



WASTE MANAGEMENT WORLD®

www.wmw.news

media
planner
2025

WASTE MANAGEMENT WORLD

A GLOBAL MAGAZINE FOR PROFESSIONALS



OVERVIEW

Waste Management World is the official publication of the International Solid Waste Association (ISWA) and the only global magazine covering all aspects of the waste and resource industries. Since 2000 we have been examining the latest developments and innovations from the recycling, waste-to-energy, biowaste and municipal sectors. Being a part of ISWA gives us unrivalled access to the leading waste operators and the institutions that shape the industry's policies on a global level.

TARGET GROUP

Buyers and decision makers from waste service companies/centres (recycling, waste to energy, biowaste and municipal), waste generators, machinery manufacturers, distributors, traders, dealers, scrap industry, waste and resource industry consultants, engineering firms, local and national government, commodity traders and legal/financial firms.

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[Book time to meet me](#)

PUBLISHER:
ISWA International Solid Waste Association
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www.iswa.org



ABOUT ISWA: ISWA – The International Solid Waste Association – is an international, independent and non-profit making association, working in the public interest to promote and develop sustainable waste management worldwide. It is the only globally active association and is open to individuals and organisations from the scientific community, public institutions and public and private companies working in the field of waste management.

Dear Readers,

Our industry moves fast. What was once known simply as the waste industry must reposition itself as a key player in the global resource industry. As the International Solid Waste Association's official publication, WMW is uniquely placed to be not only your global guide to the resource industry, but your customers' global guide. Over the coming year each issue of Waste Management World will bring expert advice on the issues that matter. From practical guides to the technology and equipment that makes the industry tick, to informed opinion, comment and debate on the hottest topics of the day.

WMW is the only publication covering the whole of the waste industry, collection, handling, sorting, biological treatment, recycling, reprocessing, energy recovery and landfilling - WMW keeps your clients informed on all the news and developments from across the whole world. In an increasingly globalised world no other publication can get your message to your customers better than WMW.



Marc Tjihuis,
Managing Director ISWA

TARGET GROUPS

5
NEWSLETTERS
PER MONTH



4x
PRINT ISSUES
PER YEAR




YEARS OF
PUBLICATION
20



(NOV. 2022 – NOV. 2023)

WEBSITE
DAILY UPDATES
35k+
PAGE VIEWS/MONTH

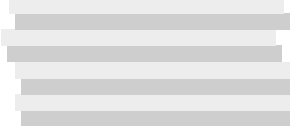


DIN A4
4C
210 x 297 mm



FORMAT
PRINT

PRINT RUN OF
32,000



SUBSCRIBERS IN
110
COUNTRIES



50,000
DIGITAL SUBSCRIBERS



Recycling

With the need to move to a more circular economy becoming widely accepted, the recycling industry is ever more important on the global commodity markets. Over the coming year WMW has some great content lined up to keep you and your customers informed of the latest technological developments, regulatory updates and market drivers.

Waste to Energy

With the increasing need to divert & reduce the use of landfill, waste to energy continues to play a key role. This year will be an important one for the industry. New emission standards are being agreed and major projects will be both planned and built. WMW will be keeping your customers up to speed with developments.

