

waste
...today

2023

MEDIA KIT



COVERING THE WASTE
AND ENVIRONMENTAL
SERVICES BUSINESS.



DIGITAL | PRINT | CUSTOM CONTENT

WasteTodayMagazine.com

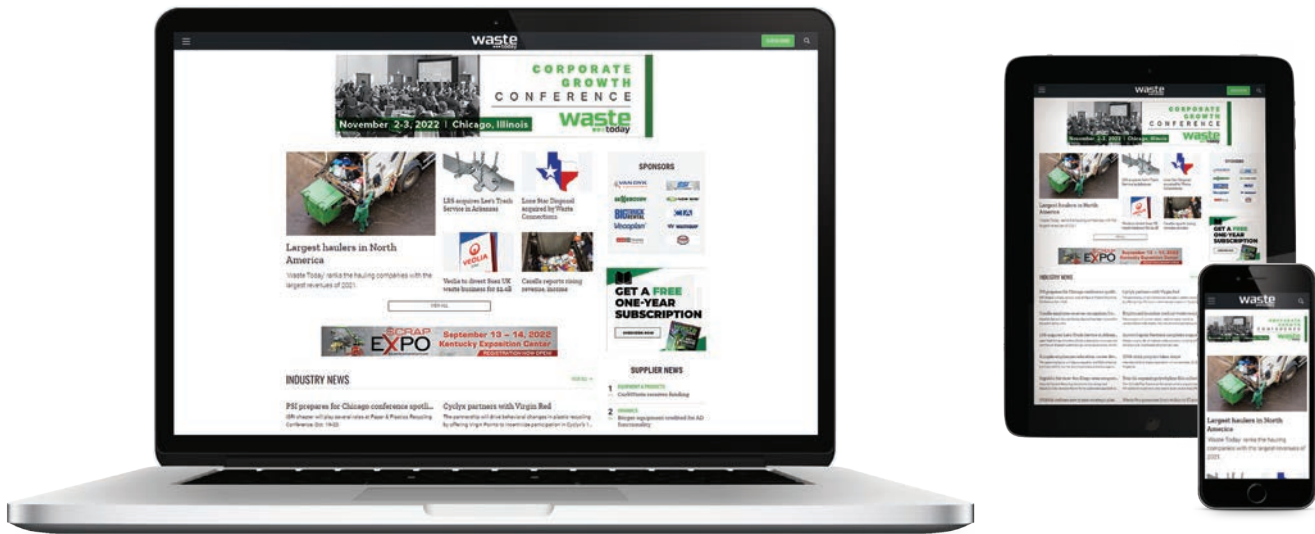
WasteTodayMagazine.com

BOLD NEW DESIGN. POWERFUL ENGAGEMENT.
DEMONSTRATED VALUE.



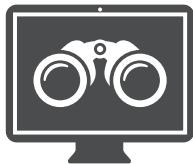
ONLINE

More **Traffic** | More **Visibility** | More **Authority**



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.

BY THE **NUMBERS**



81,857
AVERAGE
PAGE VIEWS



40,135
AVERAGE
MONTHLY USERS



36.63%
MOBILE USERS



18,325
eNEWSLETTER
SUBSCRIBERS



31.98%
eNEWS
OPEN RATE

Waste Today eNewsletter

The *Waste Today* eNewsletter is issued twice weekly. It's a quick review of industry happenings and feature stories. Popular with industry owners, executives and managers, it boasts a distribution of 18,325 and delivers an average open rate of 32%!

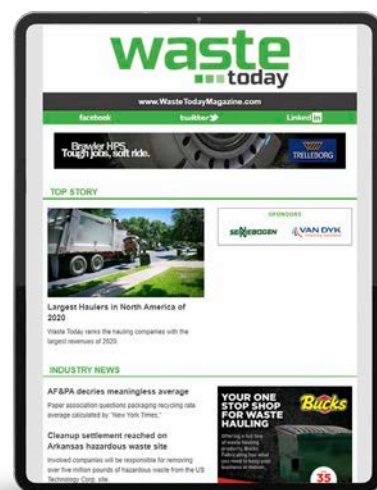
The eNewsletter is a great way to deliver your advertising message, building awareness and preference for your company and products. It's also a great lead-generation tool.



18,325
DISTRIBUTION



32%
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

This eNewsletter is sent to *Waste Today*, *Recycling Today* and *Construction & Demolition Recycling* before the big industry events, increasing awareness of your products.



TECHNOLOGY SHOWCASE

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

WASTE TODAY

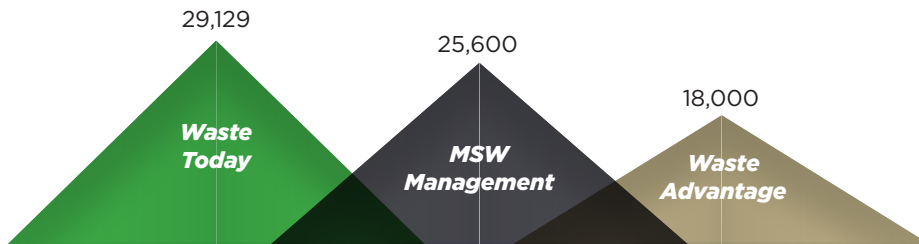
Largest circulation and most requested magazine!

