Recycling & Waste World influences its readers – your customers – through a market leading product portfolio of magazines, content rich websites, electronic newsletters and face to face events
Turning the tide on Microplastics

Is a UK ban on plastic microbeads enough to solve a global problem?

Fuelling a revolution

World's first commercial bio-substitute natural gas plant on grid by 2018

Electric avenues

Work needs to be done if the UK is to meet its post-Brexit WEEE targets

Hierarchy of needs

How desperation in Iraq helps fuel the country's recycled plastics industry

79% of readers are interested in Materials Recovery

73% are involved in EfW
92% of our readers value our news coverage
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
Print or websites are the preferred method of accessing information with 33% enjoying print and 63% preferring online.
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 reproprocessors 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
70% of our readers are responsible for purchasing equipment
The Recycling & Waste World Portfolio

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
The Recycling & Waste World Audience

**Job Function**

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

**Job Title**

- Directors = 23%
- Plant Managers = 46%
- Environmental managers/Recycling & Waste officers = 22%
- Engineers = 9%

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.
of readers expect to purchase new equipment in the next 12 months
# 2018 Features List

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<tr>
<th>Issue</th>
<th>Features</th>
<th>Materials</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>RCVs</td>
<td>Scrap Metals</td>
<td>• International Electronics Recycling, 17-19, Salzburg</td>
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<td></td>
<td>Sweepers/ Street cleaning EfW</td>
<td></td>
<td>• 5th Ship Recycling Summit, 24-25, London</td>
</tr>
<tr>
<td>February</td>
<td>Balers</td>
<td>Food waste</td>
<td>EFW Conference, Feb 28 - Mar 1, London</td>
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<td></td>
<td>Dust and odour EfW</td>
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<tr>
<td>March</td>
<td>Materials handling Bins, containers &amp; skips</td>
<td>WEEE</td>
<td>• European Tyre Recycling Association, 14-16, Brussels</td>
</tr>
<tr>
<td></td>
<td>Refuse Derived Fuel</td>
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<td>• 18th International Automobile Recycling Congress, 14-16, Vienna</td>
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<td>April</td>
<td>Weighing Training EfW Conference Round-up</td>
<td>Paper</td>
<td>• Commercial Vehicle Show, 24-26, Birmingham (UK)</td>
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<tr>
<td>May</td>
<td>Software Shredders</td>
<td>Textiles</td>
<td>• IFAT Show, 12-18, Messe München</td>
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<tr>
<td>June</td>
<td>RCVs Cars Preview</td>
<td>Plastics</td>
<td>• PLANTWORX, 6-8, Leicestershire</td>
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<td>Sweepers/ Street cleaning EfW</td>
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<tr>
<td>July</td>
<td>Balers</td>
<td>Precious metals</td>
<td>• CARS Show 11-12 July, Stoneleigh</td>
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<td></td>
<td>Materials handling CARS Show</td>
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<td>August</td>
<td>RWM Preview Bins, containers &amp; skips Food Waste</td>
<td>Glass</td>
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<td>September</td>
<td>Machinery/ Weighing RWM show EfW</td>
<td>Scrap Metals</td>
<td>• RWM, 11-13, Birmingham (UK)</td>
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<td>October</td>
<td>Shredders RWM Round-up Hazardous waste</td>
<td>Wood</td>
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<td>November</td>
<td>Balers Dust and odour</td>
<td>Green waste</td>
<td>• Recycling-Technik 7-8, Dortmund</td>
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<tr>
<td>December</td>
<td>Materials handling Annual round-up EfW Supplement</td>
<td>Plastics</td>
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Disclaimer: To retain topicality, features are subject to alteration at short notice
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

Recycling & Waste World is sent to the following
# Advertising rates and specifications

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<tr>
<th>PRINT</th>
<th>WEB</th>
<th>EZINE</th>
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<tr>
<td>Full page</td>
<td>Leaderboard</td>
<td>£1800/mth</td>
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<tr>
<td>Half page</td>
<td>MPU</td>
<td>£1350/mth</td>
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<tr>
<td>Quarter page</td>
<td>Mini MPU</td>
<td>£950/mth</td>
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<tr>
<td>Alternative options</td>
<td>Sponsored features</td>
<td>POA</td>
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## PRINT SPECS

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<th>Half Page</th>
<th>Quarter page</th>
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<td>Vertical – 90mm x 276mm</td>
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<tr>
<td>Trim – 210mm x 297mm</td>
<td>Horizontal – 185mm x 135mm</td>
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## ONLINE SPECS

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<th>MPU</th>
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<tbody>
<tr>
<td>728 x 90 pixel</td>
<td>300 x 250 pixel</td>
<td>300 x 100 pixel</td>
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</tbody>
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