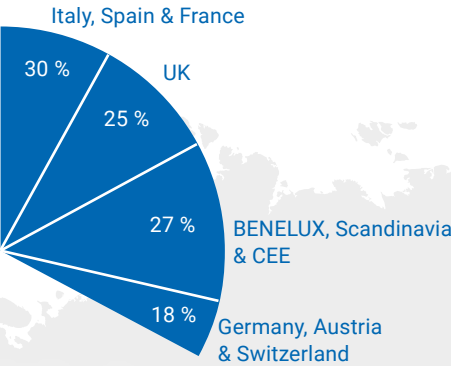
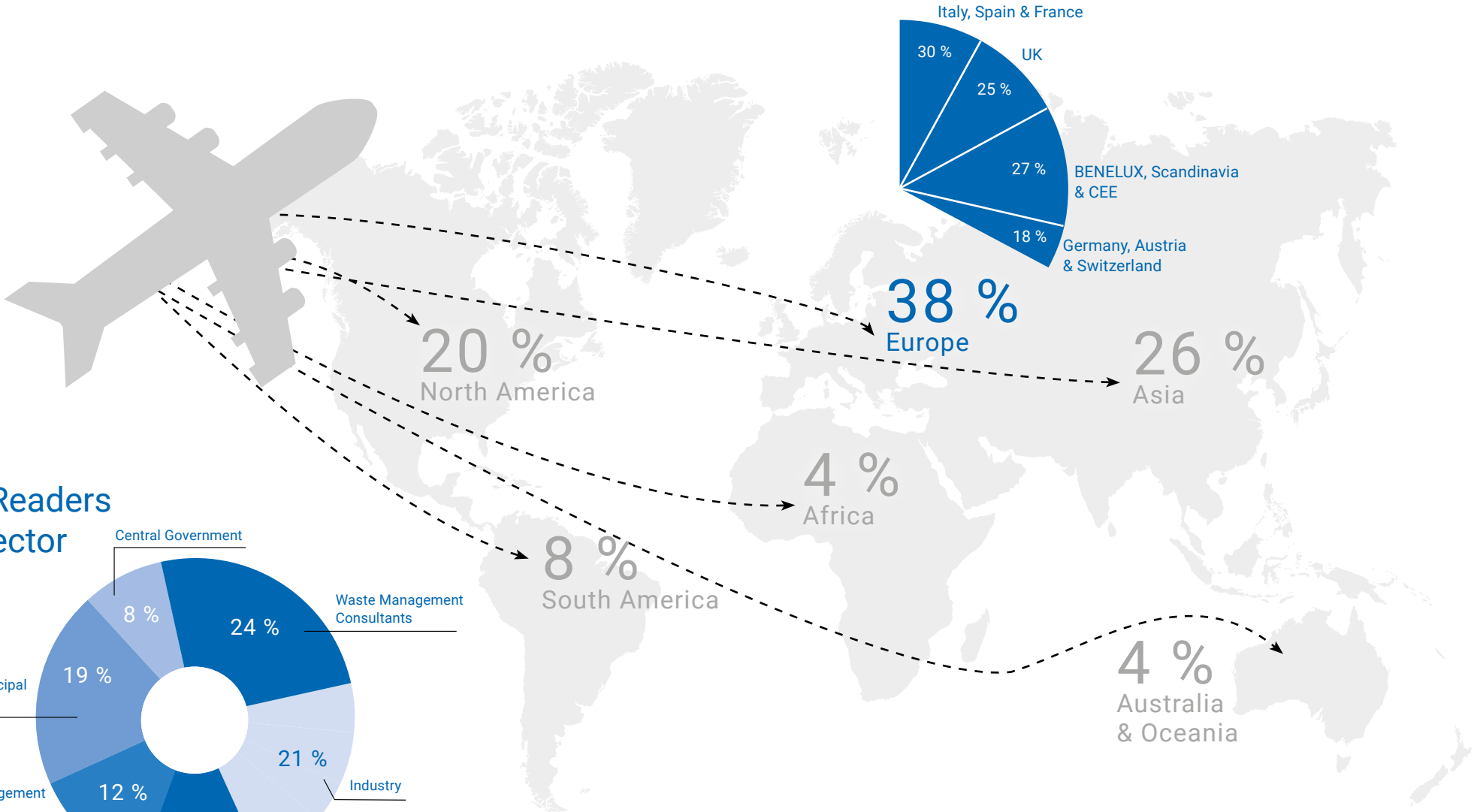
Collection & Handling

WMW will be bringing you news and user reviews of the latest machines for collecting and handling waste. We will have coverage of refuse collection vehicles, road sweepers and other municipal vehicles, plant equipment and landfill compactors, as well some unique machines you may never have imagined.

