

# PUBLISHER'S STATEMENT OF MARKET REACH AND CIRCULATION



JULY - DECEMBER 2023

<b>SUMMARY</b>				
Print and Digital Magazine	Print	Digital	Total Unique	Direct Request
	25,087	12,633	29,692	90.20%
Website				
	Pageviews	Sessions	Users (unique)	%Mobile
6 month average	59,180	48,758	38,166	28.50%
E-Newsletters				
6 month average	Sent	Opened	% Opened	
Waste Today News	30,987	7,747	25.00%	

<b>WEBSITE*</b>			
Month	Pageviews	Users	
July 2023	47,208	38,526	28,904
August 2023	63,850	50,452	40,157
September 2023	53,771	45,175	35,364
October 2023	59,679	49,216	38,402
November 2023	68,204	57,036	44,125
December 2023	62,370	52,144	42,043

\*Powered by Google Analytics™

<b>E-NEWSLETTERS</b>			
	Sent Count	Total Opens	% Total Opens
Waste Today News			
July 2023	21,595	5,859	27.1%
August 2023	22,984	5,778	25.1%
September 2023	32,014	7,013	21.9%
October 2023	36,666	7,593	20.7%
November 2023	36,059	10,201	28.3%
December 2023	36,605	10,035	27.4%
<b>AVERAGE</b>	<b>30,987</b>	<b>7,747</b>	<b>25.0%</b>