

# Who Are the Readers of Waste & Recycling News

## Facts About Your Prospective Customers



In 2008, *Waste & Recycling News* retained the New York market and media research firm Erdos & Morgan to conduct an independent survey of *Waste & Recycling News* subscribers.

This insightful study provides an overview of the typical *Waste & Recycling News* subscriber. Additionally, it illustrates the value and importance these business, industry and government professionals place on their individual subscriptions to *Waste & Recycling News*.

For environmental marketers and advertisers these subscriber insights are important to keep in mind when planning a *Waste & Recycling News* media buy.

### Key facts about the avid print subscribers of *Waste & Recycling News*\*

#### Loyal Readers

- 4 years is the average length of time subscribers have been reading *Waste & Recycling News*
- Subscribers spend nearly 45 minutes reading any given issue of the newspaper and read nearly **80%** of all issues received

#### Passalong Readership

- **60.4%** of subscribers share their personal copy of *Waste & Recycling News* with others
- **41.8%** do so with 2 or more individuals – resulting in a 2.5 passalong readership

#### Demographics

- **80.9%** of survey respondents are male; on average 52 years of age
- Subscribers are well-educated with **68.4%** having graduated from a 4-year college

#### Valued Content

- **62%** of the respondents discuss an ad and/or an article with someone else

#### Involved in Recycling

- **90%** of the subscribers report they are employed at companies involved in recycling

#### Purchasing Influence

- **97.5%** of subscribers are responsible for and influence the purchase of a variety of products and services for their firms

#### Purchasing Action

- **79%** of *Waste & Recycling News* readers have taken some type of purchasing action during the last 12 months as a result of the advertising appearing in the newspaper

\*Source: Erdos & Morgan *Waste & Recycling News* 2008 Subscriber Survey.

## Waste & Recycling News Circulation

*Waste & Recycling News* subscribers are decision-makers in the private and public sector involved in environmental management including the areas of landfill, hauler & transfer stations, recycling/recovery facilities. In addition, advertisers also reach major industrial/commercial companies that are interested in pollution control and emissions equipment, as well as safety and hazardous waste handling materials.

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

### Who Receives *Waste & Recycling News*?

Industrial and commercial waste generators are businesses and organizations that create waste or materials that have an environmental impact including construction, agriculture, manufacturing, utility companies, service industries, equipment distributors and dealers. Listed are just a few of the subscriber titles in this area: CEO, CFO, COO, Chairman, Corporate Environment Manager, Director of Environmental Services, Environmental Analyst, Health and Safety Managers, Purchasing Managers, Plant Manager, Product Manager, and Waste Manager.\*

*Waste & Recycling News* subscribers are responsible for making purchasing decisions in some of the largest companies in the U.S.

\*Source: Publisher's Own Data, June 2008.