

WASTE

management world.



WaterWorld.

Industrial
WaterWorld

wwi
WATER & WASTEWATER INTERNATIONAL

WASTE
management world.

VIRTUAL  H₂O.

WaterWorld
MIDDLE EAST
FOCUSING ON WATER AND WASTEWATER
« تركيز على مواضيع المياه و مياه الصرف الصحي »

WASTE
management world

Waste Management World

WASTE MANAGEMENT WORLD

As a global magazine and website, *Waste Management World* covers every aspect of the solid waste industry for readers around the world – 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. WMW also looks at issues on a smaller scale such as local strategies and best practice in specific areas or towns.

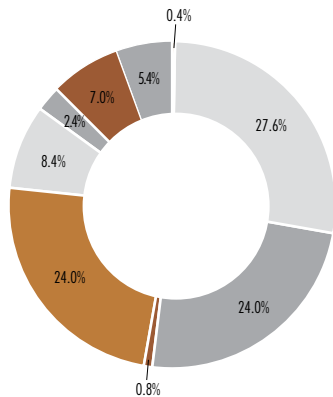
Waste Management World is produced in partnership with the International Solid Waste Association (ISWA) and is distributed to all of its 1,100 members combined with PennWell's own comprehensive database. The magazine features regular content from ISWA throughout the year such as a comment page and details of upcoming events, as well as in-depth features from ISWA experts in various fields in the waste industry.

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. ISWA has members around the world and is the only worldwide association promoting sustainable and professional waste management. The Association is open to individuals and organisations from the scientific community, public institutions and public and private companies from all over the world working in the field of and interested in waste management.

For more information visit: www.iswa.org

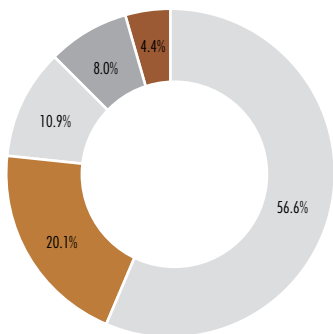
WASTE MANAGEMENT WORLD SUBSCRIBERS



Subscribers by continent

- 27.6%** — Europe: 4,973
 - 24.0%** — Asia: 4,320
 - 24.0%** — North America: 4,323
 - 8.4%** — Africa: 1,516
 - 7.0%** — Middle East: 1,253
 - 5.4%** — South America: 963
 - 2.4%** — Asia Pacific: 434
 - 0.8%** — Caribbean: 147
 - 0.4%** — Central America: 71
- Total Qualified Circulation: 18,000**

Source: June 2011 BPA Circulation Statement



Subscribers' purchasing power

- 56.6%** — Up to \$100,000: 10,185
- 20.1%** — Up to \$500,000: 3,626
- 10.9%** — Up to 5,000,000: 1,968
- 8.0%** — Over 5,000,000: 1,433
- 4.4%** — No answer: 788

Source: Publisher's own data

(Over 74% of Waste Management World subscribers authorize or specify the purchase of waste management products and services).

"Lindner-Recyclingtech GmbH decided to be a constant part of *Waste Management World* as we think that the magazine is very appealing, has professional articles and deals with the most important waste management topics. It covers interesting countries, clients and applications and the team is very reliable and flexible."

- Michaela Ulbing, Marketing Manager,
Lindner-Recyclingtech GmbH

Inside Each Issue

FOCUS ON SUSTAINABILITY

Waste Management World editorial is committed to promoting sustainable waste management, strongly supporting the three 'Rs' of reduce, reuse and recycle. Issues covered include sorting, collection, transport, recycling, biowaste and waste to energy along with best practice for landfill and landfill rehabilitation.

INFORMATION FOR AN EVOLVING INDUSTRY

The waste sector is evolving and information needs are changing, not just in terms of content, but of delivery – in addition to our print editions, subscribers are now welcome to receive a digital 'turn the pages' version of the magazine by e-mail. The WMW website is a source of news and features, and we keep in touch with regular subscribers and non-subscribers with a selection of regular e-updates.

SOLID SUPPORT

Waste Management World has the support and input of the International Solid Waste Association, currently led by UK-based president, Jeff Cooper.

