



Covering the **waste** and **environmental services** business.

2025 Media Kit



Digital | Print | Custom Content

WasteTodayMagazine.com



waste today

Waste Today delivers the deepest reach into the solid waste and environmental services business. In 2023, we acquired the assets of *MSW Management*, extending our market reach.

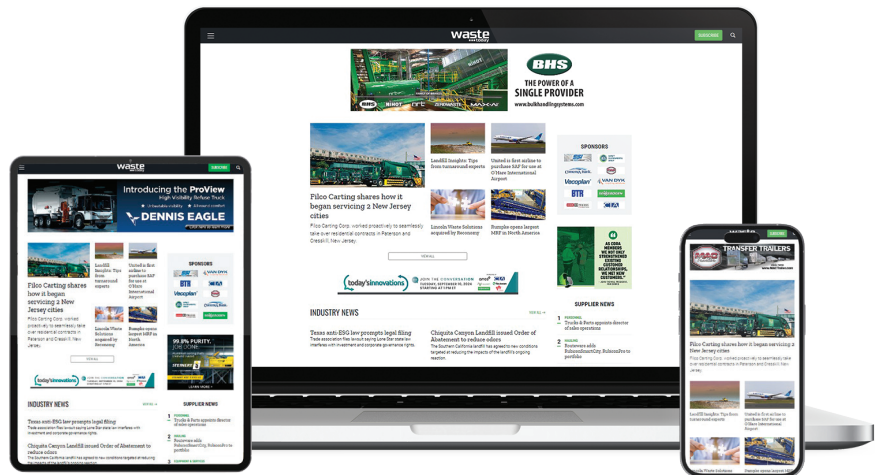
In print and online, we provide essential insights for day-to-day operations and long-term planning, making *Waste Today* the most requested media source by industry executives.

Our market reach and superior engagement deliver powerful advertising value.

WasteTodayMagazine.com

Powerful engagement ensures superior advertising results.

In this fast-moving business, our digital platform keeps pace with the multibillion-dollar environmental services industry by giving decision-makers 24-hour access to the latest news and information.

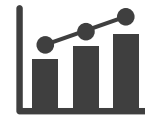


**POWERFUL
DIGITAL
ADVERTISING**

By the Numbers*



48,467
Average
Monthly Users



64,200
Average
Monthly Sessions



26.9%
Mobile
Users



23.4%
eNews
open rate



35,189
eNewsletter
Subscribers

*Powered by Google Analytics

Waste Today eNewsletters

The Waste Today eNewsletter collection provides unique access to industry managers across the waste, recycling and environmental services industry. Wide distribution combined with high open rates deliver powerful communications value.

The Waste Today eNewsletter

Issued twice weekly.



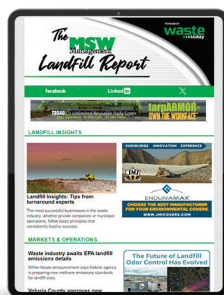
35,189
Distribution



23.4%
Open Rate

The MSW Management Landfill Report

Issued monthly



16,300
Distribution



23.4%
Open Rate

Today's Innovations

Online events to help drive marketing



You need to connect with customers. We make that happen!

Important product introductions, vital new technology offerings and enhancements to existing products: Sharing how you can assist waste and recycling professionals to make their businesses as efficient as possible is essential!

We promote these events across *Waste Today*, *Recycling Today*, *Recycling Today Global Report* and *Construction & Demolition Recycling*, depending upon the event.

Ask about our spring and fall sessions.

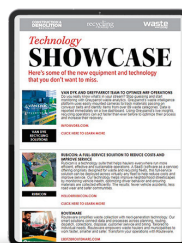
Product Preview Series

Powerful and productive eMail marketing



Spring & Fall Product Previews

These eNewsletters are distributed to *Waste Today*, *Recycling Today* and *Construction & Demolition Recycling* eNewsletter subscribers before the big events, increasing awareness of your products.



Technology Showcase

Formatted like our product previews and issued in early fall, this powerful eMail marketing tool is distributed to *Waste Today*, *Recycling Today*, *Recycling Today Global Report* and *Construction & Demolition Recycling* eNewsletter subscribers.



The Power of Print

Leadership is measurable!

As the most-requested print magazine by industry decision-makers, *Waste Today* delivers powerful advertising impact.

Advertising is an investment to reach decision-makers.

- *Waste Today* is personally requested by more decision-makers.
- *Waste Today* has the most up-to-date file of decision-makers.
- *Waste Today* reaches the most decision-makers.

Leverage your investment: Advertise with *Waste Today*.

