

CIRCULAR ECONOMY



MEDIA DATA 2026





PRODUCT PORTFOLIO

PRINT

DIGITAL

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PRODUCT PORTFOLIO



CIRCULAR ECONOMY is the media brand for the circular economy and circular value creation.

CIRCULAR ECONOMY reports on all relevant topics related to circular and resource-efficient production.



formerly

ENTSORGA



CIRCULARECONOMY.de
(formerly [UMWELTWIRTSCHAFT.COM](https://www.umweltwirtschaft.com))

is aimed at all interested parties in industry and local authorities who are concerned with environmental protection and sustainable resource management.



The **NEWSLETTER circular economy** is published every Tuesday and provides up-to-date information on all ecologically relevant topics of the circular economy.

Together with the Thursday newsletter from [wwt wasserwirtschaft wassertechnik](#), we address our newsletter to online subscribers and thus inform them twice a week about the important weekly topics of the circular economy and drinking water and wastewater management.

WIRTSCHAFT



Der neue Baustandard

Hochhäuser bauen ist der zentrale Motor der Bauwirtschaft, die heute immer mehr als ein Kerngeschäft der Wirtschaft gesehen wird.

VERNEHMEN

Die Bauwirtschaft ist ein wichtiger Sektor der deutschen Wirtschaft. Sie ist für die Schaffung von Arbeitsplätzen und die Erzeugung von Wertschöpfung verantwortlich. In den letzten Jahren hat die Branche erhebliche Investitionen in Forschung und Entwicklung getätigt, um die Nachhaltigkeit und Energieeffizienz von Gebäuden zu verbessern.

IN DER WIRTSCHAFT

Die Bauwirtschaft ist ein wichtiger Sektor der deutschen Wirtschaft. Sie ist für die Schaffung von Arbeitsplätzen und die Erzeugung von Wertschöpfung verantwortlich. In den letzten Jahren hat die Branche erhebliche Investitionen in Forschung und Entwicklung getätigt, um die Nachhaltigkeit und Energieeffizienz von Gebäuden zu verbessern.

Die Austria

Die Austria ist ein wichtiger Sektor der deutschen Wirtschaft. Sie ist für die Schaffung von Arbeitsplätzen und die Erzeugung von Wertschöpfung verantwortlich. In den letzten Jahren hat die Branche erhebliche Investitionen in Forschung und Entwicklung getätigt, um die Nachhaltigkeit und Energieeffizienz von Gebäuden zu verbessern.

IMMOBILIEN

Die Immobilienwirtschaft ist ein wichtiger Sektor der deutschen Wirtschaft. Sie ist für die Schaffung von Arbeitsplätzen und die Erzeugung von Wertschöpfung verantwortlich. In den letzten Jahren hat die Branche erhebliche Investitionen in Forschung und Entwicklung getätigt, um die Nachhaltigkeit und Energieeffizienz von Gebäuden zu verbessern.



WIRTSCHAFT

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01 → PRINT

PORTRAIT CIRCULAR ECONOMY



CIRCULAR ECONOMY is the media brand for the circular economy and circular value creation. **CIRCULAR ECONOMY** reports on all relevant topics related to circular and resource-efficient production.

Publication frequency: 6 times a year
Booklet format: A4

CIRCULATION ANALYSIS

COPIES PER ISSUE

Print run: 8,000 copies
E-Paper: 2.700
TOTAL (print incl. e-paper): 10.700

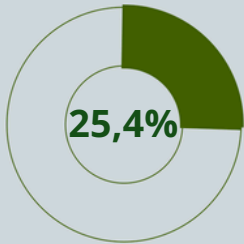
Publisher census 01.09.2025 according to recipient file



The e-paper additional benefit

- The e-paper will be sent one day before the publication date sent digitally to our newsletter subscribers.
- Your ad will be linked to your URL.
- Extending the reach of your ad from print to digital

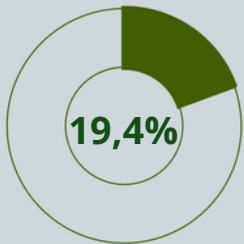
RELEVANT MARKET SEGMENTS*



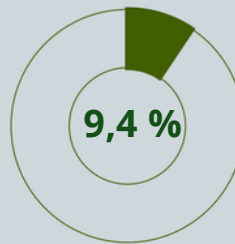
RECYCLING, DISPOSAL,
WASTE TREATMENT



CONSTRUCTION / CIVIL
ENGINEERING / SEWERAGE



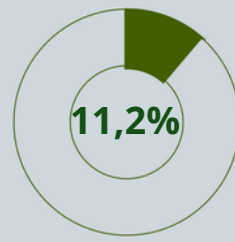
PLANT ENGINEERING /
VEHICLE ENGINEERING
/ MECHANICAL
ENGINEERING



CHEMICAL INDUSTRY /
PLASTIC PROCESSING PACKAGING
(FILMS / PHARMACEUTICALS ETC.)
METALWORKING INDUSTRY,
AUTOMOTIVE
INDUSTRY, PAPER INDUSTRY



