



WASTE MANAGEMENT WORLD®

[www.wmw.news](http://www.wmw.news)

media  
planner  
2022

# WASTE MANAGEMENT WORLD

A GLOBAL MAGAZINE FOR PROFESSIONALS



## 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, 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.

## TARGET GROUP

Buyers and decision makers from waste service companies/centres (recycling, waste to energy, biowaste 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.

### BASED IN ASIA?

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BIC GIBAATWWXXX



**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.

Dear Readers,

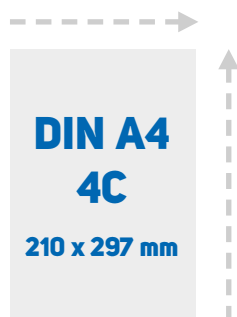
Our industry moves fast. What was once known simply as the waste industry must reposition itself as a key player in the global resource industry. As the International Solid Waste Association's official publication, WMW is uniquely placed to be not only your global guide to the resource industry, but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



Marc Tijhuis,  
Managing Director ISWA

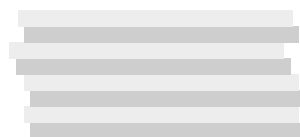
**4**  
**GLOBAL NEWSLETTERS**  
WITH 24K-37K  
SUBSCRIBERS EACH



**FORMAT**  
**PRINT**



**PRINT RUN OF**  
**35,000**



**SUBSCRIBERS IN**  
**110**  
**COUNTRIES**

(NOVEMBER 2016-JULY 2017)



**45,000**  
**DIGITAL SUBSCRIBERS**



## 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.



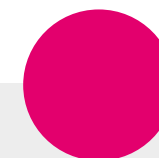
## Waste to Energy

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.



