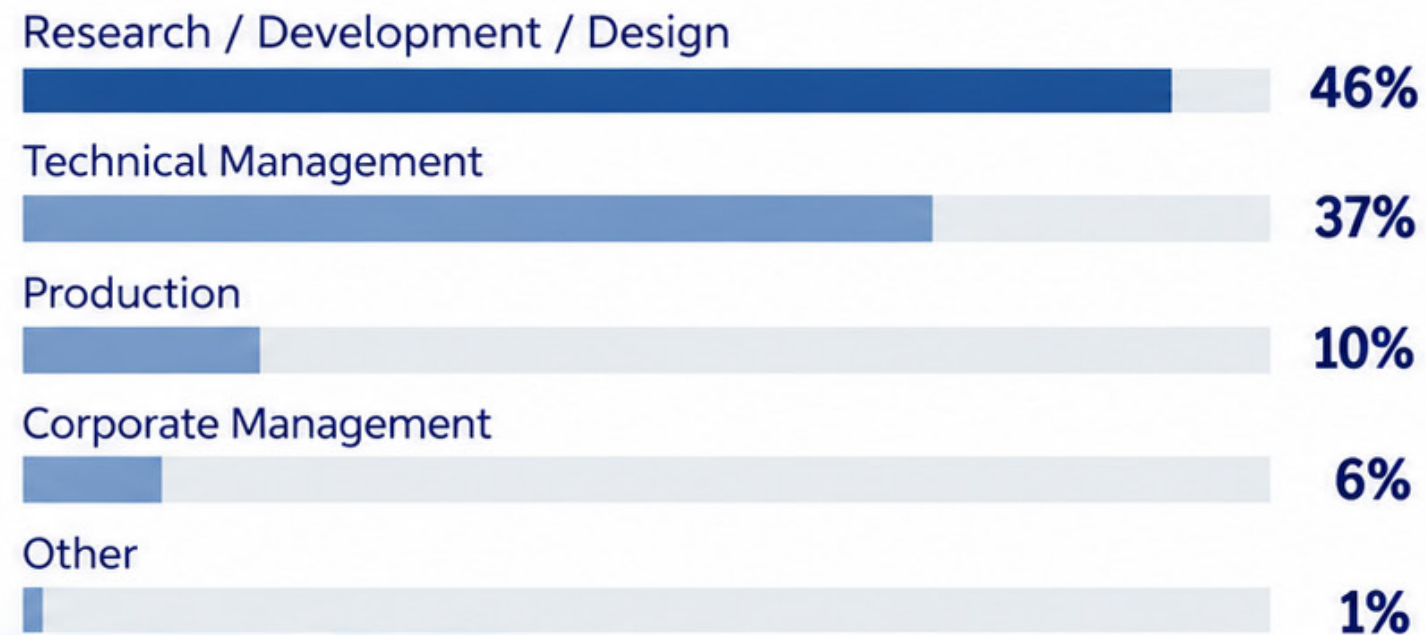
30,000+ reach

Reach according to previous media data

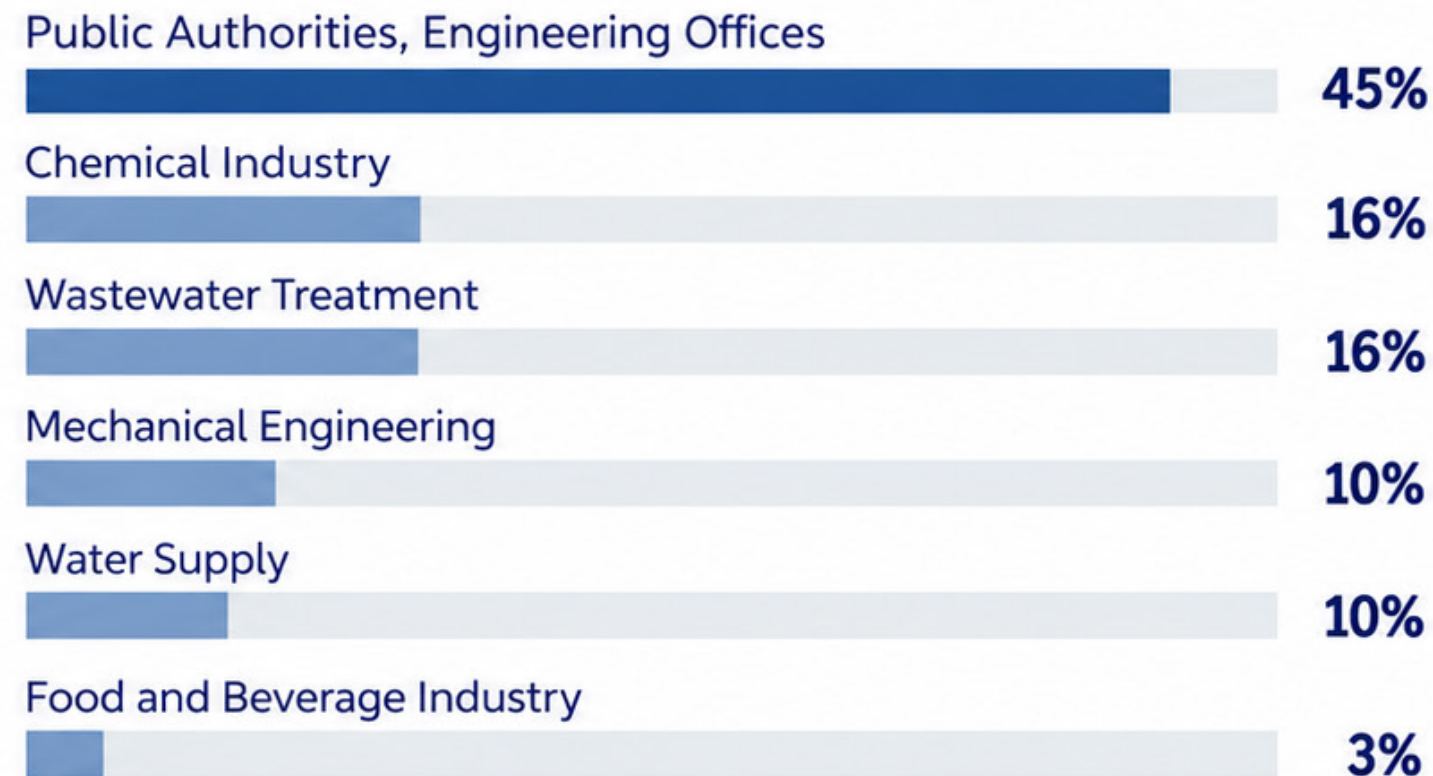
Who Reads Our Specialist Media.

