MRW (Materials Recycling Week) is the market-leading business title for the recycling and waste management industry, reaching our audience in print, online and via our fully optimised mobile site, m.mrw.co.uk.

Since 1912, MRW has been the most trusted source of news, features and pricing information for the recycling and waste management industry. It is renowned for well established recycling and waste management materials pricing information and market trends data and analysis covering commodity markets for recyclates and the LME (London Metal Exchange).

With a focus on the recycling and waste management sector, in particular, materials processing and reprocessing, waste management and collection, retail waste and recycling, construction waste and recycling, MRW is read by key decision makers in the industry.

As the sector has grown, MRW has widened its reach and also attracts recycling officers in local authorities, recycling and waste management businesses, as well as those looking to invest in the sector.

“MRW & RWM ARE OUR FIRST CHOICES FOR MARKETING IN THE RECYCLING AND WASTE MANAGEMENT SECTOR.”

For sales information please call +44 (0) 20 7728 4276
MRW offers advertisers access to the most influential people in the recycling and waste management sector. Our subscribers are senior decision makers in waste management companies, local authorities, materials recyclers, retailers and the construction industry. MRW engages subscribers via:

- **MRW**, the leading magazine for the recycling and waste management sector with a weekly ABC audited average net circulation of 2,909\(^1\) and a readership of 20,000\(^2\) per week

- **MRW.com**, the fastest breaking news website reaching over 9,500 unique users every month who generate over 38,500 page impressions\(^3\)

- **m.mrw.com**, our fully optimised mobile site, keeping recycling and waste management professionals up-to-date, on the move

- **The Materials Recycling Handbook**, the essential directory for the UK recycling and waste management industry, published every December

MRW is the ideal way to put your products and services in front of the people who do the work, set the agenda and make the buying decisions. No other title in the sector offers such a senior decision making audience.

- Our proof that advertising in MRW works - MRW has 48% of the advertising market share, 27% more than any other advertiser\(^4\).

- Benefit from brand synergies with a magazine linked to influential organisations such as WRAP, LARAC and DEFRA.

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**When asked to rate MRW as a vehicle for advertising, 84% of advertisers rate it as very good/good it works for your competitors**

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For sales information please call +44 (0) 20 7728 4276
With 20,000 key decision makers reading MRW magazine per week and over 9,500 unique users visiting mrw.co.uk and m.mrw.co.uk per month, MRW offers advertisers access to the most influential people in the recycling and waste management sector – the MDs, owners, senior managers and directors from both the public and private sectors. Our audience comprises the prime specifiers for the recycling waste management equipment industry.

MRW delivers true access to the industry decision makers you need to reach. Using both online and print we deliver a highly engaged audience. No other media outlet comes close to matching our total reach, market presence and advertising value.

For sales information please call +44 (0) 20 7728 4276
### JANUARY
- **13th** Metals  
  2011 Highlights  
  Recovered Paper Report  
- **20th** Plastics and Textiles  
  Local Authority and Planning  
- **27th** Vehicles  
  Balers  
  Skip Hire  

### FEBRUARY
- **3rd** Metals and WEEE  
  Batteries  
  RCVs  
- **10th** Materials Recycling  
  Skips, Banks, Bins  
  Recovered Paper Report  

### MARCH
- **2nd** Metals  
  Material Handlers, Wheeled Loaders and Cranes  
- **9th** IT and Software  
  Waste Management  
  Recovered Paper Report  
- **16th** Paper and Glass  
  RDF  
  Irish Special  
- **23rd** MRFs  
  Sorting Technologies  
  Plant and Vehicle Hire  
- **30th** Compactors  
  Vehicles  
  Vehicle Tracking  

### APRIL
- **6th** Metals  
  Health and Safety  
- **20th** Vans  
  Commercial Vehicles  
  RCVs  
  Retail Recycling  
  CV Show Preview  
  Recovered Paper Report  
- **27th** Waste Management  
  Balers  

### MAY
- **4th** IFAT  
  Metals  
  IFAT Preview  
- **11th** Efficiencies in Waste Management and Recycling  
- **18th** Shredders  
  EFW  
  Recovered Paper Report  
- **25th** Materials Recycling  
  Security  

### JUNE
- **1st** Metals and WEEE  
  Batteries  
- **15th** Paper  
  Glass  
  Recovered Paper Report  
- **22nd** Plastics and Textiles  
  Compactors  
  MRFs  
  Sorting  
  Technologies  
- **29th** Concrete  
  Planning  
  Organics  
  RDF  
  ABDA Preview  