## 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.

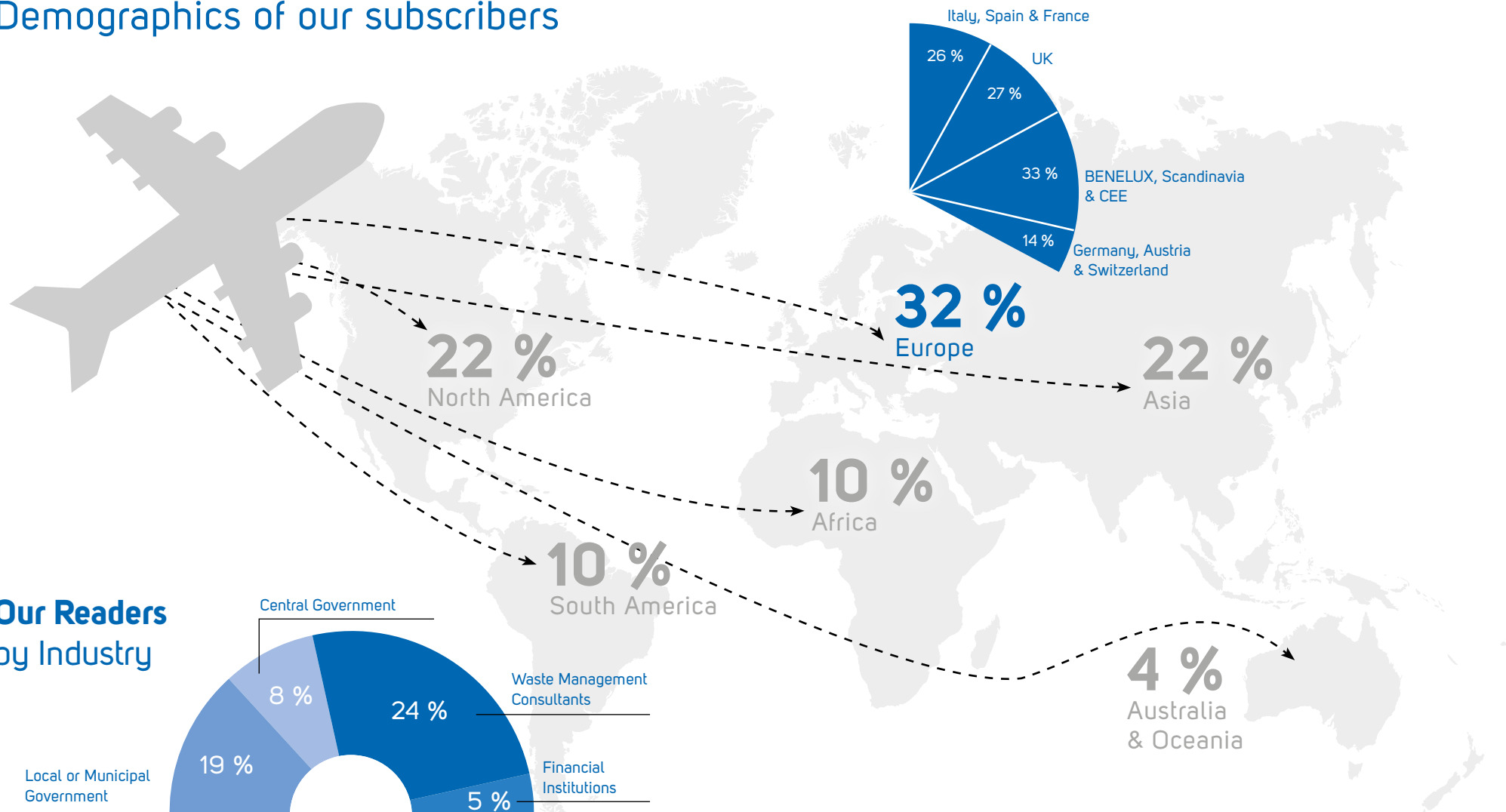


## Biowaste

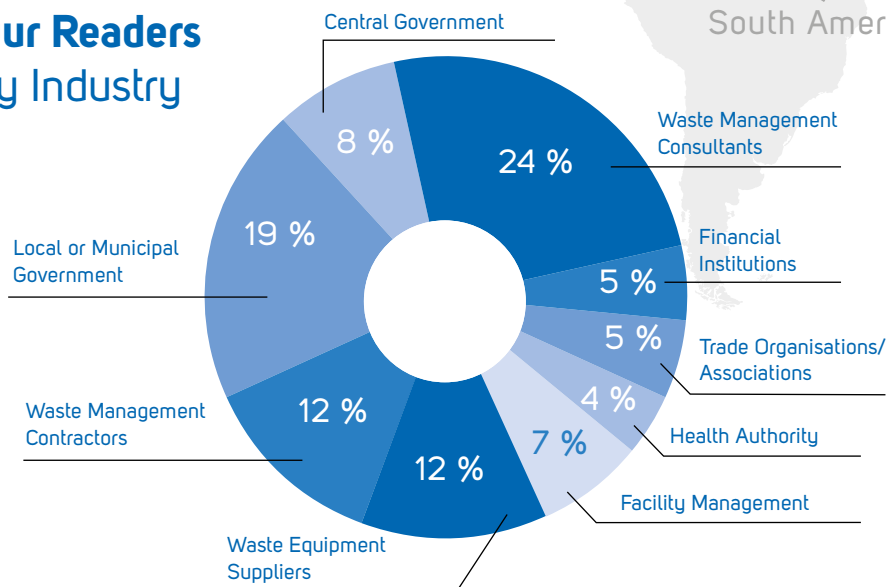
The world over, there are huge opportunities to cut GHG emissions with better management of organic wastes. It's a fast paced and competitive industry. We're looking forward to covering developments in anaerobic digestion and composting, as well as landfill gas, biofuels and advanced technologies.

# Demographics of our subscribers

TARGET GROUPS



## Our Readers by Industry



# PRINT Topics & Events 2022

Further events to be confirmed.

