

Digital | Print | Content Marketing | Events

# 2026 MEDIA PLANNER

# waste ...today



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

**W**aste Today delivers the deepest reach into the solid waste and environmental services business. 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.

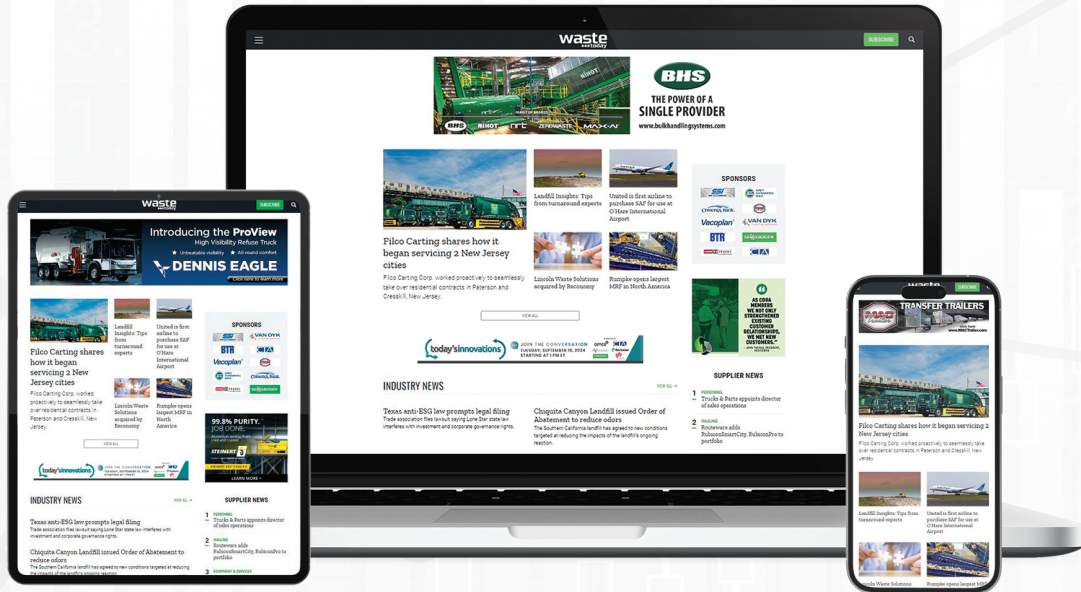
Our market reach and superior engagement deliver powerful advertising value.

WasteTodayMagazine.com



# WasteTodayMagazine.com

Powerful engagement ensures superior advertising results.



In today's fast-moving world, our digital platform keeps pace with the multibillion-dollar environmental services industry—delivering decision-makers 24/7 access to the latest news, insights and analysis.

This ensures that executives return to *Waste Today* as their trusted information source, creating a dynamic environment where advertisers can connect with an active, highly qualified audience that is ready to act.

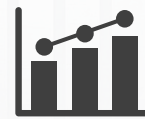
**POWERFUL  
DIGITAL  
ADVERTISING**

By the **Numbers\***



**60,293**

Average  
Monthly Users



**72,177**

Average  
Monthly Sessions



**20.49%**

Mobile  
Users



**27%**

eNews  
open rate



**28,650**

eNewsletter  
Subscribers

Powered by  Google Analytics



# The Power of Print

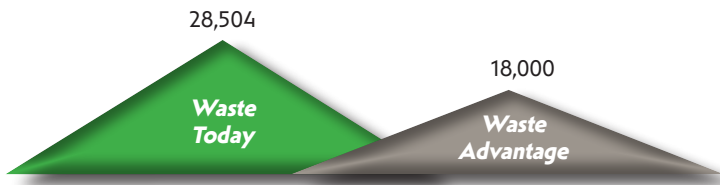
As the most-requested print magazine by industry decision-makers, *Waste Today* delivers powerful advertising impact.