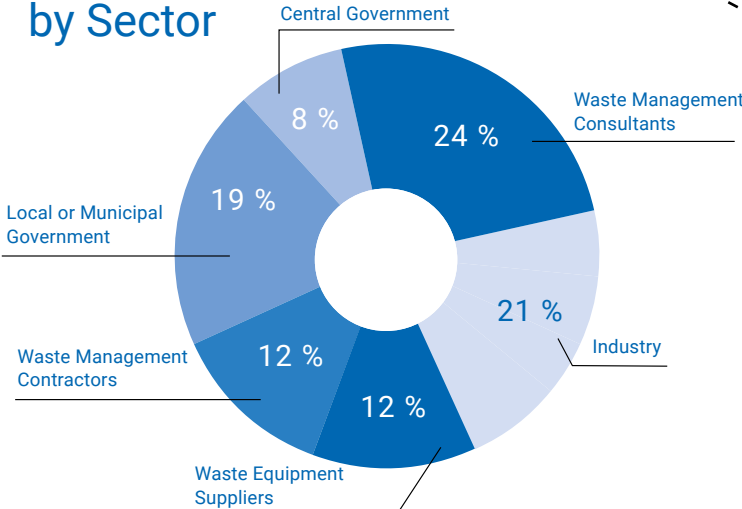
Biowaste

The world over, there are huge opportunities to cut GHG emissions with better management of organic wastes. It's a fast paced and competitive industry. We're looking forward to covering developments in anaerobic digestion and composting, as well as landfill gas, biofuels and advanced technologies.

DEMOGRAPHICS OF OUR SUBSCRIBERS



Our Readers by Sector



PRINT TOPICS & EVENTS 2025

Further events to be confirmed.

		TOPICS	SPECIAL EDITION	ON DISPLAY AT
01 MARCH	CD: 5/03 DOP: 19/03	<ul style="list-style-type: none"> • Emerging markets • Biowaste: composting standards around the world • Plastics Recycling • Metal Recycling • Optimising Maintenance 	Recycling	PRSE : Amsterdam, 1 – 2 April Waste Expo : Las Vegas, 5 -8 May IFAT : Eurasia Istanbul, 15 – 17 May
02 JUNE	CD: 11/06 DOP: 25/06	<ul style="list-style-type: none"> • Circular Economy: innovations for the industry • Biogas and Biomethane • Incineration - CCUS • Tyres 	Energy from Waste	Retech : Seoul, 27 – 29 August RWM : Birmingham, 10 – 11 September IE Expo Guangzhou : Guangzhou, 17 – 19 September
03 SEPTEMBER	CD: 10/09 DOP: 24/09	<ul style="list-style-type: none"> • Electronic Waste • Plastics Recycling • AI, robotics and Automation • Bulky Waste • Biowaste: in-vessel composting 	Recycling	Pollutec : Lyon, 7 – 10 October K 2025 : Düsseldorf, 8 – 15 October Ecomondo : Rimini, 4 – 7 November ISWA World Congress : Buenos Aires, 27 – 29 October
04 DECEMBER	CD: 19/11 DOP: 3/12	<ul style="list-style-type: none"> • Heat Recovery in Flue Gas Treatment for Wte and Biomass • Sewage sludge • Biogas Upgrading • Waste to liquid fuels 	Energy from Waste	IERC : Salzburg, 22 -24 January Bio360 : Nantes, 5 – 6 February Energy from Waste Conference : London, 5 - 6 March

PRINT RATES & FORMATS

Effective from 1st of January 2025

NEW: SUCCESS STORY



SUCCESS STORY, written by the WMW editorial team: two pages inside the magazine plus teaser on the cover

€ 9,300

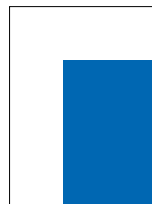
1/1 Full Page



In type area
177 x 267 mm
In bleed*
210 x 297 mm

€ 5,265

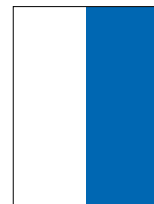
Page Island



In type area
115 x 190 mm
In bleed*
140 x 222 mm

€ 3,680

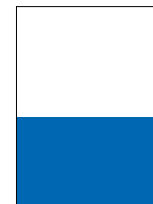
1/2 Page Vertical



In type area
98 x 248 mm
In bleed*
105 x 297 mm

€ 3,200

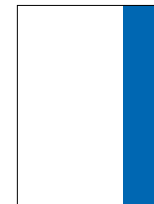
1/2 Page Horizontal



In type area
177 x 122 mm
In bleed*
210 x 148 mm

€ 3,200

1/3 Page Vertical



In type area
55 x 248 mm
In bleed*
70 x 297 mm

€ 2,550

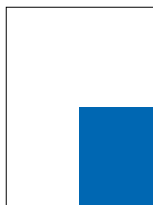
1/3 Page Horizontal



In type area
177 x 85 mm
In bleed*
210 x 99 mm

€ 2,550

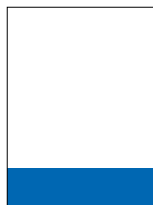
1/4 Page Vertical



In type area
88 x 122 mm
In bleed*
105 x 148 mm

€ 2,000

1/4 Page Horizontal



In type area
177 x 61 mm
In bleed*
210 x 74 mm

€ 2,000

1/8 Page Horizontal / Triangle



In type area (Horizontal)
90 x 60 mm
Triangle
70 x 70 mm

€ 1,240

Outside Back Cover: plus 15%
Inside Front Cover: plus 25%
Inside Back Cover: plus 15%

DIGITAL COVER EXCLUSIVE

A Digital Cover Exclusive offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.

