

Waste Age

A PRIMEDIA Publication

Total coverage of the \$40 billion solid waste market

Circulation Comparison

A competitive analysis between *Waste Age* and *Waste News*.

When comparing industry publications, it is important to consider circulation quality because you want your ad to reach more individuals who work directly in the waste industry. Although *Waste News* has the greatest qualified circulation, *Waste Age's* circulation is 100% personal direct request, and *Waste Age's* circulation includes more Waste Industry Professionals (as shown below)¹ than any other publication in the industry.*

Waste Age understands that the waste industry's primary market only includes professionals who collect, process, recycle, transport, incinerate or landfill solid waste—not waste generators. For that reason, *Waste Age* significantly limits the circulation sent to Waste Generators—unlike *Waste News*, which sends more than 15,000 copies to this secondary market.

Business Class:	Waste Age	Waste News
WASTE INDUSTRY PROFESSIONALS		
Private Refuse Firms and Independent Contractors ²	20,066	19,083
Government including Landfill Owner/Operators ³	13,100	9,166
Secondary Materials Processors, Contractors and Recyclers ⁴	2,788	—
Scrap Dealer, Processor, Broker and Construction/Demolition Services ⁵	—	2,662
Sub-total Waste Industry Professionals	35,944	30,911
OTHER PROFESSIONALS ALLIED TO THE WASTE INDUSTRY		
Consulting Engineering Firms, Consultants, Architects	2,735	2,471
Equipment Manufacturers, Distributors and Dealers	1,086	1,864
Legal, Insurance, Financial Firms, and others Allied to the Field	112	768
Waste Generators	973	15,476
Other Paid Circulation: Subscriptions	—	1,109
Sub-total Other Professionals Allied to the Waste Industry	4,906	21,688
TOTAL QUALIFIED CIRCULATION	40,850	52,599
QUALIFICATION BREAKDOWN		
Personal Direct Request	100.0%	76.1%
Request From Recipients' Companies	—	4.7%
Business Directories	—	19.2%
One-Year	90.7%	80.5%
Two-Year	9.3%	18.4%
Three-Year	—	1.1%
MAILING ADDRESS BREAKOUT		
Individuals by name and title and/or function	100.0%	90.3%
TOTAL OF REMOVALS AND ADDITIONS FOR 12 MONTH PERIOD ENDED JUNE 2005		
Removals ⁶	12,121	21,285
Additions ⁶	12,121	21,103
RETENTION RATE⁷	70.3%**	58.6%**

- *Waste News* has the least amount of Personal Direct Requestors on their file: 39,987 or 76.1%*.
- *Waste News* has the most Waste Generators: 15,476 or 29.4%*.
- *Waste News* has the most subscribers aged 2 years or older: 10,233 or 19.5%*.

1. Waste Industry Professionals include the following *Waste Age* categories: Private Refuse Firms and Independent Contractors, Government including Landfill Owner/Operators, Secondary Materials Processors, Contractors and Recyclers, and the following *Waste News* categories: Private Sector Solid Waste Management Company that Provides Services, Public Sector Solid Waste Agencies/Departments that Provides or Oversees Services, Scrap Dealer, Processor, Broker and Construction/Demolition Services. 2. *Waste News* classifies this category as "Private Sector Solid Waste Management Company that Provides Services." 3. *Waste News* classifies this category as "Public Sector Solid Waste Agencies/Departments that Provides or Oversees Services." 4. *Waste News* does not report this exact classification. 5. *Waste Age* does not report this exact classification. 6. Additions and Removals are calculated by combining the totals of additions and removals for the December 2004 and June 2005 BPA Circulation Statements. 7. Retention rate is publisher's own data and it is calculated first by taking the average total qualified circulation during the 12-month period (July 2004-June 2005) and subtracting the amount removals as reported in the December 2004 and June 2005 BPA Circulation Statements, which yields a quantity of names retained (names not removed). Then these retained names are divided by the average total qualified circulation during the 12-month period (July 2004-June 2005), which yields the retention rate percentage.*

Sources: *Comparison based upon June 2005 Circulation Statements (*Waste Age* and *Waste News*). **Publisher's Own Data, June 2005.