Through consistently superior coverage of the industry, we've become the most-requested magazine among industry leaders.

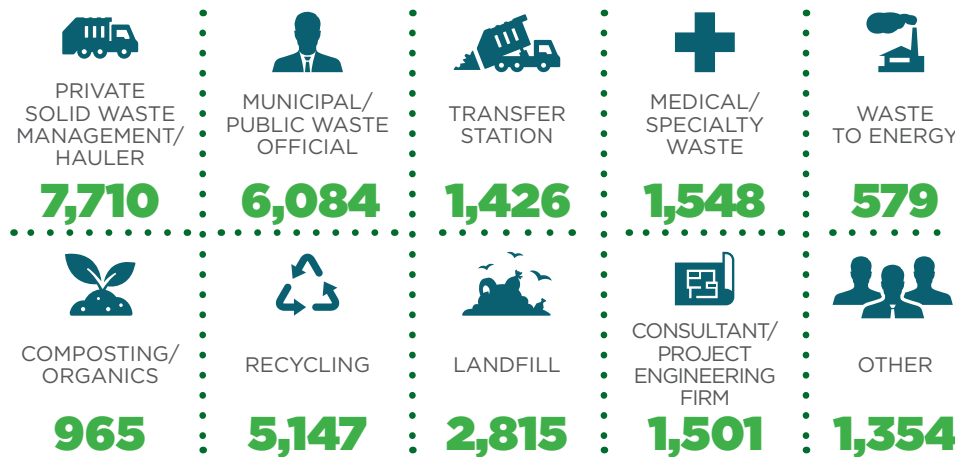
Like our coverage, we're honest and transparent about the reporting of our circulation and market reach. We don't bundle dissimilar sectors or blur print and digital. It's all part of working harder to deliver superior advertising effectiveness.

Advertising is all about reaching decision-makers. *Waste Today* simply reaches more!

OVERALL CIRCULATION SIZE



OUR CIRCULATION REACH*:



TOTAL MARKET REACH: 29,129

*June 2022 circulation report

REACHING SENIOR DECISION-MAKERS

By Title:

- EXECUTIVE MANAGEMENT/GENERAL MANAGERS: **22,320**
- MANAGER/SUPERVISOR: **5,518**
- COORDINATOR: **305**
- OTHER: **986**

RECORD SOURCE:



21,340, 73.3%
PERSONAL DIRECT REQUEST

7,789, 26.7%
DIRECTORIES AND ROSTERS



13,628, 53.2%
REQUESTED

11,872, 46.8%
DIRECTORIES AND ASSOCIATION LISTS



UNREPORTED

*Waste Today, June 2022 circulation report; MSW Management, Verified audit report, June 2020 (most current available)

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

CUSTOM CONTENT DEVELOPMENT

WE'VE BEEN DOING IT FOR YEARS.
WE CAN HELP WITH VIRTUALLY ANY PROJECT.



- Custom magazines
- Case studies, advertorials, white papers and eBooks
- eNewsletter creation and deployment
- Podcast and webinar series
- Roundtable or focus-group discussions
- Custom landing pages
- Brochures and books
- Special events

OUR SISTER PUBLICATIONS



PROVIDING PROVEN MARKET ACCESS **SINCE 1963**

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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

Testimonials and profiles can be done for print or the web, with powerful lead-generation elements.

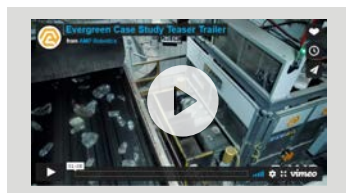
CUSTOM WEBINARS

Conducting educational webinars positions your firm as a thought-leader while also being an important 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.

2023 RATES & SPECIFICATIONS

Advertising Rates: 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

2023 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$5,418	\$5,255	\$5,039	\$4,876	\$4,741	\$4,470
2/3 PAGE	4,551	4,415	4,233	4,096	3,982	3,755
1/2 ISLAND	3,776	3,663	3,512	3,399	3,304	3,115
1/2 STANDARD	3,327	3,227	3,094	2,994	2,911	2,744
1/3 PAGE	2,335	2,265	2,172	2,102	2,043	1,927
1/4 PAGE	1,961	1,902	1,824	1,765	1,716	1,618
1/6 PAGE	1,371	1,330	1,275	1,234	1,199	1,131
BRAND VISION*	\$10,638					
ASK THE EXPERT*	\$8,900					

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$310	\$255	\$575	\$445
MATCHED COLOR, EXTRA	410	340	710	580
MATCHED METALLIC COLOR	470	370	860	650
FOUR COLOR PROCESS, EXTRA	890	690	1,550	1,270

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$7,457	\$6,711	\$6,077	\$5,488
3RD COVER	6,846	6,161	5,579	5,038
4TH COVER	8,218	7,396	6,697	6,048