Reader structure by job position and industry.

Job Positions



Industries



WATER • WASTEWATER

Your direct link to the industry.

The newsletter for the water and wastewater sector.

FACHWELT VERLAG

Specialists and managers, decision-makers and budget holders.

Germany • Austria • Switzerland



12,115

E-mail addresses



15.3 %

Average open rate



5.12 %

Click-through rate



Ø 210

clicking recipients per ad format



Go to the newsletter section

Data delivery: at the latest 5 days before campaign start

WATER • WASTEWATER

WATER WASTEWATER TECHNOLOGY



Your banner ad

Banner

728 × 90 px



Your text ad

Text ad

190 × 140 px
250 characters

Newsletter archive

www.wasser-abwasser-technik.com/news

Your Newsletter Dates 2027.

Plan your presence in the water and wastewater sector.

FACHWELT VERLAG

No.	Sending date	Day of the week	Topic
1	21 January 2027	Thursday	Industry News: Annual Review
2	25 February 2027	Thursday	Wastewater Pumps & Energy-Efficient Solutions
3	4 March 2027	Thursday	Industry News: Sector & Infrastructure
4	8 April 2027	Thursday	DRINKING WATER: Water Supply & Networks
5	11 May 2027	Tuesday	Industry News: Sector & Infrastructure
6	9 June 2027	Wednesday	ACHEMA: Process Water & Industrial Water
7	13 July 2027	Tuesday	Industry News: Sector Update
8	17 August 2027	Tuesday	Heavy Rain Precaution & Sewer Rehabilitation
9	30 September 2027	Thursday	Industry News: Technology & Projects
10	14 October 2027	Thursday	Membrane Technology & Water Reuse
11	4 November 2027	Thursday	FILTECH: Filtration & Water Treatment
12	2 December 2027	Thursday	Industry News: Year in Review & Outlook



Industry News

Current news from the sector.

€890



Topic Special

Focus on your specialist topic.

€1,090



Trade Fair Special

Presence around the trade fair.

€1,290



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Your brand. Directly in the inbox.

Standalone newsletter in your company's design.

FACHWELT VERLAG

We design your newsletter according to your CI guidelines and send it to our specialist readership.

12,115

E-mail addresses from the
water and wastewater sector

Specialists and managers • Decision-makers • Budget holders
Germany • Austria • Switzerland

You provide. We design. Your brand makes an impact.



Up to 5,000
characters of text



Up to
10 images



Your
links

€4,980



Our recommendation: a follow-up mailing

Resend to recipients who did not open the first newsletter.

+ €890



View example

YOUR LOGO

Clean solutions.
For tomorrow.



Your solutions for the water sector

Learn more →



Your design. Your content. Our distribution.