TOPICS		SPECIAL EDITION	ON DISPLAY AT
<b>01</b> <b>JANUARY/</b> <b>FEBRUARY</b> CD: 19.1. DOP: 2.2.	<ul style="list-style-type: none"> <li>• Composting standards around the world</li> <li>• Developments in Dry AD</li> <li>• Textile Waste: Fast fashion, huge impact, innovative Solutions</li> </ul>	Biowaste	<b>ICWMRE</b> Barcelona (ESP) 11.02 – 12.02 <b>ICSW</b> Paris (FR) 22.02 – 23.02 <b>Energy from Waste Conference</b> London (UK) 09.03 – 10.03
<b>02</b> <b>MARCH/</b> <b>APRIL</b> CD: 30.3. DOP: 13.4.	<ul style="list-style-type: none"> <li>• Electronic Waste</li> <li>• Rare Earth &amp; Precious Metal Recycling</li> <li>• Construction &amp; Demolition Waste</li> </ul>	Recycling	<b>EUBCE</b> TBA 09.05 – 12.05 <b>Waste Expo</b> Las Vegas (USA) 09.05 – 12.05 <b>IFAT</b> Munich (GER) 30.05 – 03.06
<b>03</b> <b>MAY/</b> <b>JUNE</b> CD: 18.5. DOP: 1.6.	<ul style="list-style-type: none"> <li>• Climate Change. Solutions for the Waste Management Industry</li> <li>• Biological Treatment</li> <li>• Biogas Upgrading</li> </ul>	Waste to Energy	<b>Plastics Recycling Show Europe</b> Amsterdam (NL) 21.06 – 23.06 <b>International Automobile Recycling Congress</b> Basel (CH) 05.07 – 07.07
<b>04</b> <b>JULY/</b> <b>AUGUST</b> CD: 1.7. DOP: 13.7.	<ul style="list-style-type: none"> <li>• Marine Litter. Solutions and Innovations to tackle the crisis</li> <li>• In-Vessel composting</li> <li>• Kerbside Collection Equipment</li> </ul>	Collection & Handling	<b>RWM</b> Birmingham (GBR) 14.09-15.09
<b>05</b> <b>SEPTEMBER/</b> <b>OCTOBER</b> CD: 2.9. DOP: 14.9.	<ul style="list-style-type: none"> <li>• AI, Robotics and Automation</li> <li>• Circular Economy: Innovations for the Industry</li> </ul>	Recycling	<b>ISWA World Congress</b> Singapore (SGP) 21.09 – 23.09 <b>Ecomondo</b> Rimini (ITA) 8.11 – 11.11
<b>06</b> <b>NOVEMBER/</b> <b>DECEMBER</b> CD: 9.11. DOP: 23.11.	<ul style="list-style-type: none"> <li>• Waste to Liquid Fuels</li> <li>• Optimising Maintenance</li> <li>• Emerging Markets</li> </ul>	Waste to Energy	

# PRINT Rates & Formats

Effective from 1st of January 2022

## WMW – Waste Management World

### 2/1 Full Page Spread



**In type area**  
390 x 267 mm  
**In bleed\***  
420 x 297 mm

€ 9,300

### 1/2 Horizontal Spread



**In type area**  
390 x 92 mm  
**In bleed\***  
420 x 122 mm

€ 7,340

### 1/1 Full Page



**In type area**  
177 x 267 mm  
**In bleed\***  
210 x 297 mm

€ 5,265

### Page Island



**In type area**  
115 x 190 mm  
**In bleed\***  
140 x 222 mm

€ 3,680

### 1/2 Page Vertical



**In type area**  
98 x 248 mm  
**In bleed\***  
105 x 297 mm

€ 3,200

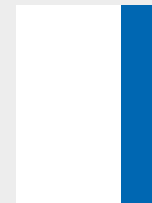
### 1/2 Page Horizontal



**In type area**  
177 x 122 mm  
**In bleed\***  
210 x 148 mm

€ 3,200

### 1/3 Page Vertical



**In type area**  
55 x 248 mm  
**In bleed\***  
70 x 297 mm

€ 2,550

### 1/3 Page Horizontal



**In type area**  
177 x 85 mm  
**In bleed\***  
210 x 99 mm

€ 2,550

### 1/4 Page Vertical



**In type area**  
88 x 122 mm  
**In bleed\***  
105 x 148 mm

€ 2,000

### 1/4 Page Horizontal



**In type area**  
177 x 61 mm  
**In bleed\***  
210 x 74 mm

€ 2,000

### 1/8 Page Horizontal / Triangle



**In type area (Horizontal)**  
90 x 60 mm  
**Triangle**  
70 x 70 mm

€ 1,240

**Outside Back Cover:** plus 25%  
**Inside Front Cover:** plus 15%  
**Inside Back Cover:** plus 10%

## 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

**Elisabetta dal Bello M.A.**  
Media Consultant  
Mobile: +43 (0) 676-4062330  
dalbello@wmw.news

### ARE YOU AN ISWA MEMBER?

Get in touch with **Daniel Purchase** at  
dpurchase@iswa.org  
+31 629480717

### BASED IN ASIA?

Contact our regional sales manager,  
**Ms. Fang Wei Goh** (Singapore)  
fangwei.goh@wmras.org.sg  
+65 6222 5328