Price (per issue): € 1,000
(€ 500 in combination with Outside Back Cover)

NEED HELP? GET SUPPORT FROM OUR STAFF

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dalbello@wmw.news

ARE YOU AN ISWA MEMBER?
Get in touch with Rachele Chwee
Mobile: +60 12 511 9667
rchwee@iswa.org

Prices: do not include VAT

Sizes: width x height

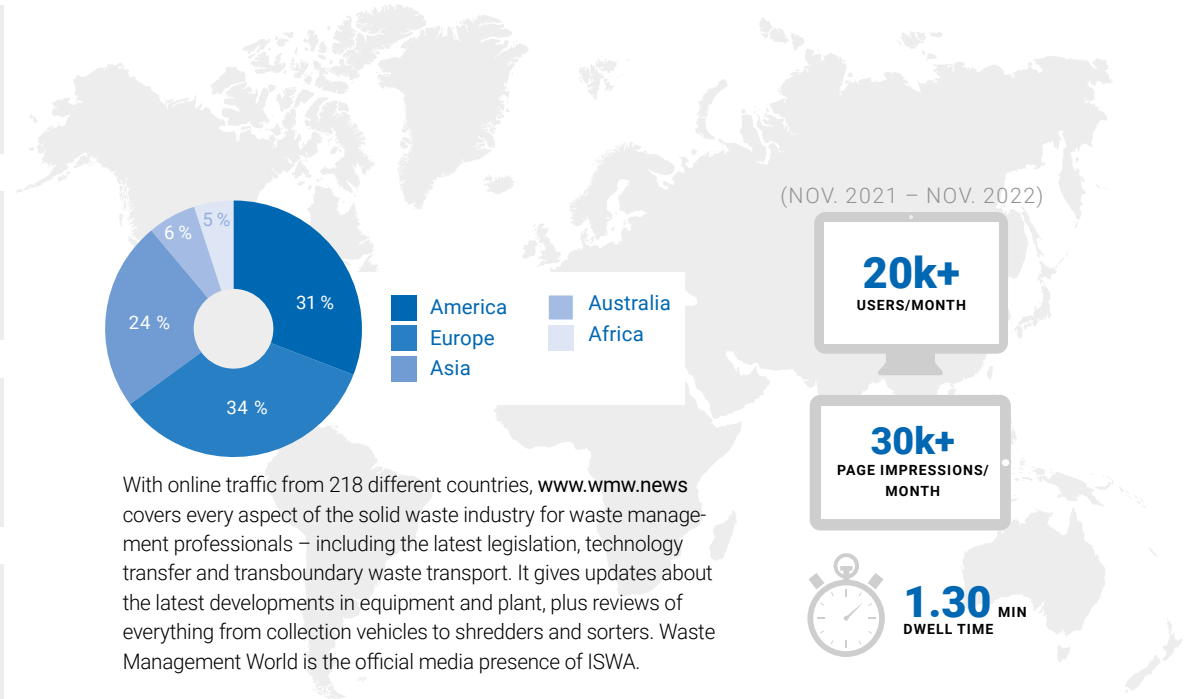
* plus 3mm trim on outer edge and crop marks

THE WMW DEEP DIVE

Monthly digital focuses on topics that move the industry.

Digital Topics 2025

01/02 JAN + FEB	Circular Economy
03/04 MARCH + APRIL	Recycling
05/06 MAY + JUNE	Energy from Waste
07/08 JULY + AUGUST	Biowaste
09/10 SEP + OCT	Recycling
11/12 NOV + DEC	Energy from Waste



ONLINE FOCUS



Online Advertorial

Technical data:

- 200 visible characters* (Headline, heading + text)
- min. 1 picture in landscape (16:9)
- Text to create an article

Price upon request

ServiceBox

Technical data:

- 1 picture in landscape (16:9) max. 150 characters (Heading + Teaser)
- 1 image landscape format
- CallToAction button (Link / URL)

Price upon request

Also bookable together to a month to be the sole advertiser!

