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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 21,000+ industry executives

WASTETODAYMAGAZINE.COM



28,504 unique users. Twice weekly E-Newsletter.

BUSINESS/ OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2025

Classification by Title

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Owners/ Executives/ Commis- sioners/ General Managers	Managers/ Supervisors	Recycling Coordinators	Other
Private Solid Waste Management/Hauler	7803	27.4	6637	3217	6335	1340	62	66
Municipal/Public Waste Official	6417	22.5	5495	3211	4615	1545	151	106
Transfer Station	1578	5.5	1458	509	915	387	43	233
Medical/Specialty Waste Management	548	1.9	449	241	422	111	6	9
Waste-to-Energy	607	2.1	368	406	474	93	9	31
Composting/Organics	1610	5.6	1442	734	1136	393	17	64
Recycling Facility	4611	16.2	2585	2348	3797	720	58	36
Landfill	3232	11.3	2437	1089	2072	975	50	135
Consultant/Project Engineering Firm	1260	4.4	189	1102	841	228	69	122
Other	838	2.9	23	831	398	222	16	202
UNIQUE TOTAL QUALIFIED CIRCULATION*	28504	100.0	21083	13688	21005	6014	481	1004

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2025

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Total				
Direct Request:	19955	5700		25655	18242	13497	25655	90%
Request from recipient's company:	-	-	-	-	-	-	-	-
Membership Benefit:	-	-	-	-	-	-	-	-
Communication (other than request):			-	-	-	-	-	
TOTAL - Sources other than above (listed alphabetically):	2849		-	2849	2841	191	2849	10%
Business Directories	-	-	-	-	-	-	-	-
Lists	2849	-	-	-	-	-	-	-
Acquired Circulation	-	-	-	-	-	-	-	-
Other sources	-			-	-	-	-	-
Single Copy Sales:	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22804	5700	0	28504	21083	13688	28504	
PERCENT	80.0%	20.0%	0.0%					

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2025

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	21083	13688	28504	100%
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company name only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	21083	13688	28504	

GEOGRAPHIC BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2025

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	351	114	398	1.4	SOUTH ATLANTIC	3788	2567	5170	18.4
New Hampshire	271	108	333	1.2	Kentucky	327	172	401	1.4
Vermont	169	72	202	0.7	Tennessee	435	263	588	2.1
Massachusetts	647	355	839	2.9	Alabama	386	187	469	1.6
Rhode Island	108	71	140	0.5	Mississippi	248	99	288	1.0
Connecticut	424	199	526	1.8	EAST SO. CENTRAL	1396	721	1746	6.1
NEW ENGLAND	1970	919	2438	8.5	Arkansas	262	114	313	1.1
New York	1272	704	1611	5.7	Louisiana	243	99	289	1.0
New Jersey	610	463	861	3	Oklahoma	297	143	348	1.2
Pennsylvania	825	607	1171	4.1	Texas	1287	871	1777	6.2
MIDDLE ATLANTIC	2707	1774	3643	12.8	WEST SO. CENTRAL	2089	1227	2727	9.5
Ohio	869	590	1189	4.2	Montana	123	57	152	0.5
Indiana	456	317	629	2.2	Idaho	165	97	204	0.7
Illinois	714	584	1034	3.6	Wyoming	103	52	127	0.4
Michigan	567	375	767	2.7	Colorado	305	215	412	1.4
Wisconsin	519	301	665	2.3	New Mexico	189	99	236	0.8
EAST NO. CENTRAL	3125	2167	4284	15	Arizona	291	195	396	1.4
Minnesota	552	311	673	2.4	Utah	216	109	266	0.9
Iowa	375	196	464	1.6	Nevada	89	49	117	0.4
Missouri	462	265	594	2.1	MOUNTAIN	1481	873	1910	6.5
North Dakota	106	41	121	0.4	Alaska	84	27	94	0.3
South Dakota	120	51	139	0.5	Washington	493	287	625	2.2
Nebraska	185	114	237	0.8	Oregon	267	156	351	1.2
Kansas	418	170	478	1.7	California	1403	997	1948	6.8
WEST NO. CENTRAL	2218	1148	2706	9.5	Hawaii	42	31	58	0.2
Delaware	49	46	74	0.3	PACIFIC	2289	1498	3076	10.7
Maryland	326	229	453	1.6	U.S. Territories	9	18	23	0.1
District of Columbia	23	25	44	0.2	Canada	9	272	277	1
Virginia	497	301	648	2.3	Mexico	0	18	18	0.1
West Virginia	157	70	187	0.7	Other International	2	486	486	1.7
North Carolina	715	482	968	3.4	APO/FPO	0	0	0	0
South Carolina	356	219	475	1.7	OTHER	20	794	804	2.9
Georgia	699	440	930	3.3					
Florida	966	755	1391	4.9					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	21083	13688	28504	100

SUMMARY

PRINT AND DIGITAL MAGAZINE		Print	Digital	Total Unique
		21083	13,688	28,504
WEBSITE	Pageviews	Sessions	Users (unique)	% Mobile
6 month average	85,181	72,177	60,293	20.5%
E-NEWSLETTERS				
6 month average	Sent		Opened	% Opened
Waste Today News	28,650		13,509	47.2%
Landfill Report	13,569		6,318	46.6%

WEBSITE	Month	Pageviews	Sessions	Unique Visitors
	January 2025	83,009	71,378	58,175
	February 2025	84,552	71,134	60,093
	March 2025	81,219	68,216	55,634
	April 2025	92,227	79,979	67,606
	May 2025	81,257	68,949	57,967
	June 2025	88,769	73,405	62,280

*Powered by  Google Analytics

E-NEWSLETTER

Month	Sent Count	Total Opens	% Total Opens
January 2025	29,522	15,726	53.3%
February 2025	29,058	15,420	53.1%
March 2025	28,490	15,087	53.0%
April 2025	27,815	14,536	52.3%
May 2025	28,198	12,764	45.3%
June 2025	28,817	7,520	26.1%
AVERAGE	28,650	13,509	47.2%

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

8/22/2025

Valley View

Ohio

8/22/2025