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.

TOPICS

A global magazine for professionals

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

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.

ADD GAS AND YOU COULD BE LAUGHING.

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COLLECTION & HANDLING 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”.

PRODUCT TESTS: Each edition 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.
PRINT  Demographics of our subscribers

Our Readers by Industry

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

**Total Circulation 2018**

- **9,500 copies/issue**
- plus special runs for tradeshows & conferences

**Geographical Distribution**

- **Europe**: 32%
- **North America**: 22%
- **Asia**: 22%
- **South America**: 10%
- **Africa**: 4%
- **Australia & Oceania**: 4%

**Regional Shares**

- **Italy, Spain & France**: 26%
- **UK**: 27%
- **BENELUX, Scandinavia & CEE**: 33%
- **Germany, Austria & Switzerland**: 14%
- **UK**: 33%
- **Italy, Spain & France**: 27%
- **BENELUX, Scandinavia & CEE**: 26%
- **Germany, Austria & Switzerland**: 14%
## PRINT Topics & Events 2019

### SPECIAL EDITION

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>On Display At</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01</strong> JANUARY/FEBRUARY</td>
<td>Biowaste</td>
<td>Waste to Energy: 27 - 28 February, London</td>
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<td></td>
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<td>IARC: 20 - 22 March, Vienna</td>
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<td>REW: 21 - 24 March, Istanbul</td>
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<tr>
<td><strong>02</strong> MARCH/APRIL</td>
<td>Recycling</td>
<td>Plastics Recycling Show Europe: 10 - 11 April, Amsterdam</td>
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<td>IE Expo: 15 - 17 April, Shanghai</td>
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<td>Save the Planet: 16 - 18 April, Sofia</td>
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<td>Oman Energy &amp; Water Exhibition &amp; Conference: 22 - 24 April, Oman</td>
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<td>Waste Expo: 7 - 9 May, Las Vegas</td>
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<td>Plastics Recycling World Expo: 8 - 9 May, Cleveland Ohio</td>
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<td>Waste-to-Resources: 12 - 14 May, Hannover</td>
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<td>World Waste to Energy and Resources Summit: 21 - 22 May, London</td>
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<td><strong>03</strong> MAY/JUNE</td>
<td>Waste to Energy</td>
<td>EUBCE (European Biomass Conference &amp; Exhibition): 27 - 30 May, Lisbon</td>
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<td>International Solid Waste Management Summit: 12 - 14 June, Shanghai</td>
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<td>UK AD &amp; World Biogas Expo: 3 - 4 July, Birmingham, UK</td>
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<td><strong>04</strong> JULY/AUGUST</td>
<td>Biowaste</td>
<td>RWIM: 11 - 12 September, Birmingham, UK</td>
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<td>ICBR (International Congress for Battery Recycling): 18 - 20 September, Lyon</td>
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<td><strong>05</strong> SEPTEMBER/OKTOBER</td>
<td>Recycling</td>
<td>ISWA World Congress: 7 - 9 October, Bilbao</td>
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<td>Pol-Eco-System: 15 - 17 October, Poznan</td>
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<td>Wastecon: 21 - 24 October, Phoenix, AZ</td>
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<td>Ecomondo: 5 - 8 November, Rimini</td>
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<td><strong>06</strong> NOVEMBER/DECEMBER</td>
<td>Waste to Energy</td>
<td>IERC (International Electronics Recycling Congress): January (TBC), Salzburg</td>
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</tbody>
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**WMW – Waste Management World**

**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)

**Prices:** do not include VAT

**Sizes:** width x height

* plus 3mm trim on outer edge and crop marks

**Need help? Get support from our staff**

![Image of a person with a speech bubble]

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

Published in association with Confederation of European Waste-to-Energy Plants (CEWEP), WMW’s dedicated monthly Waste-to-Energy 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.

Who reads the monthly Waste-to-Energy newsletter?