WASTEWATER, SEWAGE
TREATMENT PLANTS



MUNICIPALITIES /
AUTHORITIES / MINISTRIES /
POLITICAL DECISION-MAKERS

7.3% OTHER

Cross-media you can reach stakeholders, partners and leading companies across all industries in the **Circular Economy.**

We have the Opportunity to deliver your advertising message to your target audience in a channel-specific manner.

*Excerpt from the readership analysis from September 2025 (publisher's own count - including alternate mailing according to recipient file)

TOPICS AND PUBLICATION PLAN 2026



	CIRCULAR ECONOMY 1	CIRCULAR ECONOMY 2	CIRCULAR ECONOMY 3	CIRCULAR ECONOMY 4	CIRCULAR ECONOMY 5	CIRCULAR ECONOMY 6
Advertising deadline	March 4, 2026	April 07, 2026	May 18, 2026	Aug 20, 2026	Sep 22, 2026	Nov 09, 2026
Publication date	March 25, 2026	April 28, 2026	June 16, 2026	Sep 29, 2026	Oct 13, 2026	Nov 30, 2026

Trade Shows



TOPICS

IFAT - SPECIALS

Technical Innovations
Textile Recycling
Plastics Recycling
Thermal Waste Treatment
Metal Recycling
Biowaste / Sewage Sludge / Phosphorus Recovery
Digitalization / AI / Software
Water Reuse

Political developments in the circular economy

RECYCLING

Batteries E-waste
Automotive

Construction waste landfill technology

Municipal technology / Equipment / Street cleaning
Automotive engineering

RECYCLING

Thermal waste treatment
Plastic packaging paper
Thermal waste treatment
Biowaste / Fermentation
Air + flue gas pollution control
CO² separation

BULK MATERIAL

Slag treatment, construction waste recycling, waste wood, compressed air

Technical safety solutions for occupational safety (textiles)

Thermal waste treatment

SEWAGE SLUDGE

Sewage sludge disposal
phosphorus recovery

Construction / Demolition
Replacement building materials
Wood recycling

Collection technology

Trade Shows Conferences

Berliner Konferenz Abfallwirtschaft und Energie
Jan 28-29, 2026

T.R.E.N.D. Hamburg
Feb 26-27, 2026

Circular Valley Convention, Düsseldorf - March 11-12, 2026

Recycling Technik, Dortmund
March 18-19, 2026

Berliner Konferenz Metall-kreisläufe - March 23-24, 2026

IARC, Hamburg
March 25-26, 2026

37th Kassel Abfall Forum
April, 13-15, 2026

Intern. Conf. on Recycling and Waste Management, Berlin
April 27-28, 2026

IFAT Munich
May 4-7, 2026

Interpack, Düsseldorf
May 7-13, 2026

PRS, NL-Amsterdam
May 5-6, 2026

Battery Recycling World Expo Waste World Expo Metallrecycling Expo
Frankfurt - Jun 17-18, 2026

KOMMTEC Live, Offenburg,
June 24-26, 2026

Berliner Konf. Mineralische Nebenprodukte und Abfälle
Jun 23-24, 2026

VDI Thermische Abfallbehandlung, Würzburg
Sep 22-24, 2026

Plastic Recycling Expo, Frankfurt - Sep 23-24, 2026

Powtech, Nürnberg
Sep 29-Oct 1, 2026

Arbeitsschutz aktuell, Stuttgart
Oct 20-26, 2026

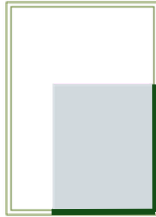
Berliner Klärschlamm-konferenz
Nov 9-10, 2026

Ecomondo, I-Rimini
November 2026

ADVERTISING FORMS



1/14c page
210 x 297 mm*



1/2 page Junior
138 x 187 mm*



1/2 page high
100 x 297 mm*

1/2 page horizontally
210 x 148 mm*

- plus 4 mm trim on all outer edges



1/3 page high
70 x 297 mm*

1/3 page horizontally
210 x 103 mm*



1/4 page corner
format 90 x 128 mm

- plus 4 mm trim on all outer edges

PAYMENT TERMS

Net within 30 days of the invoice date.