**Prices:** do not include VAT

**Sizes:** width x height

\* plus 3mm trim on outer edge and crop marks

# NEW! THE WMW DEEP DIVE

## Digital Topics 2022

Monthly digital focuses on topics that move the industry. Reports, analyses, videos and podcasts - and a themed newsletter.

### Waste to Energy Month

**01/02**  
JAN + FEB

January and February are our focus months on all things WTE from Incineration to Waste to Liquid.

### Sustainability/Waste2Green Month

**03**  
MARCH

Focus-Months with News, Technology, Analysis and Views on Sustainability in the Waste Management Industry

### Recycling Month

**04**  
APRIL

News, Views, Technology and Analysis on all Things Recycling

### Digitalisation in the Waste Industry Month

**05**  
MAY

Focus Month on Digital solutions for an efficient waste management business

### Metal Recycling Month

**06**  
JUNE

From Scrap to Rare Earth and Precious Metal Recycling: June is our Metal Month

### Plastics Recycling Month

**07/08**  
JULY + AUGUST

News, Views, Technology and Analysis on Plastics Recycling. The two focus months for tackling the crisis.

### Waste to Energy Month

**09**  
SEPTEMBER

All things WTE from Incineration to Waste to Liquid

### Collection + Handling Month

**10**  
OCTOBER

All Things Collection & Handling, from Street Sweepers to Medical Waste

### Biowaste Month

**11**  
NOVEMBER

News, Views and Ideas on the global resources from Biowaste

### Digital Strategies Month

**12**  
DECEMBER

Focus-Month on how technology can help shape your business in 2023

## THE WMW DEEP DIVE DIGEST

Every 4th Wednesday of the month, this Newsletter features all the Reports, Analyses, Videos, Podcasts on the Focus Topic

**Subscribers: 32.000**

Top	728 x 90 px	€ 840
Middle 1	468 x 60 px	€ 575
Business Link*		€ 575
Middle 2	180 x 150 px	€ 420
Skyscraper 1	180 x 600 px	€ 630
Anchor	728 x 90 px	€ 500

# FOCUS ONLINE

## How do you benefit?

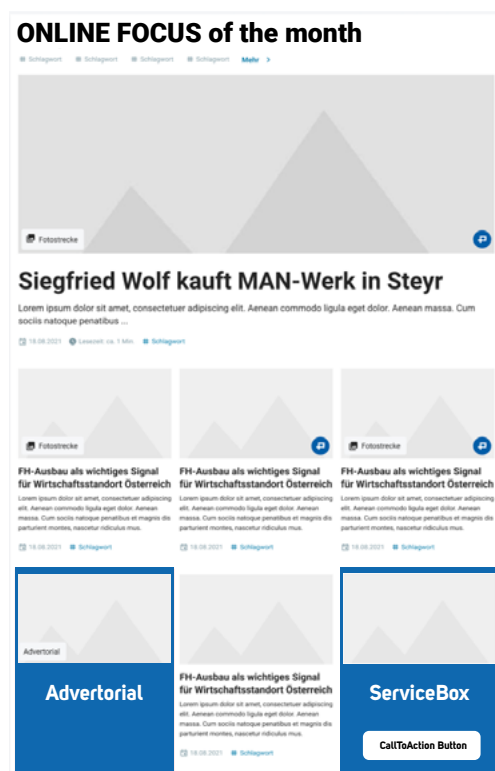
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

Your advertisement is featured on its own topic-stage on our website. Thus the visibility of your product or content is guaranteed and you are present at your most important focal points.

Reports, interviews, specialist articles, commentaries, videos and product information comprehensively offer everything that experts and decision-makers need to know. Our newsletter summarizes the findings and delivers them combined to our readers.