WORLDWIDE PRESENCE

Waste Management World is distributed bi-monthly to 18,000 qualified subscribers in 170 countries. An additional 14,000 copies are distributed annually at key trade shows, exhibitions and conferences around the world. This ensures that our distribution continues to reach new markets.

EDITORIAL

WASTE MANAGEMENT WORLD HAS IT COVERED EVERY ISSUE COVERS THE MAIN AREAS OF:

- biological waste treatment
- collection and transport
- recycling and waste minimization
- sanitary landfill
- thermal treatment of waste

ALSO COVERED REGULARLY ARE:

- hazardous waste
- communications and social issues
- regional case studies, including Eastern Europe and Latin America
- materials focuses, including metals, recovered paper and glass

WASTE MANAGEMENT WORLD

PRODUCES REGULAR SPECIALS ON:

- collection and transport
- waste to energy and thermal treatment
- biowaste
- recycling

The annual Review / Directory issue is published in July, with reviews of technologies and industry sectors, together with a full product and supplier directory. This issue benefits from significant additional bonus distribution at all international events that *Waste Management World* participates at – from July to July every year.

With a diverse range of regular and invited contributors, *Waste Management World* covers technology, policy, finance and news, as well as bigger issues of importance to the waste sector through features, news stories, project profiles and opinion pieces.

EDITORIAL SUBMISSIONS:

Waste Management World welcomes editorial material, story ideas, technical articles, news briefs and products announcements. Use of editorial material is at the editor's discretion. *Waste Management World* reserves the right to accept, refuse and edit all submitted materials. All submitted materials become the property of PennWell Corporation.

Please send submissions to:

Ben Messenger, associate editor, *Waste Management World*.
email: benm@pennwell.com



2012 Editorial Calendar

	JAN/FEB 2012	MAR/APR 2012	MAY/JUN 2012
EDITORIAL FEATURES AND CASE STUDIES	Biowaste (special section) The latest on biowaste management and treatment methods, including anaerobic digestion, in-vessel composting, biogas development and injection into the grid, as well as updates on international rules and regulations such as the European Biowaste Directive.	Landfill Management Developments in harnessing landfill gas, leachate management, methane conversion to fuel and the latest trials and discussions on landfill engineering, capping and mining for materials and thermal recovery.	Collection & Transport (special section) WMW's vehicle and plant correspondent, Malcolm Bates, looks into developments in the collection and bulk transport of waste and recyclables, materials handlers, highway and precinct sweepers, and conducts interviews with some of the industry's leading lights.
ADDITIONAL FEATURES	- Materials Focus: Wood / Biomass - Regional Case Study: Europe	- Materials Focus: Glass - Regional Case Study: Eastern Europe	- Materials Focus: Recovered Paper - Regional Case Study: North America / Caribbean
TARGETED BONUS DISTRIBUTION	• Globe	• IFAT Entsorga	• WasteMET Asia
EDITORIAL DEADLINES	1/2/12	3/2/12	5/4/12
AD SPACE CLOSE	1/10/12	3/9/12	5/10/12
MATERIALS DUE	1/23/12	3/22/12	5/22/12

	JUL/AUG 2012	SEP/OCT 2012	NOV/DEC 2012
EDITORIAL FEATURES AND CASE STUDIES	Annual review issue Global Buyers Guide 2011-2012 <i>Waste Management World's</i> annual bumper issue includes a review of technologies and industry sectors, together with a full product and supplier directory and ISWA membership listings.	Recycling (special section) A focus on the development of recycling sorting and processing machinery, legislation, contract developments and international case studies on the progress of recycling collections, services and market activity.	Waste to Energy (special section) A look at how the latest waste to energy and thermal treatment technologies are progressing; legislative changes, emissions monitoring, technology improvements and planning.
ADDITIONAL FEATURES	- Materials Focus: Metals (ferrous and non-ferrous) - Regional Case Study: Latin America	- Materials Focus: Packaging - Regional Case Study: Asia-Pacific	- Materials Focus: Textiles - Regional Case Study: Middle East / Africa
TARGETED BONUS DISTRIBUTION	• Waste Con 2012 • RWM 2012	• Pollutec	
EDITORIAL DEADLINES	7/2/12	9/3/12	11/2/12
AD SPACE CLOSE	7/10/12	9/10/12	11/9/12
MATERIALS DUE	7/23/12	9/24/12	11/22/12