BANK DETAILS Deutscher Fachverlag GmbH Frankfurter Sparkasse, Frankfurt am Main

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

DISCOUNTS

For purchases within 12 months we grant the following discounts starting from the following sales volumes

3,500 EUR	5 %
5,000 EUR	7,5 %
7,500 EUR	10 %
10,000 EUR	15 %
12,500 EUR	20 %

All surcharges are eligible for discounts, with the exception of additional technical costs and postage.

ADVERTISING FORMS AND PRICES



Advertising prices

FORMATS

(in euros / 4-color display)

PRICES (PRINT INCL. E-PAPER)

1/1 page	5,690 EUR
1/2 page Junior-Page	4,100 EUR
1/2 page landscape / 1/3 page	3,490 EUR
1/3 page landscape / 1/4 page	2,450 EUR
1/4 page corner format only	2,100 EUR
<hr/>	
2nd / 3rd / 4th cover page	5,850 EUR

BINDER

Bound inserts must be delivered untrimmed; multi-sheet bound inserts must be delivered folded.
The front of the bound insert must be marked.

2 pages	3,100 EUR
4 pages	3,990 EUR

SUPPLEMENTS

Supplements are loose printed materials included with the magazine. Maximum format: 205 mm wide, 290 mm high.

Bis 25 g	3,100 EUR
Bis 50 g	3,990 EUR

ADDRESSES FOR PROFESSIONALS

fixed format: 56 x 80 mm high	1,790 EUR
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PRICE per year (6 issues)

(not agency-ready)

The applicable VAT rate must be added to all prices

SALES MANAGEMENT

SALES DIRECTOR

Heidrun Dangl

Tel.: +49 69 7595-2563

heidrun.dangl@dfv.de

SALES MANAGER

Heike Schütz

Tel.: +49 69 7595-3009

heike.schuetz@dfv.de

ADVERTISING SERVICE

Petra Amend - PRINT MAGAZINES

Tel.: +49 69 7595-2035

artwork@wwt-online.de

Ogün Batmaci - DIGITAL MEDIA

Phone: +49 69 7595-1295

artwork@wwt-online.de

DELIVERY ADDRESS FOR BOUND INSERTS AND ENVELOPES:

SILBER DRUCK GMBH & CO. KG

MR. TIMO TRÄBIN

CIRCULAR ECONOMY issue No. ...

OTT-HAHN-STRASSE 25

34253 LOHFELDEN

GERMANY

02 → DIGITAL

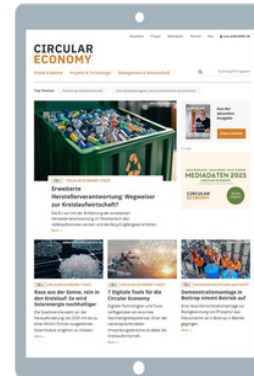


CIRCULARECONOMY.de

Interactivity meets performance – your reach generator!

circulareconomy.de is aimed at all interested parties in industry and local authorities who are interested in environmental protection and sustainable resource management.

The environmental newsletters are published every Tuesday and Thursday and provide up-to-date information on all ecologically relevant topics in the circular economy and drinking water and wastewater management.



OUR PERFORMANCE VALUES

per month

Page Views:	29,558
Sessions:	12,500
Visitors:	11,346

Source: Piwik Pro, January 2025

Data delivery for digital advertising materials:
artwork@circulareconomy.de



NEWSLETTER ADVERTISING

The environmental newsletters are published twice a week – every Tuesday and Thursday. They provide information on current developments in the environmental industry, including news and articles on products, innovations, and events.

ADVERTISING FORMS, FORMAT

	per week (Tuesday + Thursday)	per month (4 calendar weeks)
Leaderboard (630 x 250 px) Content AD /	620 EUR	1,860 EUR
Banner (520 x 200 px)	590 EUR	1,770 EUR
Text-Image-AD Headline: max. 70 characters including spaces Text: max 370 characters, including spaces Image: 200x175 px	590 EUR	1,770 EUR
Medium-Rectangle (300 x 250 px)	590 EUR	1,770 EUR
Job Advertisement (Introductory text with attached pdf)	750 EUR	2,250 EUR

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

Please note that some older versions of Outlook do not display animated banners.

Only the first page is displayed.