Leadership is measurable!

Overall Circulation Size



Record Source*:



27,984, 95%
Direct Request

1,496, 5%
Directories and Rosters

Our Circulation Reach*:

| | | | | |
|---|---|--------------------------------------|---|-----------------------------------|
| Private Solid Waste Management/Hauler 5,866 | Municipal/Public Waste Official 7,048 | Transfer Station 1,026 | Medical/Specialty Waste 567 | Waste To Energy 615 |
| Composting/Organics 1,442 | Recycling 6,503 | Landfill 2,490 | Consultant/Project Engineering Firm 1,850 | Other 1,073 |



Unreported

*Waste Today September 2024 circulation report

Total Market Reach:

29,480

*September 2024 circulation report

Reaching Senior Decision-Makers

75.5%

Executive Management/
General Managers

20.2%

Manager/Supervisor

4.3%

Coordinator/Other

Like our coverage, we're honest and transparent about circulation reporting, providing complete visibility into the data behind the numbers so marketers can make informed decisions.

We don't bundle dissimilar sectors or blur print and digital. It's all part of working harder to deliver superior advertising effectiveness.

No other title releases this essential information.



What they buy!

- ADC/Tarps
- Anaerobic Digestors/Biogas
- Balers & Compactors
- Carts/Containers/Dumpsters
- Collection Vehicles
- Composting Equipment
- Dozers
- Driver Safety/Asset Management
- Dump Trucks
- Engineering Services
- Equipment & Fleet Maintenance
- Geosynthetics
- Grinders & Shredders
- Landfill/LFG Management
- Leachate Management Equipment
- Loaders
- Odor & Dust Control
- Roll-off Containers
- Scales
- Software
- Separation & Sorting Equipment
- Skid Steers
- Solid Tires
- Tires
- Transfer Trailers
- Trucks, Engines & Components
- Tub Grinders
- Waste to Energy
- Wheel Wash Systems

recycling today

MEDIA GROUP

Providing proven market access since 1963!

Media:



RecyclingToday.com



WasteTodayMagazine.com



CDRecycler.com

Events:



RecyclingTodayEvents.com

5811 Canal Road, Valley View, Ohio 44125, U.S.A.
+1-216-393-0300 | Waste TodayMagazine.com

Sales Team



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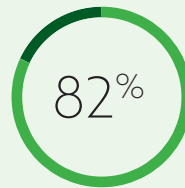
Melinda McNutt

Account Representative
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MMcnutt@gje.net

Print Packs a Punch

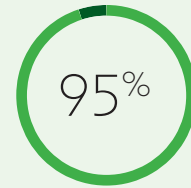
Increasingly, evidence shows the swing toward digital advertising and away from traditional channels has gone too far and traditional channels like print add power and value to the marketing mix.

Print advertising builds credibility and enhances brand awareness in a way unmatched by other platforms. Consider these facts:



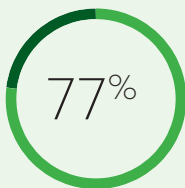
of buyers trust print ads when making a purchase decision.

Source: *Harvard Business Review*, "Why Marketers Are Turning to Traditional Advertising," April 2022



of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.



say print drives higher levels of recall.

Source: MarketingProfs



Average time print readers spend with publication in hand.

Source: Heitman, n.d.



400%

The increase in the effectiveness of campaigns that combine print and digital messaging.

Source: FinancesOnline 2024

For marketers of capital equipment, these facts are even more important!

Content-Marketing Tools

These advertising opportunities use print, internet or social media, or a combination of all three, to deliver a tailored message to the industry.



Ask the Experts

A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.



Brand Vision

By combining print, eMail, online and eNewsletter channels, our Brand Vision positions you as a thought-leader. It's a unique and powerful package.



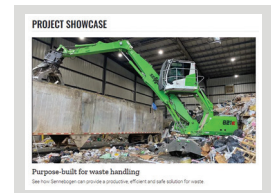
Custom Content Development

We've been doing it for years. We can help with virtually any project and add powerful lead-generation elements.

- Custom magazines
- Case studies, testimonials, advertorials, white papers and eBooks
- Podcasts and webinars
- Roundtable or focus-group discussions
- Brochures and books
- Special events

Custom Webinars

Conducting educational webinars positions your firm as a thought-leader while also being a powerful lead-generation tool!



Project Showcase

An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and eNewsletter provides deep market reach.



Sponsored Video

This is a uniquely powerful package to drive traffic to your company or product video.

Supplier Spotlight

With this tool, highlight your company on our homepage and get exposure through our eNewsletter and social media channels. Exclusive to one supplier each month.