*The 200 characters refer to the visible text on the homepage. These are not identical to the first 200 characters of the advertorial text.

How do you benefit?

- We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.
- Your advertisement is featured on its own topic-stage on our website. Thus the visibility of your product or content is guaranteed and you are present at your most important focal points.
- Reports, interviews, specialist articles, commentaries, videos and product information comprehensively offer everything that experts and decision-makers need to know. Our newsletter summarizes the findings and delivers them combined to our readers.
- Your advertisement is being embedded in a topic exclusive online stage in this SEO-optimized environment. Therefore, the visibility of your advertising message within a suitable thematic focus is guaranteed.

ONLINE BANNER – Display Ads



- 1 IAB Billboard**
Price: € 80 CPM
Format: 970 x 250 px
 monthly € 2,990,-
- 2 Wallpaper**
Price: € 115 CPM
Formats: Leaderboard
 + Wide Skyscraper
 monthly € 3,980
- 3 IAB Wide Skyscraper**
Price: € 60 CPM
Format: 160 x 600 px
 monthly € 1,990
- 4 Sidebar**
Price: € 40 CPM
Format:
 Bannertag Dynamic, sticky
 also **MOBILE!**
 monthly € 1,890
- 5 IAB Leaderboard**
Price: € 70 CPM
Format: 970 x 90 px
 monthly € 2,690

- 6 Online-Advertorials**
 The ideal addition to your content marketing.
Front Page Advertorial
 Combination of an article, that will be on ourwebsite for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.
Requirements:
 - 1 picture in 16:9 ratio
 - Title: approx. 50 characters
 - Teaser text: 180 characters
 - URL or, if necessary, material for creating a subpage (video or article)**Price per week: € 1,900**

- 7 HalfPage Ad**
Price: € 90 CPM
Format: 300 x 600 px
 also **MOBILE!**
 monthly € 3,980
- 8 IAB Medium Rectangle**
Price: € 50 CPM
Format: 300 x 250 px
 also **MOBILE!**
 monthly € 1,490,-
- 9 Online Advertorial**
 see page 8

CPM = Cost per 1,000 Impressions
 CPM may vary by 10% as is industry norm.

NEWSLETTERS

Weekly E-Digest

Every friday: The hottest news, analysis and opinion from industry experts.

Subscribers: 29,000

	Format	Price
Top	728 x 90 px	€ 510
Middle 1	468 x 60 px	€ 410
Business Link 1	Up to 300 characters plus picture 4:3	€ 410
Business Link 2	Up to 300 characters plus picture 4:3	€ 360

Each single banner or business link will be linked to your landing page

Monthly

Every 1st Tuesday of the month; News, Technology, Analysis and Views on WtE, Recycling, Collection&Handling, Biowaste

Subscribers: 37,000

	Format	Price
Top	728 x 90 px	€ 770
Middle 1	468 x 60 px	€ 670
Business Link 1	Up to 300 characters plus picture 4:3	€ 670
Business Link 2	Up to 300 characters plus picture 4:3	€ 620

Each single banner or business link will be linked to your landing page



Top

Featured Articles



[Green Light for 675,000 TPA Ferrybridge Multifuel 2 Waste to Energy Plant](#)
UK waste to energy developer, Multifuel Energy, has been granted planning consent for the 675,000 tonne per year Ferrybridge Multifuel 2 project by the Secretary of State.

Middle 1



Business Link 1



[VIDEO: Harvest Power's 120,000 TPA Food Waste to Biogas Plant in Florida](#)
Six times Emmy Award winner, John Holden, takes a look at how Harvest Power and its partners are using anaerobic digestion to produce power from 120,000 tonnes of food waste per year in Orlando, Florida.



[Earnings Up on Lower Revenues at Waste Management Inc.](#)
Revenues for the third quarter of 2015 at Houston, Texas based Waste Management, Inc. fell to \$3.36 billion compared with \$3.60 billion in Q3 2014.



Business Link 2

THIS IS IMPRESSIVE!

HOW TO BOOST YOUR COMPANY'S VISIBILITY ON THE WORLD WIDE WEB AND ESTABLISH YOUR LEADERSHIP IN THE INDUSTRY?