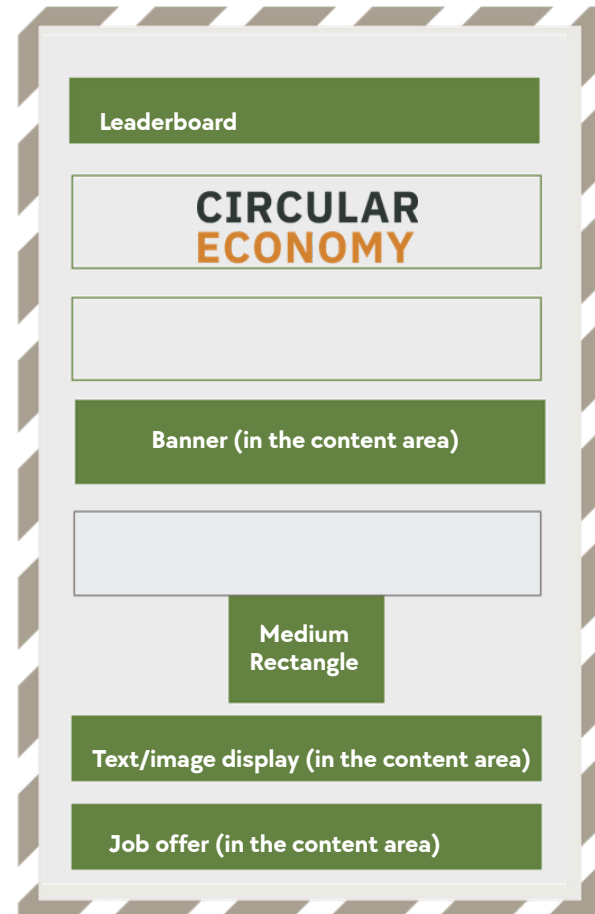
Job offer file format: pdf

OUR PERFORMANCE VALUES

Reached recipients	2,847
Unique open rate	38,3 %
Delivery rate:	99,7 %

Source: Marketingcloud DFV September 2025

Unique
Klickrate
= 9,3 %



WEBSITE ADVERTISING



Banner formats and prices

ADVERTISING FORMS, FORMAT

2er rotation

PRICES

Billboard

Desktop: 940 x 250 px
Mobile: 300 x 120 px

790 EUR / week
2.370 EUR / 4 weeks

Skyscraper (left or right)

Desktop: 160 x 600 px
Mobile: 320 x 480 px

690 EUR / week
2.070 EUR / 4 weeks

Medium Rectangle

(next to our lead story)
Desktop & Mobile: 300 x 250 px

690 EUR / week
2.070 EUR / 4 weeks

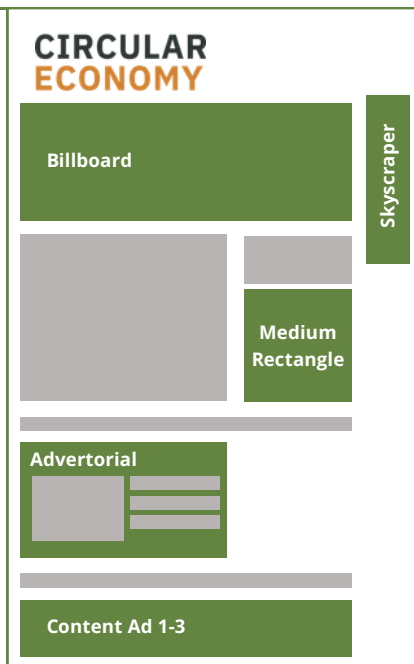
Content Ad 1-3

Desktop: 617 x 250 px
Mobile: 300 x 120 px

690 EUR / week
2.070 EUR / 4 weeks

Exclusive reservation bookable - 15 % surcharge on the base price for 2er rotation.

All advertising formats are also displayed on mobile (except skyscrapers). The following applies to all advertising formats: volume approximately 100 KB. Common file formats are accepted: jpg, gif, png, HTML 5, redirect.



