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%** eNewsletter 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.

**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

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste Today</td>
<td>29,129</td>
</tr>
<tr>
<td>MSW Management</td>
<td>25,600</td>
</tr>
<tr>
<td>Waste Advantage</td>
<td>18,000</td>
</tr>
</tbody>
</table>

### Our Circulation Reach

<table>
<thead>
<tr>
<th>Category</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Solid Waste Management/Hauler</td>
<td>7,710</td>
</tr>
<tr>
<td>Municipal/Public Waste Official</td>
<td>6,084</td>
</tr>
<tr>
<td>Transfer Station</td>
<td>1,426</td>
</tr>
<tr>
<td>Medical/Specialty Waste</td>
<td>1,548</td>
</tr>
<tr>
<td>Waste to Energy</td>
<td>579</td>
</tr>
<tr>
<td>Composting/Organics</td>
<td>965</td>
</tr>
<tr>
<td>Recycling</td>
<td>5,147</td>
</tr>
<tr>
<td>Landfill</td>
<td>2,815</td>
</tr>
<tr>
<td>Consultant/Project Engineering Firm</td>
<td>1,501</td>
</tr>
<tr>
<td>Other</td>
<td>1,354</td>
</tr>
</tbody>
</table>

**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:

- **Waste Today:** 21,340, 73.3%
  - Personal Direct Request: 7,789, 26.7%
  - Directories and Rosters: 13,551, 46.8%
- **MSW Management:** 13,628, 53.2%
  - Requested: 11,872, 46.8%
  - Directories and Association Lists: 1,756, 6.4%
- **Waste Advantage:** 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

SALES TEAM

JEN MAY
ADVERTISING DIRECTOR
+1 216-393-0260
JMay@gie.net

SHELLEY BROWN
ACCOUNT REPRESENTATIVE
+1 216-393-0236
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MMcnutt@gie.net

OUR SISTER PUBLICATIONS

PROVIDING PROVEN MARKET ACCESS SINCE 1963

5811 Canal Road, Valley View, Ohio 44125 U.S.A.
Phone +1-216-393-0300
Fax +1-216-525-0517
WasteTodayMagazine.com
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 WEBINARS
Conducting educational webinars positions your firm as a thought-leader while also being an important lead-generation tool!

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

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.

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.

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

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.

<table>
<thead>
<tr>
<th>FREQUENCY DISCOUNTS</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>8x</th>
<th>16x</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$5,418</td>
<td>$5,255</td>
<td>$5,039</td>
<td>$4,876</td>
<td>$4,741</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>4,551</td>
<td>4,415</td>
<td>4,233</td>
<td>4,096</td>
<td>3,982</td>
</tr>
<tr>
<td>1/2 ISLAND</td>
<td>3,776</td>
<td>3,663</td>
<td>3,512</td>
<td>3,399</td>
<td>3,304</td>
</tr>
<tr>
<td>1/2 STANDARD</td>
<td>3,327</td>
<td>3,227</td>
<td>3,094</td>
<td>2,994</td>
<td>2,911</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>2,335</td>
<td>2,265</td>
<td>2,172</td>
<td>2,102</td>
<td>2,043</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>1,961</td>
<td>1,902</td>
<td>1,824</td>
<td>1,765</td>
<td>1,716</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>1,371</td>
<td>1,330</td>
<td>1,275</td>
<td>1,234</td>
<td>1,199</td>
</tr>
</tbody>
</table>

| BRAND VISION*       | $10,638 |
| ASK THE EXPERT*     | $8,900 |

<table>
<thead>
<tr>
<th>COLOR CHARGES</th>
<th>SINGLE PAGE</th>
<th>SPREAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X STANDARD 2-COLOR, EXTRA</td>
<td>$310</td>
<td>$255</td>
</tr>
<tr>
<td>MATCHED COLOR, EXTRA</td>
<td>410</td>
<td>340</td>
</tr>
<tr>
<td>MATCHED METALLIC COLOR</td>
<td>470</td>
<td>370</td>
</tr>
<tr>
<td>FOUR COLOR PROCESS, EXTRA</td>
<td>890</td>
<td>690</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>COVER CHARGES</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>1X 2X 4X 8X 16X</td>
<td>$2,277</td>
<td>$1,999</td>
<td>$1,634</td>
<td>$1,371</td>
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</table>

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-MA). Trim size 7 7/8” x 10 1/2”.

Digital Files, Specifications for Printing 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.

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.
<table>
<thead>
<tr>
<th>2023</th>
<th>January/February</th>
<th>March</th>
<th>April</th>
<th>May/June</th>
<th>July/August</th>
<th>September</th>
<th>October</th>
<th>November/December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recurring Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company Profile</strong></td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td><strong>Workplace Safety</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✦</td>
</tr>
<tr>
<td><strong>Lists &amp; Maps</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25 Largest MRFs</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td>MRFs</td>
<td>Commercial Collection</td>
<td>Landfill Gas</td>
<td>Transfer Stations</td>
<td>Hauling</td>
<td>Composting</td>
<td>Landfills</td>
<td>Waste To Energy</td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>Material Handling</td>
<td>Shredders</td>
<td>Landfill Generators/Heavy Equipment</td>
<td>Collection Carts/Containers</td>
<td>Dust/Odor Control</td>
<td>Collection Trucks</td>
<td>Compactors &amp; Balers</td>
<td>Scales &amp; Weighing Systems</td>
</tr>
<tr>
<td><strong>Landfill Management</strong></td>
<td>Landfill Technology</td>
<td>Landfill Management</td>
<td>Landfill Science</td>
<td>Landfill Technology</td>
<td>Landfill Management</td>
<td>Landfill Science</td>
<td>Landfill Management</td>
<td>Landfill Technology</td>
</tr>
<tr>
<td><strong>Waste Collection &amp; Transfer</strong></td>
<td>Collection Equipment</td>
<td>Waste Transfer</td>
<td>Collection Routing</td>
<td>Collection Technology</td>
<td>Waste Transfer</td>
<td>Collection Technology</td>
<td>Collection Equipment</td>
<td>Waste Transfer</td>
</tr>
<tr>
<td><strong>Organics/Composting</strong></td>
<td>Organics Management</td>
<td>Composting</td>
<td>Organics Management</td>
<td>Organics Management</td>
<td>Composting</td>
<td>Organics Management</td>
<td>Composting</td>
<td></td>
</tr>
<tr>
<td><strong>Additional Content</strong></td>
<td>Industry Outlook</td>
<td>Contamination Management</td>
<td>Conversion Technology</td>
<td>MRF Technology</td>
<td>Construction &amp; Demolition</td>
<td>Conversion Technology</td>
<td>Community Engagement</td>
<td>M&amp;A Recap</td>
</tr>
<tr>
<td><strong>Close Date:</strong></td>
<td>Jan. 13, 2023</td>
<td>Feb. 15, 2023</td>
<td>March 15, 2023</td>
<td>May 15, 2023</td>
<td>July 14, 2023</td>
<td>Aug. 15, 2023</td>
<td>Sept. 15, 2023</td>
<td>Nov. 15, 2023</td>
</tr>
</tbody>
</table>