

Subscribers Prefer Waste News for their Industry Information*

Waste News	98%
Waste Age	42%
MSW Management	26%
Recycling Today	24%
Resource Recycling	19%

How Often Do You Visit These Web Sites*

	Daily/Weekly	Monthly	Yearly	Never
wastenews.com	28%	11%	36%	25%
wasteage.com	8%	8%	25%	59%
mswmanagement.com	6%	6%	21%	67%
recyclingtoday.com	9%	6%	23%	62%
resource-recycling.com	5%	5%	21%	69%

If you could choose ONLY ONE web site as your source of industry information, which one would it be?*

wastenews.com	82%
wasteage.com	6%
mswmanagement.com	2%
recyclingtoday.com	8%
resource-recycling.com	2%
	100%

*Source: Publisher's Own Data, August 2007

More than 85% of our subscribers who work for industrial/commercial companies that generate waste say they make purchasing decisions for their company.*

*Publisher's Own data from subscriber qualification forms.

Subscribers at companies that generate waste include:

Plant Managers, EHS Technicians, Environmental Managers, Assistant Purchasing Managers, Environmental Directors, Senior Environmental Engineers, Waste Coordinators, Directors of Environmental Services, Environmental Compliance Supervisors and many more!

Professionals at These Top Companies Subscribe to Waste News*

Company	Industry
Boeing	Aerospace and Defense
Honeywell	Aerospace and Defense
Lockheed Martin	Aerospace and Defense
Daimler-Chrysler	Automobile Mfg.
Ford	Automobile Mfg.
General Motors	Automobile Mfg.
Honda	Automobile Mfg.
Dow Chemicals	Chemical Mfg.
E.I. Dupont	Chemical Mfg.
Hewlett Packard	Computer Mfg.
IBM	Computer Mfg.
Caterpillar	Construction Equipment
John Deere	Construction Equipment
Anheuser-Busch	Food and Beverage
Cambell Soup	Food and Beverage
Coca-Cola	Food and Beverage
Conagra Food	Food and Beverage
Frito-Lay	Food and Beverage
General Mills	Food and Beverage
Kraft	Food and Beverage
Miller Brewing	Food and Beverage
Nestle Purina	Food and Beverage
Pepsi	Food and Beverage
Sara Lee Foods	Food and Beverage
Tyson Foods	Food and Beverage
AK Steel	Metals
Alcoa	Metals
Nucor Steel	Metals
3M	OEM
Eastman Kodak	OEM
Eaton	OEM
Estee Lauder	OEM
General Electric	OEM
Loreal	OEM
Maytag	OEM
Motorola	OEM
Procter & Gamble	OEM
Timkin	OEM
Xerox	OEM
Chevron Texaco	Oil Refining
Conoco Phillips	Oil Refining
Abbott Laboratoris	Pharmaceutical
Pfizer	Pharmaceutical
Schering-Plough	Pharmaceutical
Wyeth Pharmaceuticals	Pharmaceutical
Goodyear Tire & Rubber	Tire & Rubber
Michelin	Tire & Rubber

*Source: Publisher's Own Data, August 2007