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



## Our Circulation Reach\*

|  |  |                                   |   |                               |
|--|--|-----------------------------------|---|-------------------------------|
| Private Solid Waste Management/Haulers<br><b>7,803</b> | Municipal/Public Waste Officials<br><b>6,417</b> | Transfer Stations<br><b>1,578</b> | Medical/Specialty Waste<br><b>548</b>                 | Waste To Energy<br><b>607</b> |
| Composting/Organics<br><b>1,610</b>                    | Recycling<br><b>4,611</b>                        | Landfills<br><b>3,232</b>         | Consultants/Project Engineering Firms<br><b>1,260</b> | Other<br><b>838</b>           |

## Total Market Reach:

**28,504**

\*June 2025 circulation report

## Reaching Senior Decision-Makers

**73.7%**

Executive Management/  
General Managers

**21.1%**

Manager/Supervisor

**5.2%**

Coordinator/Other

## Record Source\*:



**25,655, 90%**

Direct Request

**2,849, 10%**

Directories and Rosters



**Waste Advantage**

Unreported

\*Waste Today June 2025 circulation report

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.

## Print Remains Powerful

Print advertising remains highly effective, even in today's digital age. It builds credibility, strengthens brand awareness and connects with audiences in a tangible, lasting way unmatched by other platforms.

**78%**

of consumers find print advertisements more trustworthy than digital ads.

Source: Zipdo, May 2025

**77%**

say print drives higher levels of recall.

Source: MarketingProfs, n.d.



average time print readers spend with publication in hand.

Source: Heitman, n.d.

**95%**

of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.



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

Source:

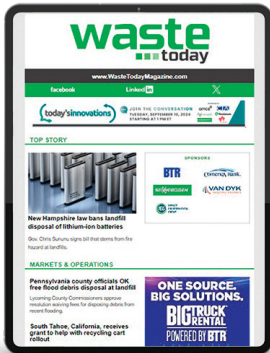
FinancesOnline, 2024

**400%**

Print advertising offers staying power that digital can't match. Unlike online ads that can be skipped or blocked, print commands attention, builds trust and reinforces brand authority. For marketers of capital equipment—where credibility and long-term impact are crucial—print remains an essential advantage.

# 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.*



**28,650**  
Distribution



**27%**  
Open Rate



## The MSW Management Landfill Report

*Issued monthly*



**13,569**  
Distribution



**29.6%**  
Open Rate

# 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.





## 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

## SAFETY FIRST

### WEBINAR SERIES



## Safety First Lunch & Learn Webinar Series

Protecting people is at the core of operational excellence. Produced in cooperation with the National Waste & Recycling Association, this webinar series equips managers with the insights and best practices needed to enhance safety programs and safeguard the industry's workforce.

Each quarterly installment offers marketers the opportunity to reach industry decision-makers and those influencing investment decisions. Ask about sponsorship opportunities.



## Today's Innovations

### Online events that deliver unique value

These events allow a 30-minute time slot to share important product introductions, vital new technology offerings or enhancements to existing products. Either slide deck, interview or video presentations can be used.

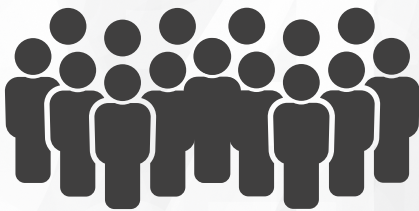
Promoted across *Waste Today*, *Recycling Today*, *Recycling Today Global Report* and *Construction & Demolition Recycling*.

Ask about our spring and fall sessions.

You need to connect with customers.

**We make it happen!**

### Events:



# 75% +

of attendees are involved in purchasing!

**BATTERY AND CRITICAL METALS**  
RECYCLING CONFERENCE

**SCRAP EXPO**  
A Live Demonstration Event

**MRF**  
OPERATIONS FORUM

**pprc**

PAPER AND PLASTICS  
RECYCLING CONFERENCE

**CORPORATE GROWTH**  
CONFERENCE

[RecyclingTodayEvents.com](http://RecyclingTodayEvents.com)

5811 Canal Road, Valley View, Ohio 44125, U.S.A.  
+1-216-393-0300 | [WasteTodayMagazine.com](http://WasteTodayMagazine.com)

## recycling today

MEDIA GROUP

Providing proven market access since 1963!