### JULY
- **6th** Metals  
  Material Handlers, Wheeled Loaders and Cranes  
- **13th** Skips, Banks and Bins  
  Logistics  
  EFW  
  National Recycling Awards Review  
- **20th** Ad and Composting Equipment  
  Shredders  
  Recovered Paper Report  
- **27th** Balers  
  Paper and Glass  

### AUGUST
- **10th** Metals and WEEE  
  Batteries  
  MRFs  
  Sorting Technologies  
  Recovered Paper Report  
- **19th** EFW  
  Vehicle Tracking  
  Recovered Paper Report  
- **26th** MRFs and Sorting Technology  
  Efficiencies in Waste Management and Recycling  

### SEPTEMBER
- **7th** Metals  
  RWM Show Guide  
  Dailies  
  RWM Preview  
- **21st** Compactors  
  Plastics and Textiles  
  Recovered Paper Report  
- **28th** Hazardous Waste Solutions  
  Skip Hire  
  RWM Preview  

### OCTOBER
- **5th** Metals  
  RDF  
  Material Handler, Wheeled Loaders & Cranes  
- **12th** EFW  
  Vehicles  
  Vehicle Tracking  
- **19th** Paper and Glass  
  Balers  
- **26th** MRFs and Sorting Technology  
  Efficiencies in Waste Management and Recycling  

### NOVEMBER
- **2nd** Metals and WEEE  
  Batteries  
- **9th** Skips, Banks and Bins  
  Plant and Vehicle Hire  
  Recovered Paper Report  
- **16th** Organics  
  AD and Biogas  
  Security  
- **23rd** Shredders  
  Pollutec Preview  
- **30th** Waste Management  
  Wallplanner  

### DECEMBER
- **7th** Metals  
  Compactors  
  Desk Top Calendar  
- **14th** Christmas Quiz  
  Recovered Paper Report  
  MRW Handbook  
  Annual Review  

PRINT ADVERTISING OPPORTUNITIES
By advertising in MRW you are guaranteed to reach the recycling and waste management industry’s key decision makers and keep your business in the forefront of their minds when planning their purchasing decisions. MRW can provide you with a range of print advertising opportunities including; Display, Classified, Recruitment and Tender advertising.

DISPLAY ADVERTISING
Regular display advertisements will highlight the unique benefits of your business and the services that you can offer our readers. Display advertising promotes brand recognition, builds confidence and ensures that you are considered when a new supplier is being sought.

CLASSIFIED – COST-EFFECTIVE DIRECTORY ADVERTISING
MRW Classified presents readers with the widest range of services from the very best companies in recycling and waste management. Some of the biggest and most reputable names in the industry advertise regularly, including waste management companies, materials recyclers product and used equipment suppliers. They know they can rely on MRW to deliver crucial business leads to their sales teams.

For sales information please call +44 (0) 20 7728 4276
ONLINE ADVERTISING OPPORTUNITIES

mrw.co.uk is the first point of call for the latest industry news and prices. With multiple advertising opportunities including video and audio content hosting, you can really engage with our users.

By combining the power of print with the reach of online, you can maximise the effectiveness of your advertising message in existing and future campaigns.

mrw.co.uk provides an extensive reach into the market with the average traffic being 9,500 unique users per month who generate over 38,500 page impressions¹.

Online advertising opportunities include:
1. Leaderboard (728x90)
2. MPU (336x280)
3. Skyscraper (160x600)
4. Mobile top banner (320x50)

Overlays, page peels, video and audio content, and hosting are also available. Call Tom Dennison on +44 (0) 20 7728 4276 for more information.


For sales information please call +44 (0) 20 7728 4276
AWARDS
MRW organises the prestigious National Recycling Awards, the only cross-sector and truly nationwide award scheme for waste management and recycling.

For more information please call +44 (0) 20 7728 4276 or visit www.nationalrecyclingawards.com

“Featuring in these prestigious national awards will give us a great opportunity to demonstrate to our customers that the print industry’s enthusiastic efforts to boost its recycling performance are now gaining the recognition they deserve.”
John Haines, J & G Environmental

SPONSORSHIP
A number of innovative customised sponsorship opportunities are available such as special supplements and company briefings that will enhance targeted direct marketing campaigns.

THE MATERIALS RECYCLING HANDBOOK
MRW also produces The Materials Recycling Handbook – The Recycling Bible, published annually in December. This is an essential directory of UK recycling and waste management companies, services, legislation and regulation updated every year.

