

Waste & Recycling News Subscribers Are Loyal



Subscribers Clearly Prefer *Waste & Recycling News* for their Industry Information

*If you could subscribe to only one publication, what would it be?****

<i>Waste & Recycling News</i>	74.9%
Waste Age.....	6.1%
MSW Management.....	4.7%
Recycling Today.....	7.7%
Resource Recycling.....	3.3%

***Erdos & Morgan Waste & Recycling News 2008 Subscriber Study.

*Of these related industry web sites, which do you most frequently access?****

WasteRecycleNews.com.....	46.8%
Wasteage.com.....	19.2%
Mswmanagement.com.....	17.0%
Recyclingtoday.com.....	21.3%
Resource-recycling.com.....	17.5%

***Erdos & Morgan Waste & Recycling News 2008 Subscriber Study.

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

WasteRecycleNews.com.....	82.0%
Wasteage.com.....	4.7%
Mswmanagement.com.....	2.8%
Recyclingtoday.com.....	6.9%
Resource-recycling.com.....	3.5%

***Erdos & Morgan Waste & Recycling News 2008 Subscriber Study.

*Forty-six percent (46%) of the Fortune 500 Companies employ professionals who subscribe to Waste & Recycling News**

Company	Industry
Exxon Mobil.....	Petroleum Refining
Chevron.....	Petroleum Refining
ConocoPhillips.....	Petroleum Refining
Valero Energy.....	Petroleum Refining
Marathon Oil.....	Petroleum Refining
General Motors.....	Motor Vehicles and Parts
Johnson Controls.....	Motor Vehicles and Parts
Caterpillar.....	Industrial and Farm Equipment
John Deere.....	Industrial and Farm Equipment
Illinois Tool Works.....	Industrial and Farm Equipment
Kraft Foods.....	Food Consumer Products
Sara Lee.....	Food Consumer Products
PepsiCo.....	Food Consumer Products
Proctor & Gamble.....	Household and Personal Products
Kimberly-Clark.....	Household and Personal Products
Colgate-Palmolive.....	Household and Personal Products
Wal-Mart Stores.....	General Merchandisers
Target.....	General Merchandisers
Sears Holdings.....	General Merchandisers
Boeing.....	Aerospace and Defense
United Technologies.....	Aerospace and Defense
Lockheed Martin.....	Aerospace and Defense
Honeywell International.....	Aerospace and Defense
United Technologies.....	Aerospace and Defense
Dow Chemical.....	Chemicals
DuPont.....	Chemicals
PPG Industries.....	Chemicals
United Parcel Service.....	Mail, Package, Freight Delivery
FedEx.....	Mail, Package, Freight Delivery
Alcoa.....	Metals
United States Steel.....	Metals
Nucor.....	Metals
Johnson & Johnson.....	Pharmaceuticals
Pfizer.....	Pharmaceuticals
Abbott Laboratories.....	Pharmaceuticals
Bristol Meyers-Squibb.....	Pharmaceuticals
Emerson Electric.....	Electronics, Electrical Equipment
Whirlpool.....	Electronics, Electrical Equipment
Rockwell Automation.....	Electronics, Electrical Equipment
Microsoft.....	Computer Software
Oracle.....	Computer Software
International Paper.....	Forest and Paper Products
Weyerhaeuser.....	Forest and Paper Products
Boise Cascade Holdings.....	Forest and Paper Products

*Source: Publisher's Own Data, June 2008; Forbes Fortune 500 listing online June 2008.