

waste today

COVERING THE WASTE
AND ENVIRONMENTAL
SERVICES BUSINESS.



Waste
today

RESPECT and
EMPOWERMENT

USA: Waste & recycling bases
its growth and culture on a
foundation of respect for its
employees, the community and
the environment.

AHEAD of
the
CURVE

Waste
today

ONLY IN
New York

FILCO
WASTE
RELIABLE. SMART. FAST.
(718) 456-5000
107 AMERLIND AVENUE
BROOKLYN, NY 11207
8162-522

TEXAS PRIDE
2.0

Following its recapitalization,
TEXAS PRIDE DISPOSAL looks
ahead to a future full of expansion
plans and regional ambitions.

2024 MEDIA KIT

DIGITAL | PRINT | CUSTOM CONTENT

WasteTodayMagazine.com



In 2023, we acquired the assets of

MSW
Management
The Journal for Municipal Solid Waste Professionals

Its historical strength covering the technical aspects of landfill development and management will be honored through our new landfill supplement, Landfill Report eNewsletter and through enhanced market distribution of *Waste Today*.

WasteTodayMagazine.com

POWERFUL ENGAGEMENT ENSURES SUPERIOR ADVERTISING RESULTS.

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*



51,562
AVERAGE
MONTHLY SESSIONS



31,538
AVERAGE
MONTHLY USERS



31.32%
MOBILE USERS



20,237
eNEWSLETTER
SUBSCRIBERS



28.17%
eNEWS
OPEN RATE

*Powered by Google Analytics

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.



20,237
DISTRIBUTION



28.17%
OPEN RATE

THE MSW MANAGEMENT LANDFILL REPORT

Issued monthly.



TARGETED
DISTRIBUTION
5,000
NEW

Our eNewsletters are a powerful way to deliver your advertising message, building awareness and preference for your company and products.

Built on tools like Google Analytics, our reporting is thorough and transparent. We do not bundle numbers or distort market reach.

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

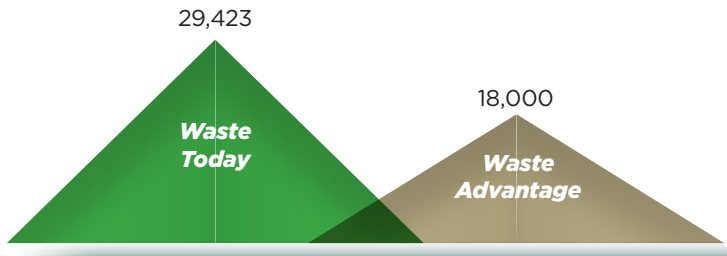
Largest circulation and most-requested magazine!

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

Not only do we reach all market sectors, we reach executives and managers with buying power!

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

OVERALL CIRCULATION SIZE



RECORD SOURCE*



26,485, 90%
DIRECT REQUEST

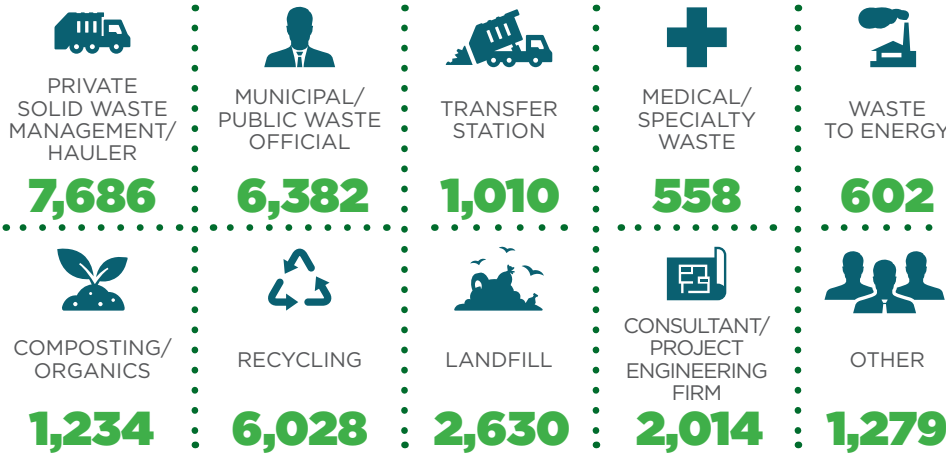
2,938, 10%
DIRECTORIES AND ROSTERS



UNREPORTED

**Waste Today, September 2023 circulation report*

OUR CIRCULATION REACH*:



TOTAL MARKET REACH: 29,423

**September 2023 circulation report*

REACHING SENIOR DECISION-MAKERS

By Title:

- EXECUTIVE MANAGEMENT/GENERAL MANAGERS: **76%**
- MANAGER/SUPERVISOR: **19%**
- COORDINATOR/OTHER: **5%**

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.

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

SALES TEAM



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PROVIDING PROVEN MARKET ACCESS **SINCE 1963**

MEDIA:



RecyclingToday.com



WasteTodayMagazine.com



CDRecycler.com

EVENTS:



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 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

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.