For sales information please call +44 (0) 20 7728 4276
DISPLAY ADVERTISING RATES AND SPECIFICATIONS

PRINT DISPLAY
Effective from 1st January 2012
Advertising rates (all rates exclusive of VAT)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
<th>DIMENSIONS (height x width mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£1,950</td>
<td>Bleed - 303 x 216</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trim - 297 x 210</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Type - 275 x 190</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>£1,250</td>
<td>Type - 134 x 190</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>£1,250</td>
<td>Type - 275 x 93</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£750</td>
<td>Type - 134 x 93</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£3,200</td>
<td>Bleed - 303 x 426</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS
- Inside front cover: £2,300
- Outside back cover: £2,400
- News strip (1/4 page dps): £1,500 Type - 60 x 390
- Cover wrap: £4,850
- Belly band: £2,500

ONLINE AND MOBILE DISPLAY

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
<th>DIMENSIONS (height x width px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>£1,200 pcm</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£900 pcm</td>
<td>160 x 600 pixels</td>
</tr>
<tr>
<td>MPU</td>
<td>£1,200 pcm</td>
<td>336 x 280 pixels</td>
</tr>
<tr>
<td>Mobile - top banner</td>
<td>POA</td>
<td>320 x 50 pixels</td>
</tr>
</tbody>
</table>

Newsletter sponsorship also available

ONLINE TECHNICAL SPECIFICATION
Adverts must be provided in GIF format, maximum file size 40k. Adverts must be no more than 3 loops.

DISPLAY RATES TECHNICAL SPECIFICATIONS
- All files should be supplied in PDF 1.3 format. PDF files should adhere to the PPA ‘Pass for Press’ standard. Full details can be found at www.pass4press.com.
- PDF files should be supplied on CD or DVD or emailed to david.evans@emap.com. Supplied PDF files should be accompanied with a contract proof of the PDF file (Iris, Digital Cromalin or hi-res Sherpa).
- The responsibility to supply correct materials remains with the advertiser.
- File names should be in the following format: journal name/issue date/client - e.g. MRW_JAN12_Client Name

Cancellation deadlines: 6 weeks prior to publication
Copy deadlines: 7 days prior to publication
Contact: 020 7728 4115 or david.evans@emap.com

For sales information please call +44 (0) 20 7728 4276
**CLASSIFIED AND RECRUITMENT ADVERTISING RATES**

**CLASSIFIED RATES**
Effective from 1st March 2010
Advertising rates (all rates exclusive of VAT)

<table>
<thead>
<tr>
<th>MACHINERY FOR SALE/WANTED/WEIGHBRIDGES/MATERIALS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SCC</td>
<td>£27.70</td>
</tr>
<tr>
<td>Colour</td>
<td>10%</td>
</tr>
<tr>
<td>Discounts</td>
<td>5+ 5%</td>
</tr>
<tr>
<td>9+ 10%</td>
<td></td>
</tr>
<tr>
<td>25+ 20%</td>
<td></td>
</tr>
<tr>
<td>48+ 30%</td>
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</table>

<table>
<thead>
<tr>
<th>AUCTIONS/BUSINESS/LAND/PROPERTY FOR SALE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SCC</td>
<td>£39.30</td>
</tr>
<tr>
<td>Colour</td>
<td>10%</td>
</tr>
<tr>
<td>Discounts</td>
<td>2+ 30%</td>
</tr>
<tr>
<td>3+ 35%</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TENDERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>SCC</td>
<td>£41</td>
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<tr>
<td>Colour</td>
<td>10%</td>
</tr>
<tr>
<td>Discounts</td>
<td>2+ 30%</td>
</tr>
<tr>
<td>3+ 35%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WALLPLANNER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>£1,350</td>
</tr>
<tr>
<td>Small</td>
<td>£850</td>
</tr>
</tbody>
</table>

**ONLINE ONLY**
Every online job listing includes unlimited text listing to describe the company and vacancy, and a company logo.

**RECRUITMENT**
1 - 30mm 2 - 60mm 3 - 90mm
4 - 120mm 5 - 150mm 6 - 180mm

**Set Sizes (include colour)**
1/4 Page (6x3) £950
1/3 Page (12x3) £1600
1/2 Page (12x6 or 26x3) £3000
Full Page (26x6) £5500

**Online advertising**
Standard online listing £350
Career spotlight £600

**For sales information please call +44 (0) 20 7728 4276**