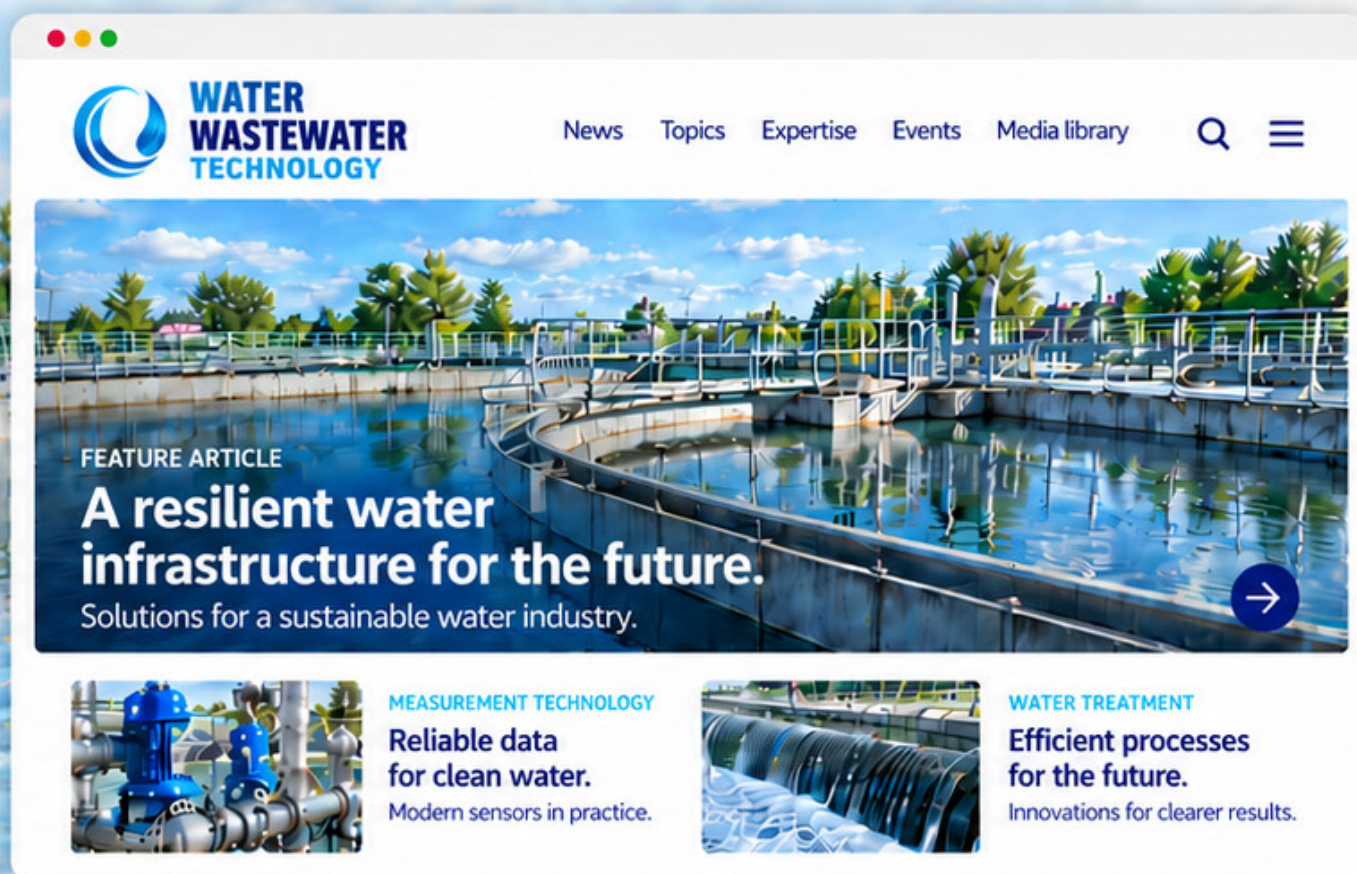
Data delivery: at the latest 5 days before campaign start
daten@fachwelt-verlag.de

WATER • WASTEWATER

The portal for your industry.

Knowledge. Guidance. Visibility.

FACHWELT VERLAG



16,000

Average users
per month



6:30 min.

Average time
on site



approx. 38,000

Page impressions
per month

Our key topic areas



Measurement Technology
& Analytics



Systems & Components



Water Infrastructure



Energy Efficiency
& Sustainability



Water Treatment



Water Management



Services &
Solutions



Process Automation
& Digitalisation

www.WASSER-ABWASSER-TECHNIK.com

Für Fachleute **specialists and decision-makers**

Technical articles, interviews and product information.

Current and versatile

Industry news, trade fairs, company profiles and videos.

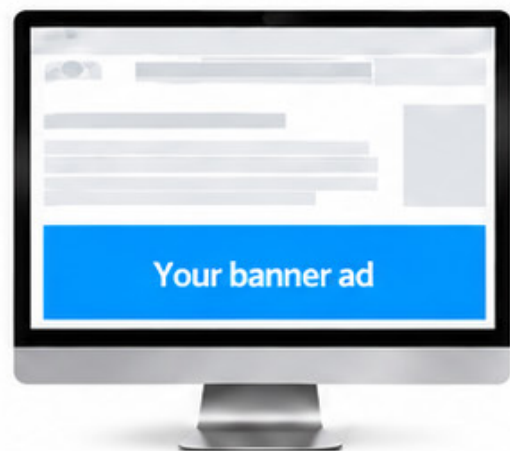


Go to the online portal

Banner Formats

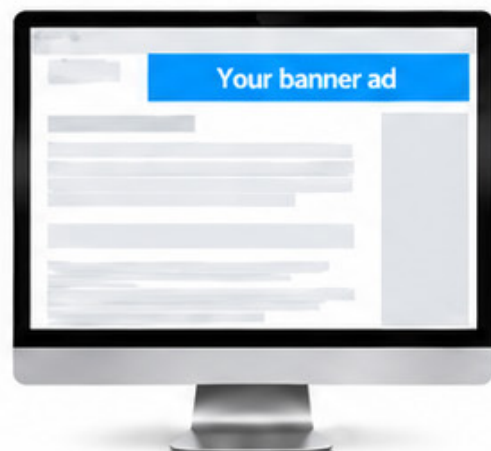
Your brand in the spotlight of the water industry.

