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WASTE TODAY is a B2B brand intended for individuals with broad based interests in the waste and environmental services industry. The brand content and editorial scope of the publication includes news and industry coverage, in-depth technical articles, industry round-up and special features. The content of every issue is also available globally via the magazine's website.

FIELD SERVED WASTE TODAY serves the commercial and residential municipal solid waste (MSW) management, specialty waste, hazardous waste and environmental services industries. Included are government officials, private solid waste management firms, transfer stations, landfills, recycling operations and other waste disposal, and processing facilities, consultants and others allied to the field.

CHANNELS

WASTE TODAY MAGAZINE



Print market reach of 25,000+ industry executives

WASTETODAYMAGAZINE.COM



29,692 unique users. Twice weekly E-Newsletter.

BUSINESS/ OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2023

Business & Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Title			
					Owners/ Executives/ Commission- ers/ General Managers	Managers/ Supervisors	Recycling Coordinators	Other
Private Solid Waste Management / Hauler	7824	26.4	7091	2896	6639	1055	37	93
Municipal / Public Waste Official	6516	21.9	6036	2466	4826	1360	159	171
Transfer Station	1026	3.5	953	346	765	233	20	8
Medical / Specialty Waste Management	559	1.9	487	238	443	106	5	5
Waste-to-Energy	643	2.2	448	405	517	96	10	20
Composting / Organics	1229	4.1	1130	476	907	291	12	19
Recycling Facility	5927	20	5132	2266	4707	1039	91	90
Landfill	2511	8.5	2349	887	1716	738	39	18
Consultant / Project Engineering Firm	2082	7	1273	1376	1333	418	173	158
Other	1375	4.6	188	1277	681	308	35	351
UNIQUE TOTAL QUALIFIED CIRCULATION*	29692	100.0	25087	12633	22534	5644	581	933

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2023

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Total				
Direct Request:	14493	11901	415	26809	22210	11978	26809	90.0%
Request from recipient's company:	-	11	-	11	11	1	11	-
Membership Benefit:	-	-	-	-	-	-	-	-
Communication (other than request):	746	1887	-	2633	2627	650	2633	9.2%
TOTAL - Sources other than above (listed alphabetically):	236	3	-	239	239	4	239	0.8%
Association rosters and directories	-	-	-	-	-	-	-	-
** Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	236	3	-	-	239	4	239	-
Single Copy Sales:	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15475	13802	415	29692	25087	12633	29692	
PERCENT	52.1%	46.5%	1.4%					

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2023

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	25052	12623	29648	99.9%
Individuals by name only	10	6	16	0.1%
Titles or functions only	23	1	23	0.0%
Company name only	-	-	-	-
Multi-Copy Same Addressee copies	1	0	1	0.0%
Unknown	1	3	4	0.0%

UNIQUE TOTAL QUALIFIED CIRCULATION* 25094 12164 29423

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2023

State	Print	Digital	Unique Total Qualified*	Percent
Maine	281	88	307	1
New Hampshire	206	88	228	0.8
Vermont	135	49	149	0.5
Massachusetts	680	338	786	2.6
Rhode Island	113	49	124	0.4
Connecticut	391	186	467	1.6
NEW ENGLAND	1806	798	2061	6.9
New York	1356	615	1557	5.2
New Jersey	807	372	919	3.1
Pennsylvania	1082	526	1279	4.3
MIDDLE ATLANTIC	3245	1513	3755	12.6
Ohio	1113	529	1302	4.4
Indiana	604	298	702	2.4
Illinois	934	559	1138	3.8
Michigan	702	319	813	2.7
Wisconsin	592	269	679	2.3
EAST NO. CENTRAL	3945	1974	4634	15.6
Minnesota	558	248	631	2.1
Iowa	385	141	426	1.4
Missouri	518	237	574	1.9
North Dakota	90	39	94	0.3
South Dakota	108	36	117	0.4
Nebraska	223	92	244	0.8
Kansas	435	146	470	1.6
WEST NO. CENTRAL	2317	939	2556	8.5
Delaware	66	44	85	0.3
Maryland	414	196	486	1.6
District of Columbia	35	31	53	0.2
Virginia	624	300	710	2.4
West Virginia	199	77	215	0.7
North Carolina	916	417	1059	3.6
South Carolina	421	181	483	1.6
Georgia	820	394	946	3.2
Florida	1332	738	1575	5.3

State	Print	Digital	Unique Total Qualified*	Percent
SOUTH ATLANTIC	4827	2378	5612	18.9
Kentucky	375	140	408	1.4
Tennessee	518	228	602	2
Alabama	448	162	486	1.6
Mississippi	250	91	261	0.9
EAST SO. CENTRAL	1591	621	1757	5.9
Arkansas	282	83	306	1
Louisiana	228	74	242	0.8
Oklahoma	324	123	351	1.2
Texas	1670	836	1948	6.6
WEST SO. CENTRAL	2504	1116	2847	9.6
Montana	124	58	135	0.5
Idaho	181	85	196	0.7
Wyoming	107	40	113	0.4
Colorado	423	208	487	1.6
New Mexico	186	65	201	0.7
Arizona	402	214	471	1.6
Utah	250	96	271	0.9
Nevada	142	70	156	0.5
MOUNTAIN	1815	836	2030	6.9
Alaska	43	16	47	0.2
Washington	526	247	601	2
Oregon	309	144	354	1.2
California	2060	1060	2395	8.1
Hawaii	44	27	56	0.2
PACIFIC	2982	1494	3453	11.7
U.S. Territories	9	14	18	0.1
Canada	44	337	356	1.2
Mexico	0	30	30	0.1
Other International	2	583	583	2
APO/FPO	0	0	0	0

UNIQUE TOTAL QUALIFIED CIRCULATION* 25087 15633 29692 100.0

SUMMARY

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%

WEBSITE

Month	Pageviews	Sessions	Unique Visitors
July 2023	47,208	38,526	28,904
August 2023	63,850	50,452	40,157
November/December 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

E-NEWSLETTER

Month	Sent Count	Total Opens	% Total Opens
July 2023	21,595	5,859	27.1%
August 2023	22,984	5,778	25.1%
November/December 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%
AVERAGE	30,987	7,747	25.0%

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Abbey Remendowski, Audience Development Associate
James R. Keefe, Publisher

Date Signed

City
State

Revised

March 14, 2024

Valley View
Ohio

March 14, 2024