Advertising Rates & Specifications

USD	1x	3x	6x	9x	12x	18x	24x	36x
Full Page Spread	12,535	11,285	9,950	8,965	8,015	7,215	6,460	5,815
Half Page Spread	9,820	8,850	7,810	7,030	6,305	5,675	5,085	4,575
Full Page	7,105	6,405	5,670	5,105	4,575	4,120	3,685	3,320
1/2 Page	4,285	3,870	3,425	3,080	2,760	2,485	2,230	2,005
1/3 Page	3,370	3,120	2,775	2,500	2,225	2,000	1,790	1,610
1/4 Page	2,645	2,370	2,135	1,920	1,725	1,555	1,390	1,250

GBP	1x	3x	6x	9x	12x	18x	24x	36x
Full Page Spread	7,165	6,450	5,685	5,125	4,585	4,125	3,690	3,325
Half Page Spread	5,610	5,060	4,465	4,015	3,605	3,245	2,905	2,615
Full Page	4,060	3,660	3,240	2,915	2,615	2,350	2,110	1,895
1/2 Page	2,450	2,210	1,955	1,760	1,580	1,420	1,275	1,145
1/3 Page	1,925	1,780	1,585	1,430	1,270	1,145	1,025	920
1/4 Page	1,510	1,355	1,220	1,100	985	885	790	710

EURO	1x	3x	6x	9x	12x	18x	24x	36x
Full Page Spread	8,840	7,960	7,020	6,320	5,660	5,095	4,560	4,105
Half Page Spread	6,930	6,245	5,510	4,960	4,445	4,000	3,585	3,230
Full Page	5,015	4,520	4,000	3,600	3,225	2,900	2,600	2,340
1/2 Page	3,025	2,725	2,415	2,170	1,945	1,755	1,570	1,415
1/3 Page	2,375	2,200	1,955	1,765	1,570	1,410	1,265	1,140
1/4 Page	1,865	1,670	1,505	1,350	1,215	1,095	980	880

RATE POLICY:

Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's publications. A spread counts as two insertions. Rates include a 15% commission to recognized advertising agencies on space, colour and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1% per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing six weeks prior to publication.

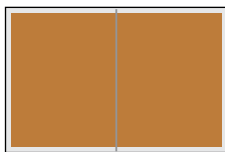
Mechanical Data

STANDARD PAGE: Special Positions 4-Colour Ads only

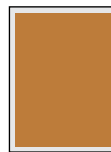
Inside Front Cover	Inside Back Cover	Outside Back Cover
Rate plus 15%	Rate plus 10%	Rate plus 20%

DISCOUNTS:

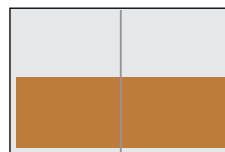
B & W	2 Colour
20%	10%



Full Page Spread
Live Area: 390mm (w) x 267mm (h)
(15.35"w x 10.51"h)
Trim: 420mm (w) x 297mm (h)
(16.54"w x 11.69"h)
Bleed: 430mm (w) x 307mm (h)
(16.93"w x 12.09"h)



Full Page
Live Area: 180mm (w) x 267mm (h)
(7.09"w x 10.51"h)
Trim: 210mm (w) x 297mm (h)
(8.27"w x 11.69"h)
Bleed: 220mm (w) x 307mm (h)
(8.66"w x 12.09"h)



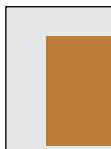
1/2 Horizontal Spread
Live Area: 390mm (w) x 92mm (h)
(15.35"w x 3.62"h)
Trim: 420mm (w) x 122mm (h)
(16.54"w x 4.80"h)
Bleed: 430mm (w) x 132mm (h)
(16.93"w x 5.20"h)



1/2 Page Horizontal
Live Area:
180mm (w) x 122mm (h)
(7.09"w x 4.80"h)



1/2 Page Vertical
Live Area:
88mm (w) x 248mm (h)
(3.46"w x 9.76"h)



1/2 Page Island
Live Area: 115mm (w) x 190mm (h)
(4.53"w x 7.48"h)