2024 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:

2024 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$5,608	\$5,440	\$5,215	\$5,047	\$4,907	\$4,627
2/3 PAGE	4,711	4,569	4,381	4,240	4,122	3,886
1/2 ISLAND	3,909	3,792	3,635	3,518	3,420	3,225
1/2 STANDARD	3,443	3,340	3,202	3,099	3,013	2,841
1/3 PAGE	2,417	2,345	2,248	2,175	2,115	1,994
1/4 PAGE	2,030	1,969	1,888	1,827	1,776	1,675
1/6 PAGE	1,419	1,376	1,320	1,277	1,241	1,171
BRAND VISION*	\$11,010					
ASK THE EXPERT*	\$9,211					

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
2ND COVER	\$7,718	\$6,946	\$6,290	\$5,680
3RD COVER	7,085	6,377	5,774	5,215
4TH COVER	8,505	7,655	6,932	6,260

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.

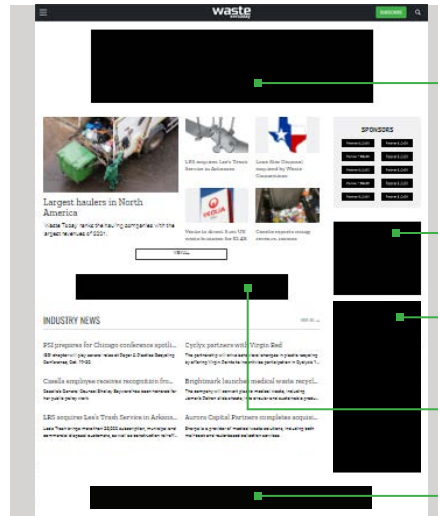
Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) 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.



2024 INTERACTIVE

WEBSITE (HOME PAGE)



BILLBOARD AD
970px X 250px
\$2,880

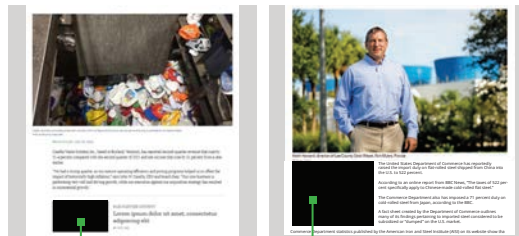
MEDIUM RECTANGLE
300px X 250px
\$1,309

HALF PAGE
300px X 600px
\$2,291

LEADERBOARD
728px X 90px
\$1,597

SUPER LEADERBOARD
970px X 90px
\$2,068

WEBSITE (INTERNAL PAGE)



NATIVE AD
640px X 360px
\$2,356

CATEGORY IN-LINE
300px X 250px
\$2,160

LIGHTBOX
500px X 500px
\$4,320

PARALLAX REVEAL
730px X 570px
\$2,837

eNEWSLETTER

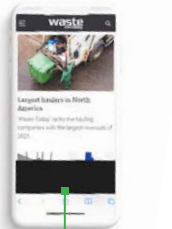


LEADERBOARD
728px X 90px

BANNER
468px X 60px

MEDIUM RECTANGLE*
300px X 250px

TEXT AD
360px X 180px



MOBILE ADHESION BANNER AD

360px X 120px
\$2,575

eNewsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,510	\$1,347	\$1,170	\$1,033
Banner Ad	1,314	1,172	1,018	899
Leaderboard Ad	1,691	1,509	1,311	1,157
Text Ad	2,039	1,818	1,580	1,394

PROJECT SHOWCASE	\$2,765
SPONSORED VIDEO	\$4,542
SUPPLIER SPOTLIGHT	\$3,119

eBOOK*	\$4,991
WEBINAR*	\$9,744

2024	January/February	March	April	May/June	July/August	September	October	November/December
Recurring Content								
Company Profile	◆	◆	◆	◆	◆	◆	◆	◆
Workplace Safety		◆		◆		◆		◆
Lists & Maps					Largest Haulers List			
Operations	Transfer Stations	Commercial Collection	MRFs	Transfer Stations	Residential Collection	Composting	MRFs	Waste to Energy
Equipment	Material Handling	Shredders	Dust/Odor Control	Landfill Compactors/ Heavy Equipment	Collection Carts/ Containers	Compactors	Sorting Equipment	Scales & Weighing Systems
Landfill	Landfill	Landfill	Landfill				Landfill	Landfill
Waste Collection & Transfer	Collection Equipment	Transfer	Routing	Collection Technology	Transfer	Collection Technology	Collection Equipment	Transfer
Organics/ Composting		Organics/Composting	Organics/Composting	Organics/Composting		Organics/Composting	Organics/Composting	
Additional Features	Industry Outlook	Insurance	Conversion Technology	MRF Technology	Construction & Demolition Debris	Conversion Technology	Community Engagement	M&A Recap
	Workforce	Contamination Management	Legislation/Regulations	Specialty/Hazardous Waste	Workforce	Capital Markets	Specialty/Hazardous Waste	MRF Technology
	IC&I		Fleet Management			Government Contracting	Software	
Supplement					Landfill			
Bonus Distribution	Global Waste Management Symposium	SWANA Soar, ISR12024	WasteExpo, Strive for Sustainability Solid Waste & Recycling Conference	Waste Conversion Technology Conference		WasteCon, Waste & Recycling Expo Canada	Paper & Plastics Recycling Conference, Corporate Growth Conference	Compost 2025
Close Date:	Jan. 5, 2024	Feb. 5, 2024	March 5, 2024	May 6, 2024	July 5, 2024	Aug. 5, 2024	Sept. 5, 2024	Nov. 5, 2024
Materials Due:	Jan. 12, 2024	Feb. 12, 2024	March 12, 2024	May 13, 2024	July 12, 2024	Aug. 12, 2024	Sept. 12, 2024	Nov. 12, 2024