Highlighting your key solutions in an exclusive cluster of featured articles, powered by Waste Management World

OUR PACKAGE FOR YOU:

- 1 **Three to six articles** on topics and products of your choice, created by the WMW editorial team.

All articles will be **SEO optimized** and tagged with relevant keywords (keyword analysis included) and placed on the **start page** of waste-management-world.com, in one exclusively for your company created teaser feature large, for a whole month. After that, all articles will remain online in the thematically matching section of our website, working for you as useful backlinks for a whole year.

- 2 **Service Box to generate Leads:**

A service box will be placed next to your articles, generating leads for your company. The service box can capture customer inquiries or direct leads to a specific sub-page of your website/shop.

- 3 **Newsletter Integration:**

Each article will be sent to our subscribers with the thematically matching newsletter, reaching a wide audience interested in waste management.



6 x ARTICLES
6 x NEWSLETTER-
INTEGRATION
1 SERVICE BOX
€ 7,900.-

3 x ARTICLES
3 x NEWSLETTER-
INTEGRATION
1 SERVICE BOX
€ 4,850.-



SUMMARY OF EXCLUSIVE PACKAGE:

- Three to six **high-quality articles** written by our journalists
- One service box to **generate leads**
- Integration of all articles in our digital **newsletters**

Service Box

Technical data:
+ 1 picture in landscape (16:9)
max. 150 characters
(Heading + Teaser)
+ 1 image landscape format
+ CallToAction button (Link / URL)

YOUR CONTACT

Elisabetta Dal Bello, M.A.
dalbello@wmw.news
Mobile: +43 (0) 664 50 86 960

DIGITAL PRODUCTS

WHITEPAPER

White paper platform

Reach all those who are interested in your content. Pay only those leads that are valuable and of interest to you.

BASIC PACKAGE

E-mail address
(verified by sending the download link)

30 Leads = € 1,500

The following information can be requested for an additional charge:

- personal details
- company name
- company location
- company details
- professional details
- telephone number



The White Paper Seal of Approval

Get an editorial seal of approval by having your white paper produced or reviewed by our Waste Management World editors.

This is how you boost lead generation and increase conversion significantly!

Price upon request

+ Whitepaper Add-On „Pro“

Achieve the undivided attention of your paper readers. After downloading your paper, a window branded according to your wishes will open with your high-quality content. Try it!

Price upon request

NEWSROOM

Your great corporate presence on our website: This way you are present with your stories for a whole year.

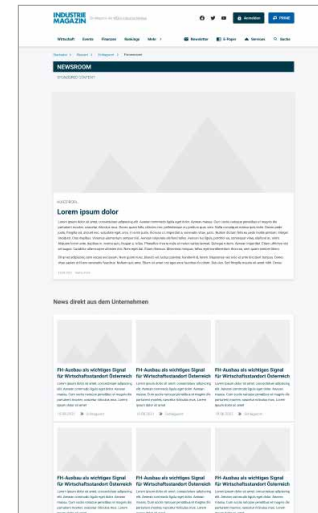
Inform your target group about the news in your company: with a newsroom from WMW.

The newsroom is integrated directly into our website and enables you to catch the eye of a target group with your company news, new products, services or personnel announcements, who are looking for industry-relevant news when they visit our website.

Your Company Newsroom!

- Integration of your messages on our homepage
- Unlimited number of messages per year with images
- Permanent, SEO-relevant storage upon renewal

Total price per year
€ 6,980.-





Video (100 secs.)

Due to the huge amount of exhibitors, four days can go by in a flash and you may miss out on talking to that one important client – but your WMW video lasts all year!

We offer you a video directly produced at your ECOMONDO booth and edited with footage and clips that you provide.

Your video will be posted on our website's dedicated ECOMONDO section. Previous videos have achieved between 800 and 1,500 views during the first six weeks after the event and obviously even more in the following months. Of course, the video will be yours, with **free usage on all your media channels.**

€ 1,840.-



WMW Magazine Floor Plan

Floor Plan Pointer
Issue 3, ECOMONDO Preview
Date of publishing:
24 September 2025

€ 510.-



8.000
copies/
issue

PRINT
This issue will be up
in the press corner
and at ISWA's
booth.

**Don't let your clients
miss your booth!**
Your Logo,
30-50 words and
web address