Lead Generation

To support your sales teams and dealer networks, many of these tools have lead-gen components. Ask us for more details.



Buying-intention lead program

Identifying companies that intend to purchase the product types you offer gives you a competitive advantage. We deliver that market intelligence! Our buying-intention lead program provides the purchasing intent of *Waste Today* subscribers in 10 major equipment categories. Ask our team for additional details.

2025 Rates & Specifications

Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Waste Today*, *Recycling Today*, *Construction & Demolition Recycling* and other GIE Media titles.

2025 Print

Frequency Discounts

| | 1x | 3x | 6x | 12x | 18x | 24x |
|-----------------|----------|---------|---------|---------|---------|---------|
| Full Page | \$5,888 | \$5,711 | \$5,476 | \$5,299 | \$5,152 | \$4,858 |
| ½ Page | 4,946 | 4,798 | 4,600 | 4,451 | 4,328 | 4,080 |
| ⅓ Island | 4,104 | 3,981 | 3,817 | 3,694 | 3,591 | 3,386 |
| ½ Standard | 3,615 | 3,507 | 3,362 | 3,254 | 3,163 | 2,983 |
| ⅓ Page | 2,538 | 2,462 | 2,360 | 2,284 | 2,221 | 2,094 |
| ¼ Page | 2,131 | 2,068 | 1,982 | 1,918 | 1,865 | 1,758 |
| ⅙ Page | 1,490 | 1,445 | 1,385 | 1,341 | 1,303 | 1,229 |
| Brand Vision* | \$11,560 | | | | | |
| Ask the Expert* | \$9,672 | | | | | |

Color charges

| | Single Page | | Spread | |
|---------------------------|-------------|------------|--------|------------|
| | 1x | 24x or Gr. | 1x | 24x or Gr. |
| Standard 2-color, extra | \$316 | \$260 | \$586 | \$454 |
| Matched color, extra | 418 | 347 | 724 | 592 |
| Matched metallic color | 479 | 377 | 877 | 663 |
| Four color process, extra | 908 | 704 | 1,581 | 1,295 |

Cover charges

| | 6x | 12x | 18x | 24x |
|-----------------------|---------|---------|---------|---------|
| 2 nd Cover | \$8,104 | \$7,294 | \$6,605 | \$5,965 |
| 3 rd Cover | 7,439 | 6,696 | 6,063 | 5,475 |
| 4 th Cover | 8,931 | 8,038 | 7,278 | 6,573 |

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Waste Today, 5811 Canal Rd., Valley View, Ohio 44125.

For more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

| Non-Bleed Ad Sizes | Width | Depth |
|--------------------|--------|--------|
| Full Page | 7" | 10" |
| ½ Page | 4 1/2" | 10" |
| ⅓ Page Island | 4 1/2" | 7 1/2" |
| ½ Page Horizontal | 7" | 4 7/8" |
| ½ Page Vertical | 3 3/8" | 10" |
| ⅓ Page Square | 4 1/2" | 4 7/8" |
| ⅓ Page Vertical | 2 3/8" | 10" |
| ¼ Page Square | 3 3/8" | 4 7/8" |
| ⅙ Page Vertical | 2 3/8" | 4 7/8" |

| Bleed Ad Sizes | Width | Depth |
|----------------|---------|---------|
| Single-Page | 8 1/8" | 10 3/4" |
| Trim Area | 7 7/8" | 10 1/2" |
| Live Area | 7" | 10" |
| Spread | 16" | 10 3/4" |
| Trim Area | 15 3/8" | 10 1/2" |
| Live Area | 14" | 10" |

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

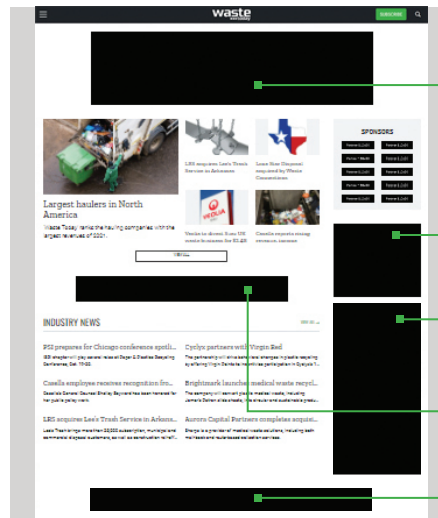
Commissions and General Information:

15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

*Consult with our sales team for package details.

