Recycling & Waste World: the choice of market leaders

In the fast paced, ever-changing business environment of the UK’s waste and recycling sectors, promoting your company and its services over those of your competitors has never been more important.

The circular economy offers exciting and huge potential to service providers and users alike and with a multitude of routes to market now available it is absolutely vital that any money spent is invested wisely.

Recycling & Waste World has been the trusted source of information for nearly 30 years and has grown and evolved in that time to offer advertisers and readers unrivalled opportunities to do business together.

With a flexible approach and a desire to deliver the right solution at the right time, the Recycling & Waste World portfolio and team look forward to working with you.

Joe Opitz
Sales Director
Promises, promises
How Bitcoin can help the waste industry progress
In conversation: Coca-Cola EP vice president discusses sustainability targets
www.recyclingwasteworld.co.uk

February 2018

Will government’s 25 Year Environment Plan live up to its expectations?

Winds of change
How AI robots could revolutionise MRF operations

Why lack of data reporting is holding the sector back
News analysis: How we can keep momentum up in the plastics purge

Be the change
Why lack of data reporting is holding the sector back

Modern slavery in the waste industry

79% of readers are interested in Materials Recovery

Mission Statement

Recycling & Waste World champions leaders in the resource management market by providing the independent insight, informed opinion and thought leadership needed to overcome challenges and to maximise opportunities. Whether senior commercial executives, national or local government, material reprocessors or SMEs, our community of resource management decision makers plays a vital role in moving towards the circular economy.

Recycling & Waste World informs, inspires and connects this community by supplying essential news, analysis and stimulating debate; thereby acting as a catalyst for positive change in the sector.

67% of our readers keep their copy of RWW for more than two weeks

73% are involved in EfW
Print or websites are the preferred method of accessing information with 33% enjoying print and 63% preferring online. The Recycling & Waste World Portfolio includes:

- **Recycling & Waste World**
  - Serving the waste and recycling community for almost 30 years
  - Read by decision makers and influencers
  - Published monthly with news and developments affecting your market
  - The proven way to launch and build brand loyalty

- **www.recyclingwasteworld.co.uk**
  - News and product information updated daily
  - Comprehensive guide to suppliers and buyers
  - Extended editorial, ensuring cross platform promotion between print and online
  - Multiple promotional opportunities for lead generation

- **Recycling & Waste World Handbook**
  - Annual directory of suppliers and services to the waste and recycling sectors
  - Reach targeted professionals responsible for procuring products and services
  - Easily identifiable sector sections for ease of use
  - Be visible 365 days a year whenever you're needed

- **Recycling & Waste World supplements**
  - Dedicated editorial on specific subject areas
  - Promotional opportunities for sector ownership
  - Distributed to the full circulation of Recycling & Waste World

- **Recycling & Waste World Ezines**
  - Individually targeted marketing messages
  - News and technology developments delivered from the pages of Recycling & Waste World
  - Traffic monitoring to enable effective measurement reporting

- **Energy from Waste Conference**
  - Annual sector specific conference
  - Senior level attendees and world class speakers
  - International audience from over 20 countries
  - Excellent networking event providing an unrivalled programme and sponsorship opportunities
81% of readers are responsible for purchasing services

Recycling & Waste World Audience

- Local Authority Waste & Recycling = 20%
- Central Government = 2%
- Responsible for sustainability, recycling & waste = 55%
- Materials Reprocessor = 17%
- Other = 6%

Job Function

Recycling & Waste World is 100% ABC audited.
Full circulation 2442

Only a structured, precise and continuous investment in circulation research enables a publisher to identify the right readers for its magazines.

Recycling & Waste World’s circulation is highly targeted to ensure your marketing message reaches the right people. The people that influence and make investment decisions and select the suppliers they use.

Recycling & Waste World is read by these very people and as a result, you can be confident that your marketing budget achieves maximum impact for every pound invested.
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<td>• International Electronics Recycling, Jan 16-18th, Salzburg</td>
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Disclaimer: To retain topicality, features are subject to alteration at short notice.

Recycling & Waste World is sent to the following:

Directors and senior managers who procure waste and recycling services and products in the municipal and commercial and industrial sectors plus operations and plant managers responsible for waste, recycling & environmental services and national government advisors.
60% of readers expect to purchase new equipment in the next 12 months

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Advertising rates and specifications

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CONTACT US

SALES:

Joe Opitez 07967 169 098 joe.opitz@markallengroup.com
Kathy Jordan 01322 221 144 kathy.jordan@markallengroup.com

EDITORIAL:

Jo Gallacher 020 7501 6661 jo.gallacher@markallengroup.com