

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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WASTE

management world.



PennWell International Publications Ltd.
The Water Tower, Gunpowder Mill
Powdermill Lane
Waltham Abbey, Essex EN9 1BN
Tel. No.: +44 1992 65 6600
Fax No.: +44 1992 65 6700
www.waste-management-world.com

Official Publication of: International Solid Waste Association
Established: 1998
Issues per Year: 6

FIELD SERVED

Waste Management World serves the waste management industry including waste management equipment suppliers and manufacturers, waste management contractors and operators, industrial waste managers, health authorities, facility managers, local and municipal government, central government, waste and environmental regulation and policy makers, waste management consultancies, financial institutions concerned with waste, trade organizations, associations and NGO's, research or training establishments and other industries allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include administration/management, operations, engineering and maintenance, sales and marketing, consultancy and other related functions.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	23
Advertiser and Agency _____	238
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	367
Digital _____	-
All Other _____	438
TOTAL	1,066

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,070	94.8	17,070	94.8	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	930	5.2	930	5.2	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,000	100.0	18,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July/August _____	854	854	6,627	11,373	18,000
September/October _____	911	912	6,570	11,430	18,000
November/December _____	2,850	2,850	6,662	11,338	18,000
TOTAL	4,615	4,616			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Management/ Administration	Operations	Engineering/ Maintenance	Sales/ Marketing	Other	
									Consultancy	Other
Waste management equipment supplier/manufacturer _____	2,193	12.2	809	1,384	1,025	93	387	595	62	31
Waste management contractor/operator _____	2,293	12.7	900	1,393	1,262	314	383	188	95	51
Industrial waste management _____	1,363	7.6	502	861	538	196	405	107	87	30
Health authority _____	215	1.2	89	126	86	43	31	11	26	18
Facility management _____	757	4.2	250	507	336	94	244	28	50	5
Local/municipal government _____	692	3.8	244	448	336	78	162	13	62	41
Central government _____	450	2.5	146	304	187	35	128	2	52	46
Waste/environmental regulation/policy _____	421	2.3	168	253	155	40	105	18	69	34
Waste management consultancy _____	3,290	18.3	1,019	2,271	1,027	74	478	125	1,553	33
Financial institution concerned with waste _____	266	1.5	91	175	126	26	20	30	45	19
Trade organization/ association/NGOs _____	533	3.0	185	348	276	43	54	59	77	24
Research or training establishment _____	1,735	9.6	626	1,109	436	98	400	32	427	342
Other _____	2,827	15.7	668	2,159	1,065	256	563	220	259	464
Qualified Subtotal	17,035	94.6	5,697	11,338	6,855	1,390	3,360	1,428	2,864	1,138
Percent Subtotal	94.6	-	31.6	63.0	38.1	7.7	18.7	7.9	15.9	6.3
Members of the International Solid Waste Association _____	965	5.4	965	-						
TOTAL QUALIFIED CIRCULATION	18,000	100.0	6,662	11,338						
PERCENT	100.0		37.0	63.0						

