“A global magazine for professionals.”
Dear Readers,

Our industry moves fast. What was once known simply as the waste industry must reposition itself as a key player in the global resource industry. As the International Solid Waste Association’s official publication, WMW is uniquely placed to be not only your global guide to the resource industry, but your customers’ global guide.

Over the coming year each issue of Waste Management World will bring expert advice on the issues that matter. From practical guides to the technology and equipment that makes the industry tick, to informed opinion, comment and debate on the hottest topics of the day.

WMW is the only publication covering the whole of the waste industry, collection, handling, sorting, biological treatment, recycling, reprocessing, energy recovery and landfilling - WMW keeps your clients informed on all the news and developments from across the whole world.

In an increasingly globalised world no other publication can get your message to your customers better than WMW.

Ben Messenger,
Chief Editor, Waste Management World

About ISWA: ISWA – The International Solid Waste Association – is an international, independent and non-profit making association, working in the public interest to promote and develop sustainable waste management worldwide. It is the only globally active association and is open to individuals and organisations from the scientific community, public institutions and public and private companies working in the field of waste management.

RECYCLING
With the need to move to a more circular economy becoming widely accepted, the recycling industry is ever more important on the global commodity markets. Over the coming year WMW has some great content lined up to keep you and your customers informed of the latest technological developments, regulatory updates and market drivers.

COLLECTION & HANDLING
With a brand new dedicated supplement, WMW will be bringing you news and user reviews of the latest machines for collecting and handling waste. We will have coverage of refuse collection vehicles, road sweepers and other municipal vehicles, plant equipment and landfill compactors, as well some unique machines you may never have imagined.

WASTE TO ENERGY
With the increasing need to divert reduce the use of landfill, waste to energy continues to play a key role. This year will be an important one for the industry. New emission standards are being agreed and major projects will be both planned and built. WMW will be keeping your customers up to speed with developments.

BIOWASTE
The world over, there are huge opportunities to cut GHG emissions with better management of organic wastes. It’s a fast paced and competitive industry. We’re looking forward to covering developments in anaerobic digestion and composting, as well as landfill gas, biofuels and advanced technologies.
6 ISSUES – 6 OPPORTUNITIES

to get the hard facts:

- Cover Story
- Spotting New Trends
- Show Reports
- Comments
- Product News
- Product Tests

MALCOLM BATES IS BACK: After several decades of working in the industry, Malcolm knows what operators need and expect. Unlike many journalists, Malcolm gets hands-on experience of the vehicles, machinery and equipment he’s writing about. And readers appreciate that he speaks “their language.” Result? In many cases, corporate policies have been changed for the better and subtle changes and modifications made before a new product is launched onto the market.

HOME OF:

- Sweepers
- Bin Lifters
- Forklifts
- Site Safety
- ... and much more

THE MAGAZINE INSIDE THE MAGAZINE:
This new and clearly distinguishable supplement will update you on the latest developments and machine introductions. But COLLECTION & HANDLING will do more than that – it will feature “live” product tests, visit leading operators to look at vehicles, machinery and equipment already in service to give an insight into longer term cost of ownership issues and of course visit all the key Trade Fairs to provide readers with a “heads up” on the latest trends and the next new “big idea”.

ADD GAS.
AND YOU COULD BE LAUGHING.

PRODUCT TESTS: Each edition of COLLECTION & HANDLING will contain a specific test report on a newly introduced product. Or in some cases, a new product before it has even been released, so readers are able to build it into future budget requirements.
Our Readers by Industry

- Waste Management Contractors: 12%
- Waste Equipment Suppliers: 8%
- Local or Municipal Government: 19%
- Waste Management Consultants: 24%
- Health Authority: 7%
- Facility Management: 4%
- Trade Organisations/Associations: 5%
- Financial Institutions: 5%
- Central Government: 8%