2025 Interactive

Website (Home Page)



Billboard Ad
970px X 250px
\$3,082

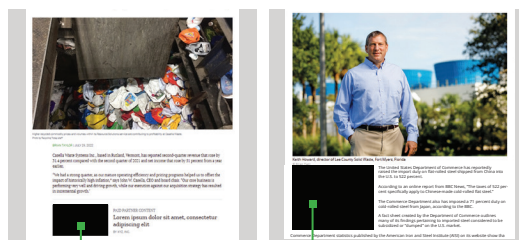
Medium Rectangle
300px X 250px
\$1,401

Half Page
300px X 600px
\$2,452

Leaderboard
728px X 90px
\$1,709

Super Leaderboard
970px X 90px
\$2,214

Website (Internal Page)



Native Ad
640px X 360px
\$2,522

Category In-Line
300px X 250px
\$2,312

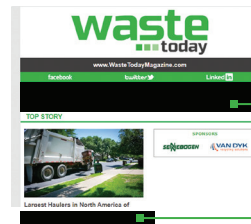


Lightbox
500px X 500px
\$4,623



Parallax Reveal
730px X 570px
\$3,036

eNewsletter

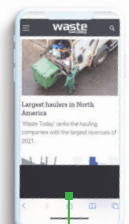


Leaderboard
728px X 90px

Banner
468px X 60px

Medium Rectangle
300px X 250px

Text Ad
360px X 180px



Mobile Adhesion Banner Ad
360px X 120px
\$2,756

| eNewsletters | 1x | 12x | 24x | 52x |
|---------------------|---------|---------|---------|---------|
| Medium Rectangle Ad | \$1,616 | \$1,441 | \$1,252 | \$1,105 |
| Banner Ad | 1,406 | 1,254 | 1,090 | 962 |
| Leaderboard Ad | 1,810 | 1,614 | 1,403 | 1,238 |
| Text Ad | 2,182 | 1,946 | 1,691 | 1,492 |

| | | | |
|----------------------------|---------|-----------------------------|----------|
| PROJECT SHOWCASE* | \$2,959 | WEBINAR* | \$10,428 |
| SPONSORED VIDEO* | \$4,860 | TODAY'S INNOVATIONS* | \$4,800 |
| SUPPLIER SPOTLIGHT* | \$3,338 | PRODUCT PREVIEWS* | \$2,300 |
| eBOOK* | \$5,341 | | |

| 2025 | January/February | March | April | May/June | July/August | September | October | November/December |
|--|----------------------|--------------------------|--|---|-------------------------------------|-----------------------|--|---------------------------|
| Recurring Content | | | | | | | | |
| Company Profile | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ | ◆ |
| Operations Focus | Transfer Stations | Commercial Collection | MRFs | Transfer Stations | Residential Collection | Composting | MRFs | Waste to Energy |
| Equipment Focus | Material Handling | Shredders | Dust/Odor Control | Landfill Compactors/ Heavy Equipment | Collection Carts/ Containers | Compactors | Sorting Equipment | Scales & Weighing Systems |
| Workplace Safety | | ◆ | | ◆ | | ◆ | | ◆ |
| Lists & Maps | | | | | Tipping Fee Map | | | |
| Landfill | ◆ | ◆ | ◆ | | | | ◆ | ◆ |
| Waste Collection & Transfer | Collection Equipment | Transfer | Routing | Collection Technology | Transfer | Collection Technology | Collection Equipment | Transfer |
| Organics/Composting | | ◆ | ◆ | ◆ | | | ◆ | ◆ |
| Additional Features | Industry Outlook | Insurance | Conversion Technology | MRF Technology | Construction & Demolition Debris | Conversion Technology | Community Engagement | M&A Recap |
| | Workforce | Contamination Management | Legislation/Regulations | Specialty/Hazardous Waste | Workforce | Capital Markets | Specialty/Hazardous Waste | MRF Technology |
| | IC&I | Fleet Management | | | | Software | Government Contracting | |
| Supplement | | | | | Landfills | | | |
| Bonus Distribution | | | WasteExpo, ReMA2025, Federation of NY Solid Waste Conference | Waste Conversion Technology Conference | | | WasteCon, PPRC, Corporate Growth Conference, Waste & Recycling Expo Canada | Compost 2026 |
| Close Date: | Jan. 3, 2025 | Feb. 3, 2025 | March 4, 2025 | May 5, 2025 | July 3, 2025 | Aug. 4, 2025 | Sept. 4, 2025 | Nov. 4, 2025 |
| Materials Due: | Jan. 10, 2025 | Feb. 10, 2025 | March 11, 2025 | May 12, 2025 | July 10, 2025 | Aug. 11, 2025 | Sept. 11, 2025 | Nov. 11, 2025 |