### Media:

## Sales Team



**Jen May**

Advertising Director  
+1 216-393-0260  
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**Shelley Taddeo**

Account Representative  
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**Colin Sweeney**

Account Representative  
+1 216-393-0361  
[CSweeney@gie.net](mailto:CSweeney@gie.net)

[WasteTodayMagazine.com](http://WasteTodayMagazine.com) | [RecyclingToday.com](http://RecyclingToday.com)  
[CDRecycler.com](http://CDRecycler.com)



# Content Marketing Tools

These advertising opportunities use print, digital 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.



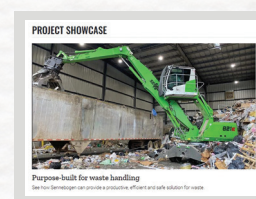
## Custom Content Development

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.

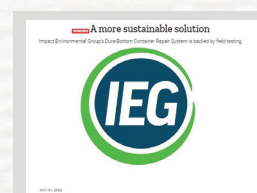


## Sponsored Video or White Paper

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

## 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.



# 2026 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.

## 2026 Print

### Frequency Discounts

|                 | 1x       | 3x      | 6x      | 12x     | 18x     | 24x     |
|-----------------|----------|---------|---------|---------|---------|---------|
| Full Page       | \$6,094  | \$5,911 | \$5,667 | \$5,485 | \$5,332 | \$5,028 |
| ½ Page          | 5,119    | 4,965   | 4,761   | 4,607   | 4,479   | 4,223   |
| ⅓ Island        | 4,248    | 4,120   | 3,950   | 3,823   | 3,717   | 3,504   |
| ⅓ Standard      | 3,742    | 3,629   | 3,480   | 3,368   | 3,274   | 3,087   |
| ⅓ Page          | 2,627    | 2,548   | 2,443   | 2,364   | 2,298   | 2,167   |
| ⅓ Page          | 2,206    | 2,140   | 2,052   | 1,985   | 1,930   | 1,820   |
| ⅓ Page          | 1,542    | 1,496   | 1,434   | 1,388   | 1,349   | 1,272   |
| Brand Vision*   | \$11,965 |         |         |         |         |         |
| Ask the Expert* | \$10,011 |         |         |         |         |         |

### 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 <sup>nd</sup> Cover | \$8,388 | \$7,549 | \$6,836 | \$6,174 |
| 3 <sup>rd</sup> Cover | 7,700   | 6,930   | 6,276   | 5,667   |
| 4 <sup>th</sup> Cover | 9,244   | 8,319   | 7,534   | 6,803   |

**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" |
| ⅓ Page Horizontal  | 7"     | 4 7/8" |
| ⅓ Page Vertical    | 3 3/4" | 10"    |
| ⅓ Page Square      | 4 1/2" | 4 7/8" |
| ⅓ Page Vertical    | 2 3/8" | 10"    |
| ⅓ Page Square      | 3 3/4" | 4 7/8" |
| ⅓ 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 1/4" | 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.

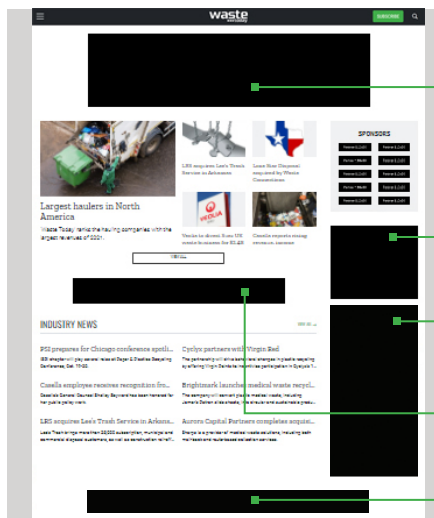


For full terms  
& conditions,  
scan here.

\*Consult with our sales team for package details.