Total Circulation 2017
9,500 copies/issue
plus special runs for tradeshows & conferences
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<td>01</td>
<td>Composting&lt;br&gt;Aneerobic Digestion&lt;br&gt;MBT Design</td>
<td>Biowaste</td>
<td>Energy from Waste: 28 Feb - 1 March, London&lt;br&gt;IARC: 14 - 16 March, Vienna</td>
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<td>C&amp;I Waste&lt;br&gt;Plastics Recycling&lt;br&gt;Batter Recyling in the EU</td>
<td>Recycling</td>
<td>Plastics Recycling Show Europe: 24 - 25 April, Amsterdam&lt;br&gt;Waste Expo: 24 - 26 April, Las Vegas&lt;br&gt;IE Expo: 3 - 5 May, Shanghai</td>
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<td>03</td>
<td>IFAT Preview&lt;br&gt;Sorting technologies&lt;br&gt;Composting Equipment&lt;br&gt;Innovations in Energy Recovery</td>
<td>IFAT</td>
<td>NAWTEC: 14 - 16 May, Pennsylvania&lt;br&gt;European Biomass Conference &amp; Exhibition (EUBCE): 14 - 17 May, Copenhagen&lt;br&gt;Electrify Europe (formerly POWER-GEN Europe): 19 - 21 June, Vienna&lt;br&gt;UK AD &amp; Biogas / World Biogas Expo: 11 - 12 July, Birmingham, UK</td>
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<td>06</td>
<td>Waste to Energy Regulations in EU Liquid Fuels from Waste&lt;br&gt;Gasification</td>
<td>Waste to Energy</td>
<td>Pollute: 27 - 30 November, Lyon</td>
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## PRINT Rates & Formats

### Effective from 1st of January 2018

### WMW – Waste Management World

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### Collection & Handling

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### DIGITAL COVER EXCLUSIVE

A Digital Cover Exclusive offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.

Price (per issue): € 1,000 (€ 500 in combination with Outside Back Cover)

### Need help?

Get support from our staff

**Terry Ash**  
International Advertising Manager  
Office: +44 (0)20 3667 3715  
Mobile: +44 (0)7956 491159  
terry.ash@wmw.news

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Prices: do not include VAT  
Sizes: width x height  
* plus 3mm trim on outer edge and crop marks
DIGITAL Newsletters

1. WASTE-TO-ENERGY

Published in association with Confederation of European Waste-to-Energy Plants (CEWEP), WMW’s dedicated monthly Waste-to-Energy e-Newsletter brings you all the latest news, including facility openings, contracts and technology developments as well as market views and in depth analysis and features. Sent out 1st Tuesday of each month.

Banner Sizes & Rates

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Who reads the monthly Waste-to- Energy newsletter?

Readers By Region

- Europe: 42%
- Americas: 27%
- Asia: 20%
- Africa: 4%

Readers By Business Field/Industry

- Waste Management Contractor: 15%
- Internal Waste Management: 14%
- Facility Management: 11%
- Financial Institution: 25%
- Trade Organisation/Association: 4%
- Public Administration: 4%
- Other: 12%
- Research/Training Establishment: 12%
- Management/ Administration: 38%
- Management/ Administration: 38%
- Sales/Marketing: 8%
- Consultancy: 22%
- Other: 5%
DIGITAL Newsletters

2. COLLECTION & HANDLING

Get the latest news on recycling equipment, robots, trucks and handling systems and stay up to date with the most exciting technical developments in our industry. Our newsletter provides information for those, who decide about investments in this sector. Published once a month.

Banner Sizes & Rates

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Who reads the Collection & Handling newsletter?

Readers By Region

- USA: 35%
- United Kingdom: 39%
- Rest of the world: 39%
- Canada: 4%
- India: 4%
- Australia: 5%
- Other: 13%
WMW’s monthly Recycling e-Newsletter keeps you up to date with the latest global news and analysis covering project developments, new technologies and government policies, as well as in-depth features that ensure you get the big picture on the world’s recycling industry. Sent out on the 3rd Tuesday of each month.

Who reads the monthly Recycling newsletter?