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"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	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 3/4"	10 1/2"
Live Area	14"	10"

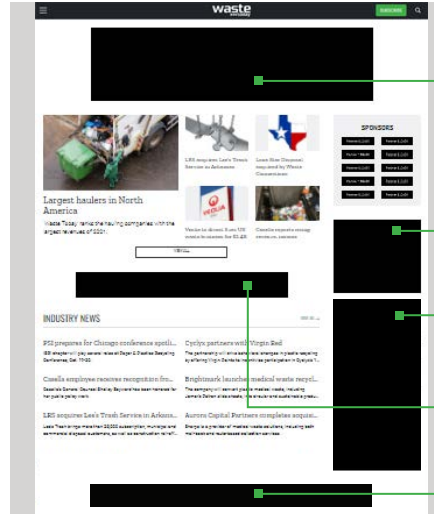
On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

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.

*Consult with our sales team for package details.

2023 INTERACTIVE

WEBSITE (HOME PAGE)



BILLBOARD AD
970px X 250px
\$2,783

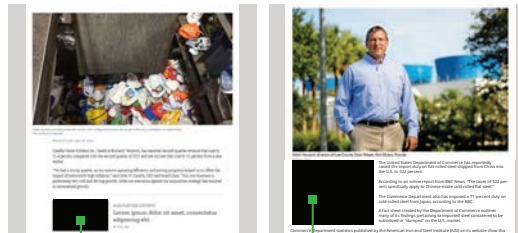
MEDIUM RECTANGLE
300px X 250px
\$1,265

HALF PAGE
300px X 600px
\$2,214

LEADERBOARD
728px X 90px
\$1,543

SUPER LEADERBOARD
970px X 90px
\$1,999

WEBSITE (INTERNAL PAGE)



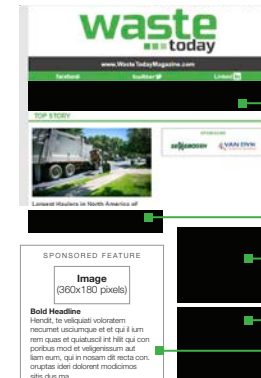
NATIVE AD
640px X 360px
\$2,277

CATEGORY IN-LINE
300px X 250px
\$2,087

LIGHTBOX
500px X 500px
\$4,175

PARALLAX REVEAL
730px X 570px
\$2,741

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
\$2,488

eNewsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,459	\$1,301	\$1,131	\$998
Banner Ad	1,269	1,132	984	868
Leaderboard Ad	1,634	1,458	1,266	1,118
Text Ad	1,970	1,757	1,526	1,347

PROJECT SHOWCASE	\$2,672	eBOOK*	\$4,823
SPONSORED VIDEO	\$4,389	WEBINAR*	\$9,416
SUPPLIER SPOTLIGHT	\$3,014		

2023	January/February	March	April	May/June	July/August	September	October	November/December
Recurring Content								
Company Profile	◆	◆	◆	◆	◆	◆	◆	◆
Workplace Safety		◆		◆		◆		◆
Lists & Maps			Tipping Fee Map				25 Largest MRFs	
Operations	MRFs	Commercial Collection	Landfill Gas	Transfer Stations	Hauling	Composting	Landfills	Waste To Energy
Equipment	Material Handling	Shredders	Landfill Compactors/ Heavy Equipment	Collection Carts/Containers	Dust/Odor Control	Collection Trucks	Compactors & Balers	Scales & Weighing Systems
Landfill Management	Landfill Technology	Landfill Management	Landfill Science	Landfill Technology	Landfill Management	Landfill Science	Landfill Management	Landfill Technology
Waste Collection & Transfer	Collection Equipment	Waste Transfer	Collection Routing	Collection Technology	Waste Transfer	Collection Technology	Collection Equipment	Waste Transfer
Organics/ Composting		Organics Management	Composting	Organics Management		Organics Management	Composting	
Additional Content	Industry Outlook	Contamination Management	Conversion Technology	MRF Technology	Construction & Demolition	Conversion Technology	Community Engagement	M&A Recap
	Hiring & Retention	Insurance	Financing	Specialty/Hazardous Waste	Government Contracting	Capital Markets	MRF Technology	Specialty/Hazardous Waste
	IC&I				Employee Upskilling		Software	
Bonus Distribution		SWANA SOAR	ISRI 2023, WasteExpo, Strive for Sustainability Solid Waste & Recycling Conference			WasteCon	Paper & Plastics Recycling Conference, Corporate Growth Conference	Compost 2024
Close Date:	Jan. 13, 2023	Feb. 15, 2023	March 15, 2023	May 15, 2023	July 14, 2023	Aug. 15, 2023	Sept. 15, 2023	Nov. 15, 2023
Materials Due:	Jan. 20, 2023	Feb. 22, 2023	March 22, 2023	May 22, 2023	July 21, 2023	Aug. 22, 2023	Sept. 22, 2023	Nov. 22, 2023