## 2026 Interactive

### Website (Home Page)



**Billboard Ad**  
970px X 250px  
\$3,236

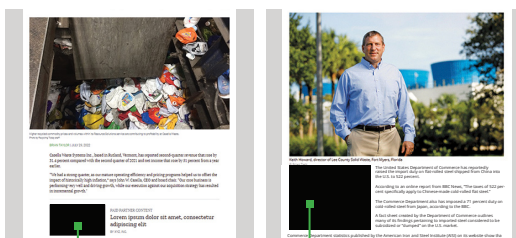
**Medium Rectangle**  
300px X 250px  
\$1,471

**Half Page**  
300px X 600px  
\$2,574

**Leaderboard**  
728px X 90px  
\$1,795

**Super Leaderboard**  
970px X 90px  
\$2,324

### Website (Internal Page)



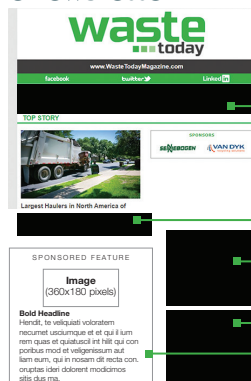
**Native Ad**  
640px X 360px  
\$2,648

**Category In-Line**  
300px X 250px  
\$2,427

**Lightbox**  
500px X 500px  
\$4,854

**Parallax Reveal**  
730px X 570px  
\$3,188

### eNewsletter

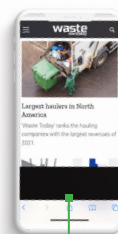


**Leaderboard**  
728px X 90px

**Banner**  
468px X 60px

**Medium Rectangle**  
300px X 250px

**Text Ad**  
360px X 180px



**Mobile Adhesion Banner Ad**  
360px X 120px  
\$2,893

### eNewsletters

|                     | 1x      | 12x   | 24x   | 52x   |
|---------------------|---------|-------|-------|-------|
| Medium Rectangle Ad | \$1,697 | 1,514 | 1,315 | 1,161 |
| Banner Ad           | 1,476   | 1,317 | 1,144 | 1,010 |
| Leaderboard Ad      | 1,901   | 1,695 | 1,473 | 1,300 |
| Text Ad             | 2,291   | 2,044 | 1,775 | 1,567 |

|                                     |         |                             |          |
|-------------------------------------|---------|-----------------------------|----------|
| <b>Project Showcase*</b>            | \$3,107 | <b>eBook*</b>               | \$5,608  |
| <b>Sponsored Video/White Paper*</b> | \$5,103 | <b>Webinar*</b>             | \$10,949 |
| <b>Supplier Spotlight*</b>          | \$3,505 | <b>Today's Innovations*</b> | \$5,040  |
|                                     |         | <b>Product Previews*</b>    | \$2,415  |

| 2026                           | 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/<br>Heavy Equipment                                | Collection Carts/<br>Containers     | Compactors            | Sorting   | Scales & Weighing Systems |
| Workplace Safety               |                                      | ◆                        |   | ◆  |                                     | ◆                     |   | ◆                         |
| Lists & Maps                   |                                      |                          |   |  | Largest Haulers List                |                       |   |                           |
| Landfill                       | ◆                                    | ◆                        | ◆   |  |                                     |                       | ◆   | ◆                         |
| Waste Collection<br>& 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 &<br>Demolition Debris | Conversion Technology | Disaster Recovery   | 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  |                           |
| Bonus Distribution             | Global Waste Management<br>Symposium |                          | ReMA2026 / Federation of<br>NY Solid Waste Conference | Waste Leadership Summit /<br>Waste Conversion<br>Technology Conference |                                     | RCon                  | Paper & Plastics Recycling Conference /<br>Corporate Growth Conference /<br>Waste & Recycling Expo Canada | Compost 2027              |
| Close Date:                    | 1/5/2026                             | 2/3/2026                 | 3/3/2026  | 5/4/2026   | 7/2/2026                            | 8/3/2026              | 9/3/2026  | 11/3/2026                 |
| Materials Due:                 | 1/12/2026                            | 2/10/2026                | 3/10/2026   | 5/11/2026  | 7/9/2026                            | 8/10/2026             | 9/10/2026   | 11/10/2026                |