1/3 Page Horizontal
Live Area:
180mm (w) x 85mm (h)
(7.09"w x 3.35"h)



1/3 Page Vertical
Live Area:
55mm (w) x 248mm (h)
(2.17"w x 9.76"h)



1/4 Page Vertical
Live Area: 88mm (w) x 122mm (h)
(3.46"w x 4.80"h)



1/4 Page Horizontal
Live Area:
180mm (w) x 61mm (h)
(7.09"w x 2.40"h)

IMPORTANT: Please allow a 15mm text-free gutter in the center of the spread

METHOD OF PRINTING: Sheetfed

BINDING: Perfect Bound. Alignment is not guaranteed on facing page spreads of type and design. Precision folding of copies is not guaranteed.

PAPER: 70gsm gloss text, 200gsm gloss cover.

INSERTS

To be no less than 130gsm (70Lb). Please contact the Production Manager for questions and delivery address of inserts.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. **For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on instructions.**

SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also accept ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the instructions at our ad upload site: <http://digitalads.pennwell.com>

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to Waste Management World, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select Waste Management World in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Ad Services, 918-831-9415. PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.

Banner Advertising on Waste-Management-World.com

Associate your company or product with the industry's leading media brand. Increase brand awareness and generate traffic to your website with banner display advertising on Waste-Management-World.com. Opportunities include standardized large format ad positions such as the Page Peel, Leaderboard (Top / Anchor), and Skyscraper. Most rich media ad formats accepted.

WEBSITE STATISTICS:

Avg Monthly unique visitors	26,530
Avg Monthly page views	58,815

ONLINE AD	PRICE (Gross)		
Top	\$1,000	£635	€675
Site Sponsor #1	\$500	£320	€340
Site Sponsor #2	\$500	£320	€340
Site Sponsor #3	\$500	£320	€340
Skyscraper 1	\$750	£475	€505
Skyscraper 2	\$750	£475	€505
Anchor	Included with top		

To provide you with the most accurate and timely specifications for our digital media products, we've included a QR code and a URL link below for instant access. This ensures you see the most up-to-date information.

<http://www.waste-management-world.com/index/advertise/materials-specifications.html>

-OR-




Please submit all your digital materials to webtraffic@pennwell.com.



Topic Center Sponsorships

Topic centers include subject-focused news, videos, feature articles, webcasts and more, plus relevant content from our print publications.

TOPIC CENTERS	PRICE/MONTH (Gross)
Single Sponsor	\$1,200 / £745 / €825

BANNERS	SPECS *
Top	To provide you with the most accurate and timely specifications for our digital media products, we've included a QR code and a URL link below for instant access. This ensures you see the most up-to-date information.
Right Rail	<p>http://www.waste-management-world.com/index/advertise/materials-specifications.html</p> <p>-OR-</p> 
Anchor	



Please submit all your digital materials to webtraffic@pennwell.com.

SPONSORSHIP OPTIONS

TOPIC CENTERS

Collection Transport	Waste - to - Energy
Recycling	Markets / Policy
Landfill	Opinion
Biological Treatment	Products

To learn more, contact your sales representative.

e-Newsletter Banner Advertising

e-Newsletters offer a combination of branding and direct response through ad placement and association with editorial content e-mailed directly to subscribers. Choose the ones most relevant to your business for maximum visibility with your target audience.

Recycling - Monthly e-Newsletter: This monthly e-Newsletter provides coverage of international recycling activities, from regulatory changes and incentives, to municipality case studies. Includes up-to-date insight on new contracts, facility openings and new technologies. This is designed to provide subscribers with a single, monthly round-up of the top industry news, as well as recycling coverage across other media.

Waste-to-Energy - Monthly e-Newsletter: This monthly e-Newsletter is published in association with CEWEP (The Confederation of European Waste to Energy Plants), and aims to provide readers with a round-up on global waste to energy news, including new contracts, mergers and acquisitions, regulatory updates, video case studies and new technologies. It's designed to keep the international waste-to-energy industry abreast of what the sector is doing.