Fullwidth



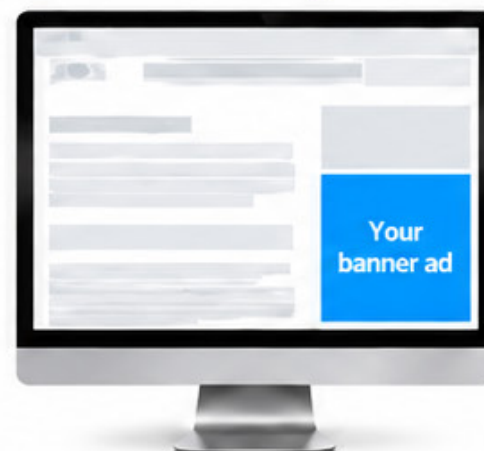
1.140 × 400 px **2.290 €**

Leaderboard



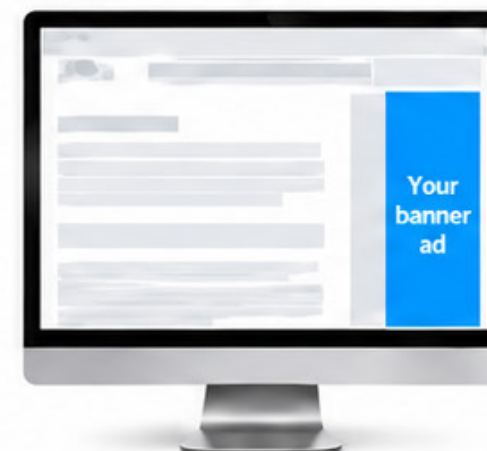
728 × 90 px **1.890 €**

Medium Square



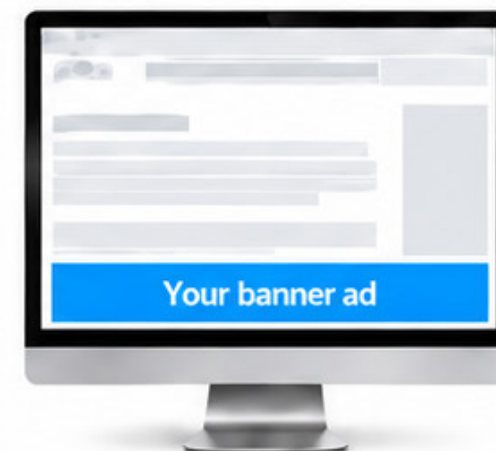
360 × 360 px **1.390 €**

Skyscraper



120 × 600 px **1.990 €**

Supersize



728 × 90 px **1.390 €**

All banners: 4-week duration

JPG, PNG, GIF · max. 2 MB

Event Calendar

Make your event visible.

wasser-abwasser-technik.com/veranstaltungen/

1 listing
66 €

3 listings
99 €

6 listings
149 €

9 listings
199 €

More than 9 listings
on request.

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de

Visible in search engines.

Be found. Gain attention.

No. 1

on Google and Microsoft Bing

Our portal ranks first in search results for "Water Wastewater Technology".



High visibility

Your presence where professionals search for industry knowledge.



A strong environment for your ads

Put your products, innovations and solutions in the spotlight of the water industry.

www.WATER-WASTEWATER-TECHNIK.com

Google

Water Wastewater Technology



1

WATER WASTEWATER TECHNOLOGY

www.wasser-abwasser-technik.com

Expert knowledge, current news and solutions for the water and wastewater sector.



Microsoft Bing

WATER WASTEWATER TECHNOLOGY



1

WATER WASTEWATER TECHNOLOGY

www.wasser-abwasser-technik.com

Expert knowledge, current news and solutions for the water and wastewater sector.

Sponsored Banner in a Focus Topic

Your topic. Your banner. All year long.

Present your company for 12 months with an advertising banner in the editorial topic area of your choice.



12 months of visibility



Relevant editorial environment

Choose your focus topic

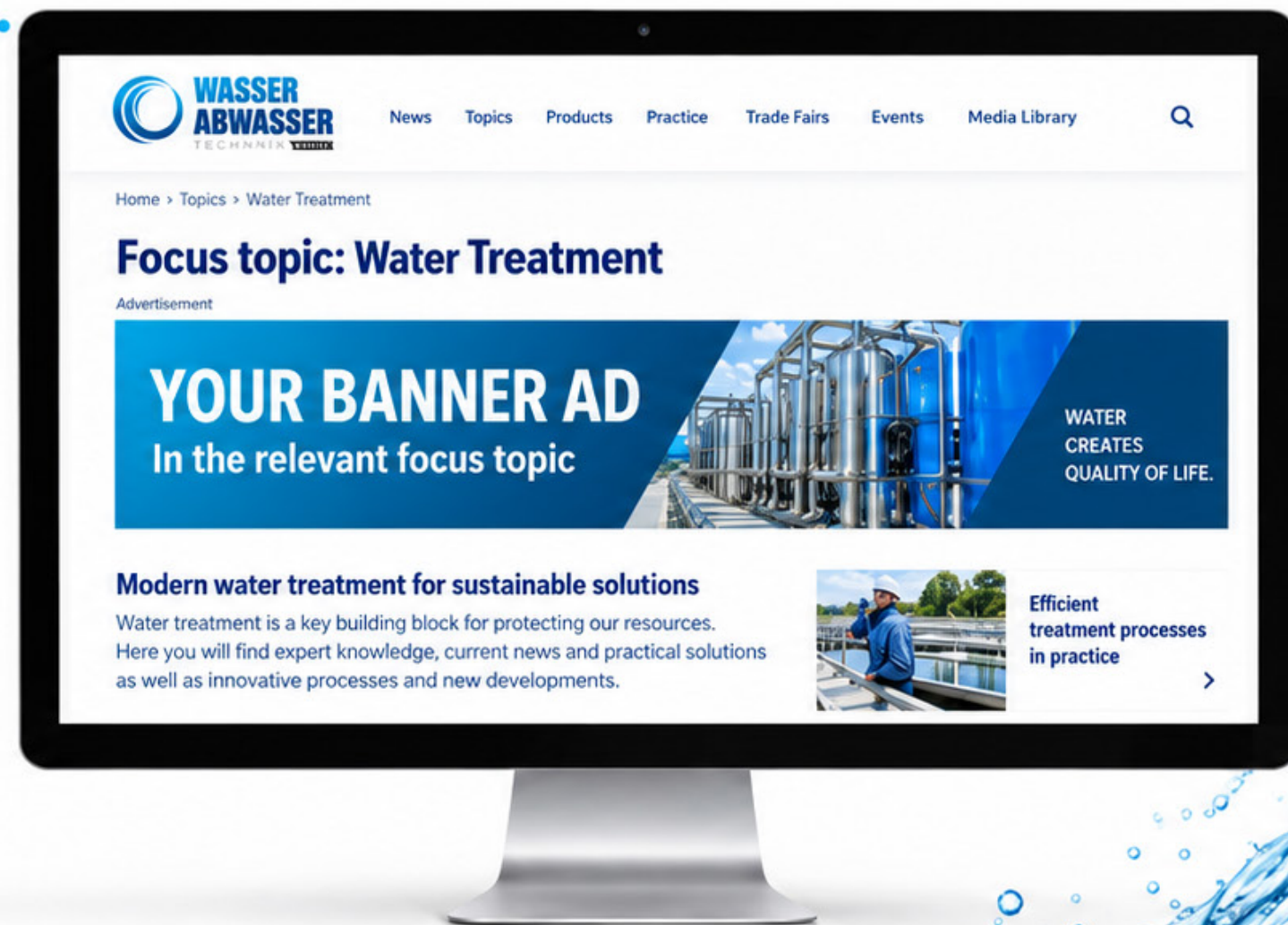
- ✓ Systems & Components
- ✓ Services & Solutions
- ✓ Energy Efficiency & Sustainability
- ✓ Process Automation & Digitalisation
- ✓ Measurement Technology & Analytics
- ✓ Water Treatment
- ✓ Water Management
- ✓ Water Infrastructure