## Your benefit!

Your advertisement is being embedded in a topic exclusive online stage in this SEO-optimized environment. Therefore, the visibility of your advertising message within a suitable thematic focus is guaranteed.



### Online Advertorial

Technical data:

200 visible characters\*  
(Headline, heading + text)  
+ min. 1 picture in landscape (16:9)  
+ Text to create an article

### ServiceBox

Technical data:

+ 1 picture in landscape (16:9)  
max. 150 characters (Heading + Teaser)  
+ 1 image landscape format  
+ CallToAction button (Link / URL)

*As they complement each other, you can book them together to be the sole advertiser!*

\*The 200 characters refer to the visible text on the homepage. These are not identical to the first 200 characters of the advertorial text.



# The WMW Newsletters

## Weekly E-Digest

Every Friday: The hottest news, analysis and opinion from industry experts.

**Subscribers: 32.000**

## Waste to Energy

Every 1st Tuesday of the month: News, Technology, Analysis and Views on WTE

**Subscribers: 34.000**

## Collection + Handling

Every 2nd Tuesday of the month: News, Technology, Analysis and Views on C+H

**Subscribers: 9.500**

## Recycling

Every 3rd Tuesday of the month: News, Technology, Analysis and Views on Recycling

**Subscribers: 26.000**

## NEW: Biowaste

Every 4th Tuesday of the month: News, Technology and Analysis on Biowastetreatment

**Subscribers: 10.000**

## Banner Sizes & Rates

	Format	Price
<b>Top</b>	728 x 90 px	€ 340
<b>Middle 1</b>	468 x 60 px	€ 240
<b>Business Link*</b>		€ 240
<b>Middle 2</b>	180 x 150 px	€ 170
<b>Skyscraper 1</b>	180 x 600 px	€ 260
<b>Anchor</b>	728 x 90 px	€ 220



<b>Top</b>	728 x 90 px	€ 840
<b>Middle 1</b>	468 x 60 px	€ 575
<b>Business Link*</b>		€ 575
<b>Middle 2</b>	180 x 150 px	€ 420
<b>Skyscraper 1</b>	180 x 600 px	€ 630
<b>Anchor</b>	728 x 90 px	€ 500

<b>Top</b>	728 x 90 px	€ 640
<b>Middle 1</b>	468 x 60 px	€ 440
<b>Business Link*</b>		€ 440
<b>Middle 2</b>	180 x 150 px	€ 300
<b>Skyscraper 1</b>	180 x 600 px	€ 480
<b>Anchor</b>	728 x 90 px	€ 400

<b>Top</b>	728 x 90 px	€ 670
<b>Middle 1</b>	468 x 60 px	€ 460
<b>Business Link*</b>		€ 460
<b>Middle 2</b>	180 x 150 px	€ 315
<b>Skyscraper 1</b>	180 x 600 px	€ 500
<b>Anchor</b>	728 x 90 px	€ 420


<b>Top</b>	728 x 90 px	€ 640
<b>Middle 1</b>	468 x 60 px	€ 440
<b>Business Link*</b>		€ 440
<b>Middle 2</b>	180 x 150 px	€ 300
<b>Skyscraper 1</b>	180 x 600 px	€ 480
<b>Anchor</b>	728 x 90 px	€ 400

**\*Business Link:** Up to 300 characters plus picture 4:3 and a link to your landing page.





**Top**


**Featured Articles**



[Green Light for 675,000 TPA Ferrybridge Multifuel 2 Waste to Energy Plant](#)  
UK waste to energy developer, Multifuel Energy, has been granted planning consent for the 675,000 tonne per year Ferrybridge Multifuel 2 project by the Secretary of State.



[VIDEO: Harvest Power's 120,000 TPA Food Waste to Biogas Plant in Florida](#)  
Six times Emmy Award winner, John Holden, takes a look at how Harvest Power and its partners are using anaerobic digestion to produce power from 120,000 tonnes of food waste per year in Orlando, Florida.



[Earnings Up on Lower Revenues at Waste Management Inc.](#)  
Revenues for the third quarter of 2015 at Houston, Texas based Waste Management, Inc. fell to \$3.36 billion compared with \$3.60 billion in Q3 2014.