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	14,813	2,307	-	5,782	11,338	17,120	95.1
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	880	-	-	880	-	880	4.9
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,693	2,307	-	6,662	11,338	18,000	100.0
PERCENT	87.2	12.8	-	37.0	63.0	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	6,487	11,338	17,825	99.0
Individuals by name only _____	175	-	175	1.0
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,662	11,338	18,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Afghanistan	2	5	7	
Armenia	1	2	3	
Azerbaijan	3	7	10	
Bangladesh	29	50	79	
Bhutan	2	2	4	
Brunei Darussalam	3	3	6	
Cambodia	-	1	1	
China	28	95	123	
Georgia	-	2	2	
Hong Kong - SAR	13	47	60	
India	698	1,083	1,781	
Indonesia	158	193	351	
Japan	28	28	56	
Kazakhstan	-	9	9	
Korea, Democratic People's Republic Of	-	2	2	
Korea, Republic Of	14	30	44	
Laos	-	2	2	
Macao	-	4	4	
Malaysia	124	209	333	
Maldives	1	3	4	
Mongolia	2	2	4	
Myanmar	3	2	5	
Nepal	9	17	26	
Pakistan	138	193	331	
Philippines	126	202	328	
Singapore	61	121	182	
Sri Lanka	76	59	135	
Taiwan	9	18	27	
Thailand	39	91	130	
Uzbekistan	2	2	4	
Vietnam	17	21	38	
Subtotal	1,586	2,505	4,091	22.7
MIDDLE EAST				
Bahrain	3	14	17	
Iran	124	134	258	
Iraq	11	16	27	
Israel	73	62	135	
Jordan	12	21	33	
Kuwait	13	34	47	
Lebanon	13	23	36	
Oman	21	32	53	
Qatar	26	49	75	
Saudi Arabia	44	120	164	
Syrian Arab Republic	7	12	19	
United Arab Emirates	74	182	256	
Yemen	3	11	14	
Subtotal	424	710	1,134	6.3
EUROPE				
Albania	2	9	11	
Andorra	1	2	3	
Austria	56	33	89	
Belarus	-	3	3	
Belgium	41	62	103	
Bosnia and Herzegovina	14	11	25	
Bulgaria	18	34	52	
Channel Islands	1	-	1	
Croatia	24	51	75	
Cyprus	9	18	27	
Czech Republic	13	15	28	
Denmark	57	53	110	
Estonia	7	8	15	
Finland	47	52	99	
France	74	116	190	
Germany	105	91	196	
Gibraltar	2	-	2	
Greece	45	164	209	
Hungary	33	35	68	
Iceland	6	14	20	
Italy	231	213	444	
Latvia	5	18	23	
Lithuania	16	16	32	
Luxembourg	4	9	13	
Macedonia	16	9	25	
Malta	16	13	29	
Moldova	1	2	3	
Monaco	-	1	1	
Netherlands	63	124	187	
Norway	31	15	46	
Poland	29	58	87	
Portugal	63	121	184	
Ireland	39	95	134	
Romania	44	128	172	
Russian Federation	9	33	42	
Serbia	120	44	164	
Slovakia	15	11	26	
Slovenia	14	23	37	
Spain	67	207	274	
Sweden	56	52	108	
Switzerland	37	40	77	
Turkey	59	132	191	
Ukraine	10	45	55	
United Kingdom	710	817	1,527	
Yugoslavia	3	-	3	
Subtotal	2,213	2,997	5,210	28.9
AFRICA				
Algeria	22	26	48	
Angola	-	8	8	
Benin	1	2	3	
Botswana	4	7	11	
Burkina Faso	1	-	1	
Burundi	-	1	1	
Cameroon	12	9	21	
Cape Verde	-	2	2	
Congo	-	2	2	
AMERICA				
Cote D'Ivoire	-	1	1	
Djibouti	-	1	1	
Egypt	43	111	154	
Eritrea	2	1	3	
Ethiopia	9	12	21	
Ghana	38	45	83	
Kenya	21	47	68	
Lesotho	-	3	3	
Liberia	-	3	3	
Libyan Arab Jamahiriya	2	3	5	
Madagascar	-	1	1	
Malawi	2	1	3	
Mali	-	1	1	
Mauritius	6	13	19	
Morocco	9	13	22	
Mozambique	-	1	1	
Namibia	3	4	7	
Nigeria	334	315	649	
Rwanda	-	2	2	
Senegal	-	1	1	
Seychelles	1	-	1	
Sierra Leone	1	3	4	
South Africa	43	199	242	
Sudan	1	24	25	
Swaziland	-	2	2	
Tanzania	3	11	14	
Gambia	-	2	2	
Togo	-	1	1	
Tunisia	10	17	27	
Uganda	9	15	24	
Zambia	11	17	28	
Zimbabwe	5	8	13	
Subtotal	593	935	1,528	8.5
NORTH AMERICA				
Canada	172	441	613	
United States	1,081	2,256	3,337	
Mexico	49	319	368	
Subtotal	1,302	3,016	4,318	24.0
CARIBBEAN				
Antigua and Barbuda	1	1	2	
Barbados	-	1	1	
Bermuda	-	2	2	
Cuba	6	7	13	
Dominica	-	1	1	
Dominican Republic	-	6	6	
Grenada	-	2	2	
Guadeloupe	-	1	1	
Haiti	1	-	1	
Jamaica	6	23	29	
Netherlands Antilles	1	5	6	
Puerto Rico	20	18	38	
Saint Kitts and Nevis	-	1	1	
Saint Lucia	1	2	3	
Bahamas	-	2	2	
Trinidad and Tobago	11	25	36	
Virgin Islands, U.S.	1	1	2	
Subtotal	48	98	146	0.8
CENTRAL AMERICA				
Belize	2	4	6	
Costa Rica	5	23	28	
El Salvador	2	2	4	
Guatemala	3	12	15	
Honduras	-	4	4	
Nicaragua	3	6	9	
Panama	1	9	10	
Subtotal	16	60	76	0.4
SOUTH AMERICA				
Argentina	66	123	189	
Bolivia	1	16	17	
Brazil	118	222	340	
Chile	33	71	104	
Colombia	32	94	126	
Ecuador	10	35	45	
Guyana	1	-	1	
Paraguay	3	3	6	
Peru	30	51	81	
Suriname	-	2	2	
Uruguay	9	18	27	
Venezuela	3	61	64	
Subtotal	306	696	1,002	5.6
ASIA PACIFIC				
American Samoa	2	-	2	
Australia	137	243	380	
Fiji	2	3	5	
French Polynesia	-	1	1	
Guam	3	2	5	
New Zealand	26	60	86	
Papua New Guinea	1	8	9	
Palau	-	1	1	
Solomon Islands	1	1	2	
Tonga	1	2	3	
Vanuatu	1	-	1	
Subtotal	174	321	495	2.8
TOTAL QUALIFIED CIRCULATION				
	6,662	11,338	18,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July - December 2009	January-June 2010	July - December 2010	January-June 2011	July - December 2011*
Total Audit Average Qualified _____	9,400	10,178	15,599	18,000	18,000	18,000
Qualified Non-Paid Total _____	9,400	10,178	15,599	18,000	18,000	18,000
Print Only _____	4,903	5,292	9,585	9,341	6,677	6,620
Digital Only _____	4,497	4,886	6,014	8,659	11,323	11,380
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print version.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,690	86.0	5,690	86.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	930	14.0	930	14.0	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,620	100.0	6,620	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,380	100.0	11,380	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,380	100.0	11,380	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Timm Dower, Group Publisher
Ron Kalusha, Audience Development Manager

Date signed December 20, 2011

City Tulsa

Country Oklahoma

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Received by BPA Worldwide December 20, 2011

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Type PJ

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