2.990 €

per year
12-month duration

Own your topic with your brand.

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de



Example placement in the topic area

1.140 × 400 px · JPG, PNG, GIF · max. 2 MB

www.WASSER-ABWASSER-TECHNIK.com

WATER · WASTEWATER

FACHWELT VERLAG

Medium Cube

Four sides. Four products. Four links.

One banner, four possibilities.

Present up to four products or messages in a rotating advertising space – each side with its own link.



Four individually customizable advertising sides



Four direct links to your target pages



For online portal and e-magazine

360 × 360 px per side
1 month duration

JPG, PNG, GIF
Max. 8 MB

€1,690

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de



View cube
demo

Sponsored Content

Your expertise. Your products. In an editorial design.

Make your products and services visible with an individually designed article on our online portal.



Presence on the homepage



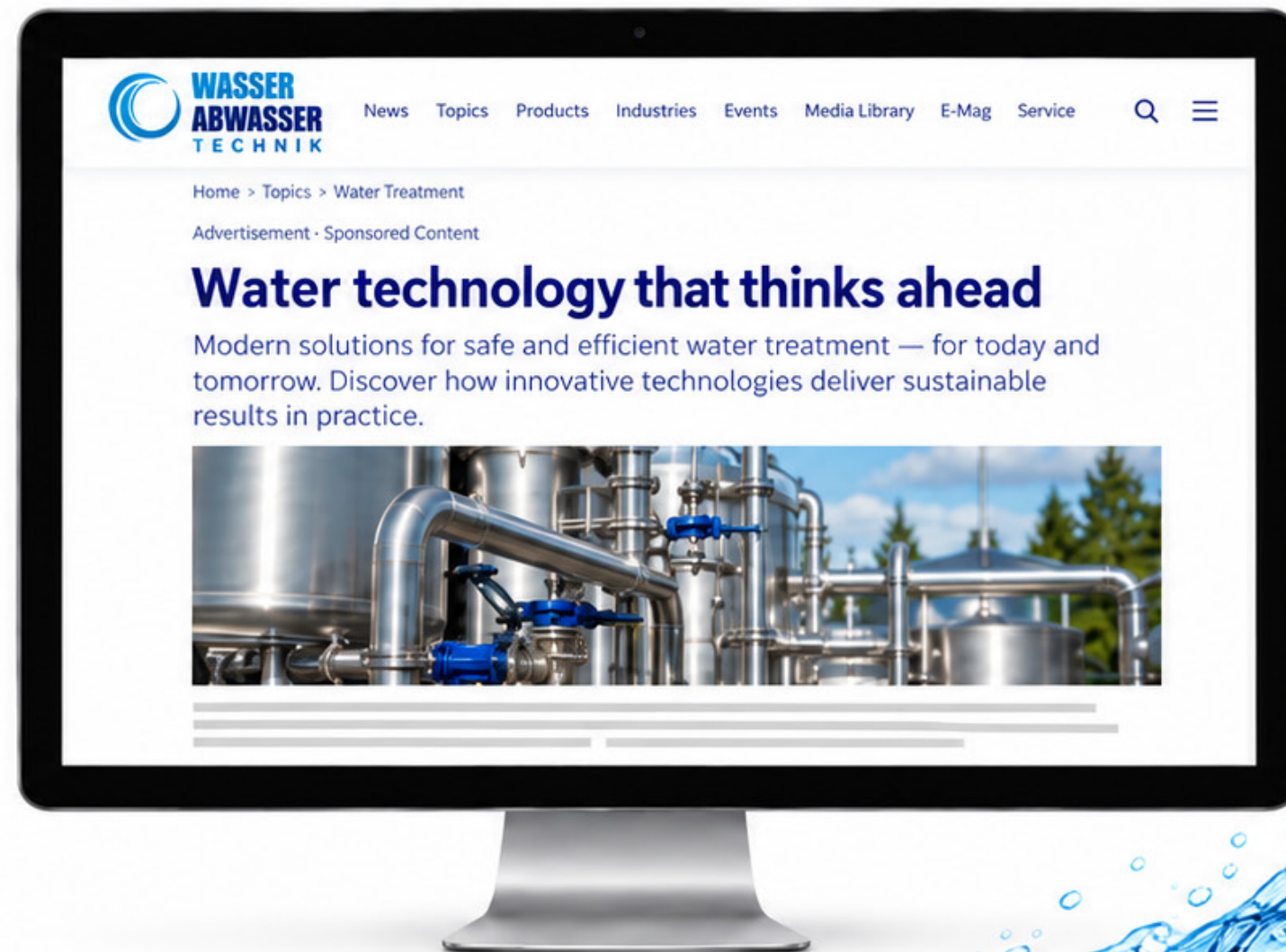
Text and images in portal design



4-week advertising period