Readers By Region

- Europe: 42%
- Asia: 27%
- Americas: 20%
- Oceania: 7%
- Africa: 4%

Readers By Company Size

- Financial Institution: 25%
- Trade Organisation/Association: 14%
- Public Administration: 11%
- Waste Management Consultant: 10%
- Industrial Waste Management: 9%
- Other: 9%

Readers By Business Field/Industry

- Research/Training Establishment: 12%
- Waste Management Contractor: 15%
- Facility Management: 12%
- Other: 11%
- Waste Management Consultant: 10%

Readers By Remit

- Management/Administration: 38%
- Operations: 10%
- Engineering/Maintenance: 17%
- Sales/Marketing: 8%
- Consultancy: 22%
- Other: 5%

Exclusive Sponsorship for 6 Months (Top + Anchor or Top + Skyscraper)

Price €6,200

Banner Sizes & Rates

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<th>Format</th>
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<td>Middle 2</td>
<td>€430</td>
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<tr>
<td>Skyscraper 1</td>
<td>€630</td>
</tr>
<tr>
<td>Anchor</td>
<td>€500</td>
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37,317 subscribers
2. COLLECTION & HANDLING

Get the latest news on recycling equipment, on 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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<th>Format</th>
<th>Price</th>
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<tr>
<td>Top</td>
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<td>Anchor</td>
<td>€ 400</td>
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Exclusive Sponsorship for 6 Months (Top + Anchor or Top + Skyscraper) Price € 3,600

Who reads the Collection & Handling newsletter?

Readers By Region

- USA: 35%
- United Kingdom: 39%
- Canada: 4%
- India: 5%
- Australia: 4%
- Rest of the world: 13%

4,858 subscribers
DIGITAL Newsletters

3. RECYCLING

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.

Banner Sizes & Rates

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<thead>
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<td>Skyscraper 1</td>
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<td>Anchor</td>
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</tbody>
</table>

* + click-through URL @ 40k

Exclusive Sponsorship for 6 Months (Top + Anchor or Top + Skyscraper) 
Price € 6,200

Who reads the monthly Recycling newsletter?

Readers By Region

- Europe: 42%
- Americas: 26%
- Asia: 16%
- Africa: 6%
- Oceania: 10%

Readers By Business Field/Industry

- Waste Management Consultant: 11%
- Industrial Waste Management: 15%
- Public Administration: 11%
- Research/Training Establishment: 17%
- Financial Institution: 23%
- Trade Organisation/Association: 4%
- Other: 42%

Who reads the monthly Recycling newsletter?

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%

26,569 subscribers
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.

Who reads the Weekly E-Digest newsletter?

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

Readers By Business Field/Industry
- Waste Management Consultant: 22%
- Public Administration: 4%
- Facility Management: 4%
- Financial Institution: 15%
- Trade Organisation/Association: 11%
- Industrial Waste Management: 11%
- Other: 17%

Readers By Remit
- Area of responsibility
  - Management/Administration: 40%
  - Operations: 11%
  - Engineering/Maintenance: 13%
  - Sales/Marketing: 9%
  - Consultancy: 20%
  - Other: 7%

Readers By Company Size
- Employees
  - 1–10: 36%
  - 10–49: 25%
  - 50–99: 11%
  - 100–499: 17%
  - 500–999: 6%
  - 1000+: 5%

Banner Sizes & Rates
- Top: 728 x 90 px - €340
- Middle 1: 468 x 60 px - €240
- Middle 2: 180 x 150 px - €170
- Skyscraper 1: 180 x 600 px - €260
- Anchor: 728 x 90 px - €220

DIGITAL Newsletters

4. WEEKLY E-DIGEST
Effective from 1st of January 2019

**IAB Leaderboard**

**Price**
- € 60 CPM*
- € 1,690/month

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

**Billboard**

**Price**
- € 70 CPM*
- € 1,990/month

**Format**
IAB Billboard 970 x 250 px.

**Half Size Branding/Wallpaper**

**Price**
- € 115 CPM*
- € 2,980/month

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

**Skyscraper/Sidebar**

**Price**
- € 50 CPM*
- € 1,390/month

**Format**
160 x 600 px.

**Banner**

**Price**
- € 40 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.

**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.

**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

With online traffic from 218 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.

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**Digital Online Rates & Formats**

**Price**
- € 115 CPM*
- € 2,980/month

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

**Price**
- € 70 CPM*
- € 1,990/month

**Format**
IAB Billboard 970 x 250 px.

**Price**
- € 60 CPM*
- € 1,690/month

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

**Price**
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**Format**
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**Price**
- € 40 CPM*
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(IAB Medium Rect.)
468 x 60 px.
(IAB Banner)

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

**Price**
- € 1,790 PCM

**Format**
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Overview
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, Bio-waste 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.

Target group
Buyers and decision makers from waste service companies/centres (recycling, waste to energy, bio-waste and municipal), waste generators, machinery manufacturers, distributors, traders, dealers, scrap industry, waste and resource industry consultants, engineering firms, local and national government, commodity traders and legal/financial firms.

Technical Specifications
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.WMW.NEWS