ONLINE ADVERTORIAL

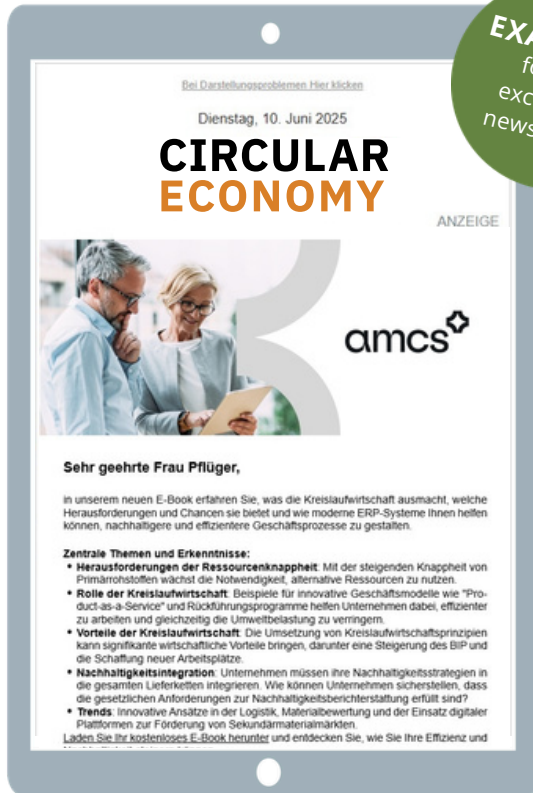
For more visibility and reach

- **Your online advertorial** appears in the format of an editorial article.
- **Your advertorial consists of** a teaser on the homepage and the associated news detail page.
- **Your advertorial will** also be advertised in the newsletter with a banner or text-image ad and linked to your article. (2 draws per week)

Price: **1,490 EUR**
per week

EXCLUSIVE NEWSLETTER ADVERTISEMENT

We send your content to our readers. It resonates!



EXAMPLE
for an
exclusive
newsletter

Approx. 2,900
recipients *

Open rate: 38.3%
Click rate: 9.3%

YOUR BENEFIT

- Targeted approach to our readers ·
- Communication of your messages to your target audience ·
- Links to videos and websites ·
- 100% exclusive – no other advertising

Prices:

You provide the editorial content: **2,900 EUR**

We take care of your content editorially: **3,500 EUR**

Data submission:
artwork@circulareconomy.de

The booking and advertising deadline for your advertising material is three weeks before the newsletter publication date.
All prices plus VAT.

** Source: Marketingcloud DfV, September 2025

WHITEPAPER ADVERTISING

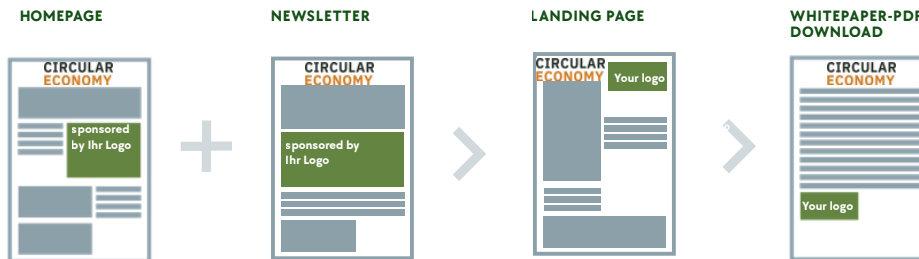


Generate leads for your new customer business

Our premium offer for new customer acquisition: Place your white paper advertising message exclusively on our channels. Your white paper banners will run for one month on our website and in our newsletter.

You get the qualified leads from the downloads.

Whitepaper advertising with lead generation:



Your benefit

- 1 month placement on the homepage
- Communication of your white paper
Message to your target audience via various channels (website banners, newsletter banners & LinkedIn)
- Absolute premium placement and exclusivity
- You receive qualified leads from downloading your white paper

Reinforce your advertising message with an exclusive newsletter

Package price € 5.400

PUBLISHER AND CONTACT

SALES MANAGEMENT

SALES DIRECTOR

Heidrun Dangel
Tel.: +49 69 7595-2563
Mobile: +49 171 3826312
heidrun.dangel@dfv.de

SALES MANAGER

Heike Schütz
Tel.: +49 69 7595-3009
heike.schuetz@dfv.de

ONLINE PROJECT MANAGER

Sven Zedlitz
Tel.: +49 69 7595-1543
sven.zedlitz@dfv.de

PROJECT MANAGER

Tabea Sen
Tel.: +49 69 7595-2665
tabea.sen@dfv.de

ADVERTISING SERVICE

PRINT MAGAZINES

Petra Amend
Tel.: +49 69 7595-2035
artwork@circulareconomy.de

DIGITAL MEDIA

Ogün Batmaci
Tel.: +49 69 7595-1295
artwork@circulareconomy.de

DEUTSCHER FACHVERLAG GMBH

Mainzer Landstraße 251
60326 Frankfurt a.M.
GERMANY

PUBLISHING DIRECTOR

Larissa Weightman
Tel.: +49 69 7595-3125
larissa.weightman@dfv.de

EDITORIAL TEAM

EDITOR-IN-CHIEF SUSTAINABILITY

Daniel Baumann
daniel.baumann@dfv.de

EDITORIAL DIRECTOR

Pascal Hugo
Tel. +49 7273 9491490 Mobile:
+49 171 3511206
pascal.hugo@extern.dfv.de

*We look forward
to a mutual and
successful
collaboration!*



formerly

ENTSORGA