Format	Images	Text length	Price
Feature Topic	10	25,000 characters	€1,990
Top Topic	5	20,000 characters	€1,690
Product of the Month	5	15,000 characters	€1,490
Exclusive Interview	5	15,000 characters	€1,490
Advertorial	3	5,000 characters	€1,290

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de



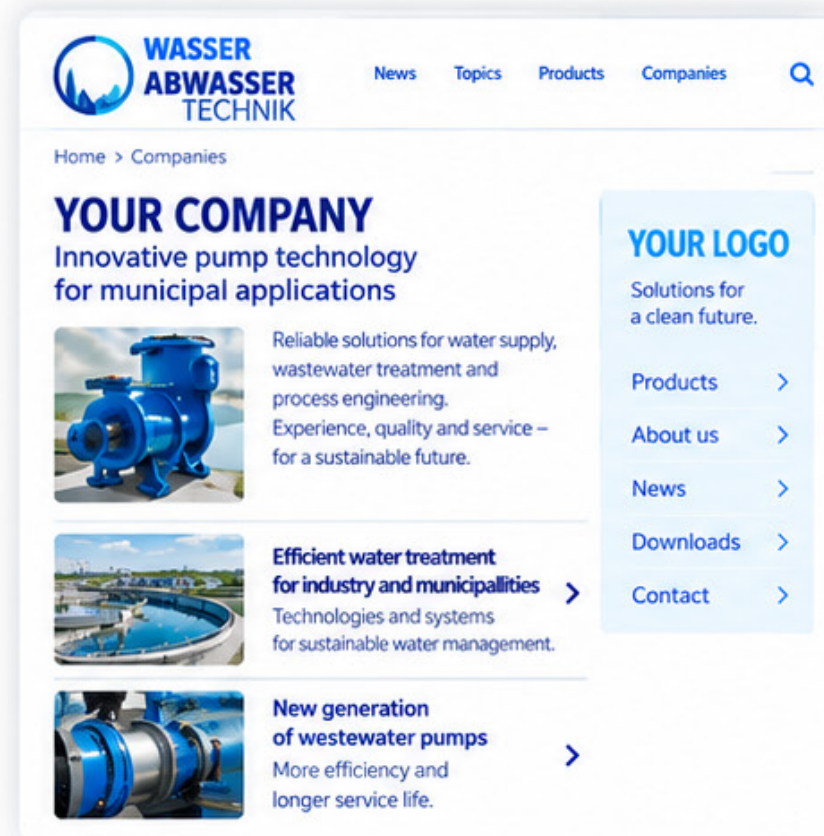
Present your expertise. Gain attention.
www.WASSER-ABWASSER-TECHNIK.com

Your company in the spotlight.

Present your products. Show your profile. Enable contacts.

Native Advertising

Your own company section including sidebar – for products, services and current news.



ca. 3,500
page views per month*



Publish your content yourself



Images, text, documents and links



Ongoing new products and press releases

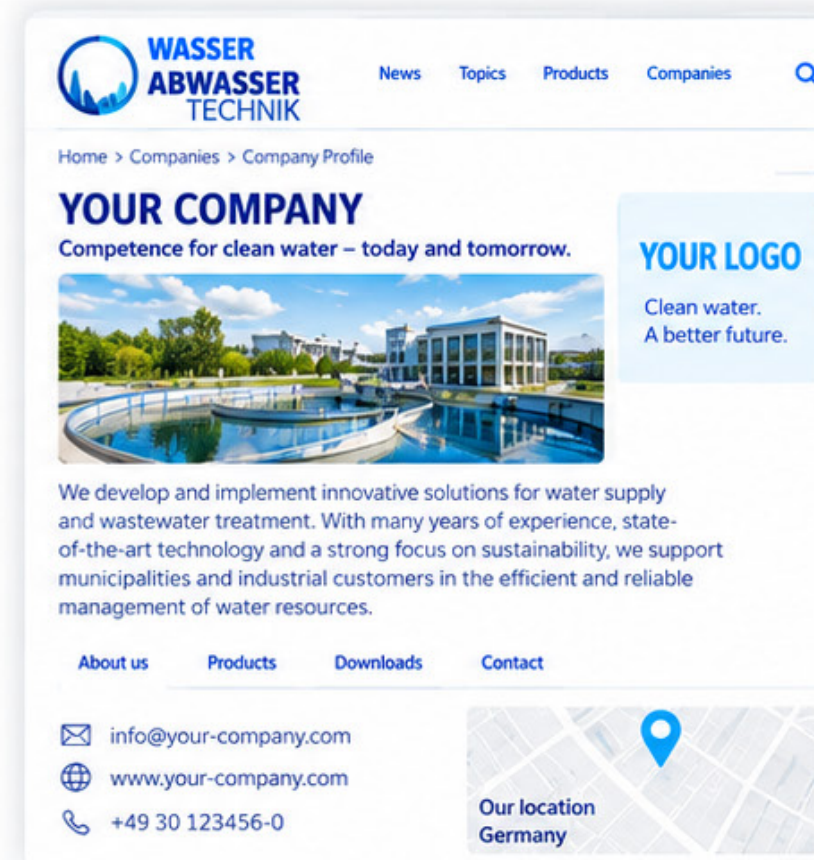


Reporting included

Duration	Price
3 months	€5,990
6 months	€6,990
9 months	€8,990
12 months	€10,990

Company Profile

All important information about your company in one place – including website, contact details and directions.



