

# Circulation

## Who Receives Waste News?

Waste News reaches 51,305\* qualified subscribers who are decision-makers in air, water, solid and hazardous waste management. Advertisers reach major hauling companies, municipalities, as well as recycling and scrap facilities. In addition, advertisers also reach major industrial/commercial companies who are interested in pollution control and emissions equipment, safety and hazardous waste handling materials. Waste News subscribers are responsible for making purchasing decisions in some of the largest companies in the U.S.

\*Source: June 2007 BPA.

Private and public sector companies include: Landfills, haulers & transfer stations, recycling/recovery facilities, composting and other private waste management companies, municipal government including public works & water/wastewater departments, county & state governments, regulatory/compliance agencies and other public waste management companies.

## Public and Private Subscribers are involved in the following business areas\*

Landfill	42%
Waste Hauler & Transfer Station	49%
Recycling/Recovery Center	65%
Composting	24%
Waste-To-Energy/Incineration	17%
Public Works/Compliance/Regulatory	44%
Scrap Dealer/Processor/Broker	18%
Construction/Demolition Services	24%

\*Source: Publisher's Own Data, August 2007.

## Primary Source for Industry Information

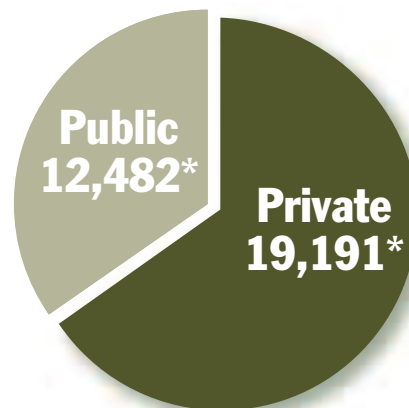
MSW Management	1%
Pollution Equipment News	2%
Recycling Today	3%
Environmental Protection	6%
Pollution Engineering	6%
Waste Age	7%
Waste News	75%

Source: July 2006 Baxter Study of Waste News readers.

## Buying Power

Segment	Total Qualified Circulation*	% Who Recommend & Approve Purchases**
Private Sector	19,191	83.5%
Public Sector	12,482	79.9%
Scrap Processor	1,297	83.7%
Waste Generators	14,963	84.9%
Consultants	1,835	77.6%

\*Source: June 2007 BPA \*\*Source: Publisher's Own Data, August 2007.



\*Source: June 2007 BPA.



**83%**  
of all  
Waste News  
readers  
take some  
purchasing  
action  
during  
the year  
as a  
result of  
ads/editorial  
appearing in  
Waste News.

Source: July 2006 Baxter Study of Waste News readers.