Waste Management World - Weekly e-Digest: Sent out weekly, the e-Digest pulls together the week's most popular stories and headlines the industry shouldn't miss. If regular, daily website visitors are away on business for a few days, this e-Newsletter does a great job providing a brief summary of everything they missed.

e-NEWSLETTER	PRICE (Gross)		
Top/Anchor	\$800	£510	€540
Middle 1	\$600	£380	€405
Skyscraper 1	\$700	£445	€475
Anchor	Included with top		

To provide you with the most accurate and timely specifications for our digital media products, we've included a QR code and a URL link below for instant access. This ensures you see the most up-to-date information.

<http://www.waste-management-world.com/index/advertise/materials-specifications.html>

-OR-



Please submit all your digital materials to webtraffic@pennwell.com.

Due date: 3 days prior to going live



2012 e-Newsletter Calendar

	Recycling - Monthly e-Newsletter:	Waste-to-Energy - Monthly e-Newsletter:	Waste Management World - Weekly e-Digest:	
JANUARY	1/17/12	1/3/12	1/6/12 1/20/12	1/13/12 1/27/12
FEBRUARY	2/21/12	2/7/12	2/3/12 2/17/12	2/10/12 2/24/12
MARCH	3/20/12	3/6/12	3/2/12 3/16/12 3/30/12	3/9/12 3/23/12
APRIL	4/17/12	4/3/12	4/6/12 4/20/12	4/13/12 4/27/12
MAY	5/15/12	5/1/12	5/4/12 5/18/12	5/11/12 5/25/12
JUNE	6/19/12	6/5/12	6/1/12 6/15/12 6/29/12	6/8/12 6/22/12
JULY	7/17/12	7/3/12	7/6/12 7/20/12	7/13/12 7/27/12
AUGUST	8/21/12	8/7/12	8/3/12 8/17/12	2/10/12 8/31/12
SEPTEMBER	9/18/12	9/4/12	9/7/12 9/21/12	9/14/12 9/28/12
OCTOBER	10/16/12	10/2/12	10/5/12 10/19/12	10/12/12 10/26/12
NOVEMBER	11/20/12	11/6/12	11/2/12 11/16/12 11/30/12	11/9/12 11/23/12
DECEMBER	12/18/12	12/4/12	12/7/12 12/21/12	12/14/12

Editorial deadlines are roughly 1 week ahead of post date; Advertising accepted up to the day before. For more details, contact Ben Messenger (benm@pennwell.com).

Additional Digital Opportunities

WEBCASTING — Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and / or Video, plus a testing and certification option. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

WEBCAST	PRICE (Gross)		
Exclusive	\$12,000	£7,600	€8,105
Sponsored (2)	\$6,000	£3,800	€4,055
Sponsored (3)	\$4,000	£2,535	€2,700
Sponsored (4)	\$3,000	£1,900	€2,025



e-LIST RENTAL — E-mailing your message is an effective and inexpensive direct response medium. Subscribers include managers and operating personnel who specify the products and services needed for the design, construction, operation and maintenance in the waste management industry.

e-LIST RENTALS	PRICE (Gross)
	\$450/month
	£270/month
	€285/month

DIGITAL COVER EXCLUSIVES — Digital Magazine Cover Exclusive offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines. For more information scan the QR code, or visit <http://www.waste-management-world.com/index/advertise/materials-specifications.html>.

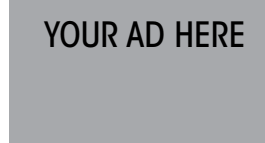
DIGITAL EDITION	PRICE (Gross)
COVER	\$1,000 / £635 / €675



Exclusive Digital Cover Position

VIDEO SPONSORSHIP — Each week, our editors round up the top waste management industry headlines. With a pre-roll video sponsorship, over 420 viewers each week will see and hear your message.

VIDEO SPONSORSHIP	PRICE (Gross)
	\$2,500/month
	£475/month
	€505/month



Additional Digital Opportunities

WHITE PAPERS	PRICE (Gross)		
White Papers	\$300	£190	€205
Premium Sponsorship	\$500	£320	€340

BUYERS' GUIDE ONLINE	PRICE (Gross)		
Select - Online	\$595	£370	€410
Select Plus - Online	\$1,195	£745	€825
All Access Package	\$4,995	£3,105	€3,445
Additional Categories - Online	\$99	£60	€70

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