ca. 2,000
page views per month*



Videos, image galleries and PDF downloads



Up to 6 contact partners



Website, social media and contact form



Address and directions

Including listing in the
online industry directory

12 months duration **€990**

www.wasser-abwasser-technik.com/company-profiles

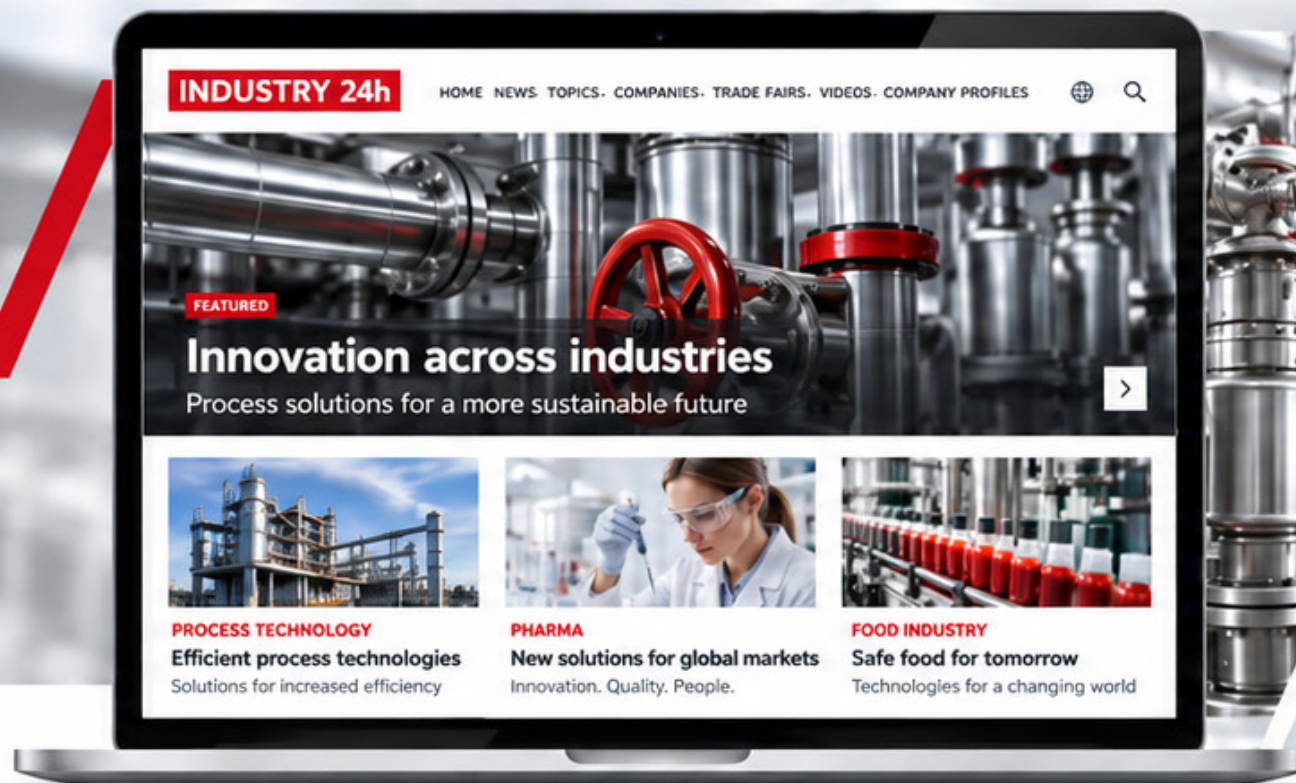
*Average monthly page views.

INDUSTRY 24h

Industry worldwide in focus.

English-language product news. International perspectives.

FACHWELT VERLAG



The international platform
for new products, expert knowledge
and innovations from industry.



Water



Wastewater



Chemicals



Pharma



Food



Bulk Solids

For professionals and decision-makers
worldwide.



19,000

Avg. users per month



5:23 min.

Avg. session duration



57.000

Avg. page impressions per month

www.industry24h.com

[Discover the portal](#)

Banner formats for international visibility

Your brand in the industry spotlight.

Fullwidth



Pixel size:
1.140 x 400 px **2.290 €**

Leaderboard



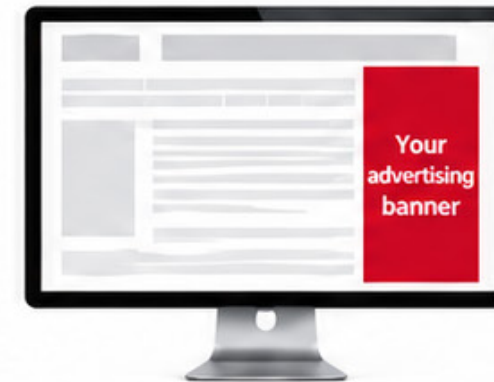
Pixel size:
728 x 90 px **1.890 €**

Medium Square



Pixel size:
360 x 360 px **1.390 €**

Skyscraper



Pixel size:
120 x 600 px **1.990 €**

Supersize



Pixel size:
728 x 90 px **1.390 €**

All banners: 4-week runtime

JPG, PNG, GIF · max. 2 MB

Event calendar

Make your event visible.

