

PUBLISHER'S STATEMENT OF MARKET REACH AND CIRCULATION



JANUARY - JUNE 2024

SUMMARY				
Print and Digital Magazine	Print	Digital	Total Reach	Direct Request
	25,108	12,656	29,487	93.20%
Website				
Website	Pageviews	Sessions	Users (unique)	%Mobile
6 month average	77,057	64,200	48,467	26.87%
E-Newsletters				
6 month average	Sent	Opened	% Opened	
Waste Today News	35,189	8,228	23.4%	
Landfill Report	16,300	3,819	23.4%	

WEBSITE*			
Month	Pageviews	Sessions	Unique Visitors
January 2024	79,420	64,696	52,804
February 2024	76,500	65,154	50,186
March 2024	73,258	62,690	45,933
April 2024	75,138	63,476	45,535
May 2024	78,677	64,551	49,914
June 2024	79,351	64,631	46,427

*Powered by Google Analytics™

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
Waste Today News			
January 2024	36,289	8,287	22.8%
February 2024	35,743	8,772	24.5%
March 2024	35,644	8,482	23.8%
April 2024	35,083	7,730	22.0%
May 2024	34,687	7,679	22.1%
June 2024	33,688	8,419	25.0%
AVERAGE	35,189	8,228	23.4%

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
Landfill Report			
January 2024	16,691	3,822	22.9%
February 2024	16,720	4,009	24.0%
March 2024	16,586	4,140	25.0%
April 2024	16,291	3,757	23.1%
May 2024	16,114	3,811	23.7%
June 2024	15,399	4,009	26.0%
AVERAGE	16,300	3,819	23.4%