**Middle 2**

**Middle 1**

**Sky-scraper**

**Anchor**

# DIGITAL Rates & Formats

Effective from 1st of January 2022



## 1) IAB Billboard

### Price

€ 70 CPM

Format:  
970 x 250 px

monthly  
€ 1.990,-

## 2) Wallpaper

Price: € 115 CPM

Formats: Leaderboard  
+ Wide Skyscraper

monthly  
€ 3,980

## 7) HalfPage Ad

### Price

€ 360 CPM

Format:  
300 x 600 px

monthly  
€ 1,990

also **MOBILE!**

## 3) IAB Wide Skyscraper

### Price

€ 50 CPM

Format:  
160 x 600 px

monthly  
€ 1,990

## 4) Sidebar

### Price

€ 30 CPM

Format:  
Dynamic, sticky

monthly  
€ 1,890

also **MOBILE!**

## 8) IAB Medium Rectangle

### Price

€ 40 CPM

Format:  
300 x 250 px

monthly  
€ 1.490,-

also **MOBILE!**

## 5) IAB Leaderboard

### Price

€ 60 CPM

Format:  
970 x 90 px

monthly  
€ 2,690

## 9) CMS Advertorial

see  
[OnlineHighlights](#)

## 6) Online-Advertorials

The ideal addition to your content marketing.

### Startseiten-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

### Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

**Price per month: € 1,800**

when linked to external URL: **€ 1,600**

## White paper platform



Reach all those who are interested in your content.

Pay only those leads that are valuable and of interest to you.



### BASIC PACKAGE

**E-mail address** (verified by sending the download link)

**30 Leads = € 1,500**

The following information can be requested for an additional charge:

- **personal details**
- **company name**
- **company location**
- **company details**
- **professional details**
- **telephone number**



### The White Paper Seal of Approval

Get an editorial seal of approval by having your white paper produced or reviewed by our Waste Management World editors.

This is how you boost lead generation and increase conversion significantly!

Seal of quality without optimization:  
**€ 1,500**

Seal of quality with optimization of content/page:  
**€ 450**

## Webcast / Webinar

- Announcement of your webinar via business links in two newsletters.
- Your webinar announcement widget remains online for one month.
- Your own landing page for participant registration.
- Implementation of your webinar with our webinar software.
- The slides and the Youtube link with the webinar recording will remain online on our website for three months and guarantee you further interested parties.

**Enquiries:** Michaela Capelli, BA  
michaela.capelli@industriemedien.at  
Tel.: +43-1-97000-431

## Video content

We don't just play out your clips and films.  
We are also happy to produce them for you! !

Our experienced video team will support you throughout the entire production process: from the storyboard to the shooting and the sound recording to playout on one of our successful online platforms.

- **Tutorials**
- **Event videos**
- **Product videos**
- **Advertising trailers**
- **Webinars**
- **Explanatory videos**

# NEW! – Your Company Newsroom!



## YOUR NEWSROOM

- Integration of your messages on our homepage
- Unlimited number of messages per year with images
- Permanent, SEO-relevant storage upon renewal

**Total price per year  
€ 6,980.-**

# NEW! – Branded Newsletter

Do you already know our new newsletter branding?

Here we can give our ongoing newsletters your publication frame.

- Every Friday you can join our **WEEKLY E-DIGEST**
- Every Tuesday we are rotating between following topics:  
**Waste to Energy** (1st Tuesday/month)  
**Collection & Handling** (2nd Tuesday/month)  
**Recycling** (3rd Tuesday/month)  
**Biowaste** (4th Tuesday/month)

**Price € 1,400.-/Newsletter**



## Is it *working* yet?

We mean your marketing. Unfortunately, Henry Ford could not answer this question back in his day either. He could not say which 50% of his invested budget was actually a total waste. Today, we have a better grasp of this issue. Digital tools make the impact and results of B2B campaigns more measurable than ever. B2IMPACT, the new agency of WEKA Industrie Medien, reaches exactly the communication targets you define – with content, performance and creation. And Henry Ford? We probably could have helped him out, too.



[b2impact.com](http://b2impact.com)