1 listing
66 €

3 listings
99 €

6 listings
149 €

9 listings
199 €

More than 9 listings
on request

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de

Sponsored Content

Your expertise. Your products. In the international spotlight.

Present your products and services in the editorial design of our international online portal.

- 

Homepage presence
- 

Text and images in portal design
- 

4-week advertising period

Format	Images	Text length	Price
Title topic	10	25,000 characters	1,990 €
Top topic	5	25,000 characters	1,690 €
Product of the Month	5	15,000 characters	1,490 €
Exclusive Interview	5	15,000 characters	1,490 €
Advertorial	3	5,000 characters	1,290 €



English-language content for industry.

www.industry24h.com

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de



Industry on LinkedIn.

A channel for our trade media. A stage for your brand.

PROCESS TECHNOLOGY · PHARMACEUTICAL TECHNOLOGY · WATER & WASTEWATER TECHNOLOGY

OUR CHANNEL

IndustrieWelt

approx. 3,500

LinkedIn followers

Industry knowledge and news for professionals in industry, chemicals, pharma, food, laboratories and water management.

[IndustrieWelt on LinkedIn →](#)

YOUR CAMPAIGN

Targeted visibility.

- Target groups by industry and field of activity
- Present products and services
- Links to your website or YouTube channel
- Implementation by our social media experts

Previous results: 8,000 impressions · avg. 100 interactions*

FORMAT & PRICE

Image	1,200 × 627 px
Text	200 characters
Hashtags	6 terms

Social media campaign

990 €

Data delivery no later than 5 days before campaign start to daten@fachwelt-verlag.de

*Figures from previous media data; current validity pending.

More impact with the right package.

Four packages for your products, services and campaigns.

FACHWELT VERLAG

All packages can be extended.

Light

15 %

Package discount

- 1 × Product of the Month
- 1 × LinkedIn post
- 1 × Ad in the newsletter
- 1 × Company portrait

For product launches
and trade fair presence.

Package price **€ 3,791**

Smart

25 %

Package discount

- 1 × Portal feature article
- 1 × Product of the Month
- 2 × LinkedIn posts
- 1 × Ad in the newsletter
- 1 × Company portrait

For product promotion
and continuous visibility.

Package price **€ 4,837**

OUR RECOMMENDATION

Premium

35 %

Package discount

- 1 × Portal feature article
- 2 × Product of the Month
- 4 × LinkedIn posts
- 3 × Ad in the newsletter
- 1 × Exclusive interview
- 1 × E-mail ad S

For product launches,
brand positioning and trade fair presence.

Package price **€ 9,860**

Maximum

40 %

Package discount

- 2 × Portal feature articles
- 1 × Product of the Month
- 8 × LinkedIn posts
- 4 × Ad in the newsletter
- 1 × Exclusive interview
- 1 × E-mail ad S

For a comprehensive campaign
across multiple channels.

Package price **€ 12,192**

Turn your budget into contacts.

Lead generation with a clear goal, precise targeting and plannable execution.

01

Goal & Budget



Together, we define your campaign goal and the right use of your budget.

Goal Leads with complete contact details

Planning Clear start, fixed end and defined duration

02

Target Group & Reach



We select suitable contacts from our database.

Industry · Activity · Interests

Country · Region · City

Reach individually according to your selection.

03

Campaign & Leads



We implement your campaign and deliver the agreed leads.

Lead count Agreed in advance

Delivery Actual contacts with complete data.

Guaranteed delivery of the agreed leads.

Precisely targeted by industry, activity and interests, for your products and services.

Price on request

Your goal. Our plan. Your new contacts.

THE PUBLISHER PORTFOLIO

FACHWELT VERLAG

Your target audiences. Our specialist media.

E-Mags · Online Portals · Newsletters · LinkedIn



Processes & Production



Food & Beverages



Water & Wastewater Technology



Pharma & Life Sciences



Analytics & Laboratory Technology

INDUSTRY 24h

English-language industry news
www.industry24h.com



INDUSTRIE WELT

Our joint industry channel
on LinkedIn

WATER · WASTEWATER

Contact

Personal. Competent. By your side.

 FACHWELT VERLAG



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mp@fachwelt-verlag.de

Do you have questions?
Feel free to contact us!

Our team is at your service with expertise,
experience and personal advice.

Publisher's address

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Head office: Ulcinj, Montenegro

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info@fachwelt-verlag.de
www.fachwelt-verlag.de

Hipotekarna Banka
Josipa Broza Tita 67 · 81000 Podgorica
IBAN: ME25 5200 4200 0000 2834 46
BIC: HBBAMEPGXXX

Advertising rates

Prices in euros,
valid from January 1, 2027

Data delivery

By email to
daten@fachwelt-verlag.de

Terms and conditions

Our general terms and conditions
apply:
www.fachwelt-verlag.de/agb

Payment terms

Direct debit and advance payment: 3% discount
Within 10 days: 2% discount

WATER · WASTEWATER

FACHWELT VERLAG

100% digital. More opportunities. Greater impact.

We connect specialist knowledge, digital media
and the people who drive your industry.

E-Magazine · Online Portal · Newsletter · LinkedIn

Let's move something forward together.

www.WASSER-ABWASSER-TECHNIK.com