**Readers By Region**
- Europe: 42%
- Americas: 26%
- Asia: 16%
- Africa: 10%
- Oceania: 6%

**Readers By Business Field/Industry**
- Research/Training Establishment: 14%
- Other: 17%
- Waste Management Consultant: 11%
- Trade Organisation/Association: 4%
- Public Administration: 2%
- Facility Management: 15%
- Industrial Waste Management: 11%
- Financial Institution: 23%
- Consulting Firm: 3%
- Contractor: 11%
- Other: 17%
- Waste Management Contractor: 14%

**Readers By Remit**
- Area of responsibility:
  - Management/Administration: 24%
  - Operations: 7%
  - Engineering/Maintenance: 8%
  - Sales/Marketing: 5%
  - Consultancy: 12%
  - Other: 44%

**Readers By Company Size**
- Employees:
  - 1-10: 36%
  - 10-49: 22%
  - 50-99: 9%
  - 100-499: 16%
  - 500-999: 5%
  - 1000+: 16%
Helping you keep pace with the fast moving global waste management industry, WMW’s Weekly e-Digest brings you the hottest news of the week from around the world, as well as analysis and opinion from a wide range of industry experts. Sent out on Friday of each week.
DIgital Online Rates & Formats
Effective from 1st of January 2018

IAB Leaderboard

Price
€ 55 CPM*
€ 1,690/month

Format
Bigsize Banner: 970 x 90 px. IAB Super Leaderboard

Billboard

Price
€ 65 CPM*
€ 1,990/month

Format
IAB Billboard 970 x 250 px.

Half Size Branding/Wallpaper

Price
€ 85 CPM*
€ 2,590/month

Format
Combination of 970 x 90 px. IAB Super Leaderboard and 160 x 600 px. Skyscraper

Skyscraper/Sidebar

Price
€ 45 CPM*
€ 1,390/month

Format
160 x 600 px.

Banner

Price
€ 35 CPM*
€ 1,090/month

Format
300 x 250 px. (IAB Medium Rect.)
468 x 60 px. (IAB Banner)

Advertorial

Price
€ 2,490/month

Format
Text length: 250 characters.
Unlimited text length and number of images at the bottom.

Digital Cover Exclusives

Price (per issue)
€ 1,000
(€ 500 in combination with Outside Back Cover)

Topic center advertising on
www.wmw.news

Price
€ 1,790 PCM

A Topic Center Sponsorship allows you to target your advertising campaign around relevant content providing more meaningful impressions and higher click-through rates when using clear calls to action. Your advertising message and offerings will be highly visible to professionals focused on the topic your products and services align with – targeted marketing at its very best.

The Digital Magazine Cover Exclusive offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.

File format:
GIF: please always submit zipped files (especially when sending animated banners); SWF files: with click tag.
More information about click tags: http://www.adobe.com/resources/richmedia/tracking/designers_guide/
External adserver tags: please always submit click variable for our adserver. Please submit all your digital material to production@WMW.news. Due date: 3 days prior to going live. All prices subject to statutory value added tax (where applicable). Price per month: max. 3 rotations. * CPM = Cost per 1,000 Impressions

Readers By Region

With online traffic from 199 different countries, www.wmw.news covers every aspect of the solid waste industry for waste management professionals – including the latest legislation, technology transfer and transboundary waste transport. It gives updates about the latest developments in equipment and plant, plus reviews of everything from collection vehicles to shredders and sorters. Waste Management World is the official media presence of ISWA.
Waste Management World is the official publication of the International Solid Waste Association (ISWA) and the only global magazine covering all aspects of the solid waste and resource industries. Since 2000 we have been examining the latest developments and innovations from the Recycling, Waste to Energy, Biowaste and Municipal sectors. Being a part of ISWA gives us unrivalled access to the leading waste operators and the institutions that shape the industry's policies on a global level.

WMW prefers ad material to be supplied in PDF format. We also accept ads built with these programs: Adobe InDesign, Illustrator, Freehand and Photoshop. Ad material should be transmitted to: production@WMW.news

www.waste-management-world.com