

waste

MANAGEMENT REVIEW

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MANAGEMENT REVIEW
AUGUST/SEPTEMBER 2016



Resource revolution

Emmanuel Vivant shares how Suez Environment is preparing for the future of the industry

FEATURES
The city of the future is 'green' and...
New technologies for water treatment

REPORTS
The city of the future is 'green' and...
New technologies for water treatment

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MANAGEMENT REVIEW
OCTOBER/NOVEMBER 2016



A green heart

David McLaughlin talks about the work behind Brisbane City Council's Australian Sustainable City 2016 award and the preparations for renewing its contracts.

FEATURES
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New technologies for water treatment

REPORTS
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MANAGEMENT REVIEW
DECEMBER/JANUARY 2016



Ready for the good-to-great journey

Transpacific Cleanaway's CEO, Dr. Bill Bennett, shares his ambitions for the company and the industry

FEATURES
The city of the future is 'green' and...
New technologies for water treatment

REPORTS
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New technologies for water treatment

waste
MANAGEMENT REVIEW
FEBRUARY/MARCH 2016



Enabling the circular economy

Nelon Jarman shares how Infocycle evolved from a reverse logistics company to an expert product recovery solutions provider

FEATURES
The city of the future is 'green' and...
New technologies for water treatment

REPORTS
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MANAGEMENT REVIEW
APRIL/MAY 2016



Planning for a sustainable future

Cameron Schuster provides his insights on issues around regional waste management and resource recovery

FEATURES
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REPORTS
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MANAGEMENT REVIEW
JUNE/JULY 2016



No gambling on better recycling

Jonathan Wood shares Crown Resorts' sustainability story

FEATURES
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REPORTS
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Managing Director - Prime Creative Media, John Murphy

At Prime Creative Media, we appreciate the specific requirements of companies working in high growth industries. We recognise the importance of providing quality information and a respected platform to serve the needs of an industry as important to the nation as waste management.

Waste production in Australia has risen by an astounding 150 per cent over the past 15 years. The waste management industry generates over \$11.1 billion in income and employs well over 35,500 people. As our growing population will continue to require better and more refined waste and recycling processes, a quality industry platform becomes imperative. The waste management industry deserves an intelligent publication that can help promote its growth and sustainability.

Prime Creative Media is an independently owned publisher, events and marketing services provider. We are one of Australia's leading specialist business-to-business publishers, offering industries the most advanced multimedia communications platform. This includes quality publications – printed here in Australia; cutting-edge news websites that are updated daily; weekly electronic direct mail (eDM) newsletters delivered straight to inboxes; and the most exciting and inclusive industry events on the market.

We invest heavily in in-house editorial and business development teams to deliver fully integrated marketing communications services to our clients.

Waste Management Review launched in August 2015 with a complete multimedia

platform of: magazine (both hard and electronic versions); website updated daily; and weekly electronic direct mail (EDM) newsletter.

We look forward to working with you, to show you how our advanced approach delivers real results, by connecting you with your clients via these engaging platforms, and turning that engagement into new and repeat business.

A handwritten signature in black ink, appearing to read 'John Murphy'. The signature is written in a cursive, flowing style with a large loop at the end.

OUR VISION

To deliver high quality, multi-platform media communications to showcase the world-class performance of the Australian waste management and secondary resource industry. To inform and connect businesses, and to assist in building strategic partnerships as a vital step to growing the industry together.



OUR FACTS

MAGAZINE CIRCULATION: 6400, Australia and Asia Pacific

CONTENT: Comprehensive coverage of the waste management, resource recovery and recycling industry

FREQUENCY: Magazine published bi-monthly, website updated daily, e-newsletter emailed weekly

DISTRIBUTION: Subscription, verified database

SUBSCRIPTION PRICE: \$190 for 3 years. Offering a premium product – packaged with the e-newsletter and website access for 10 company staff.

WEB: www.wastemanagementreview.com.au

READERSHIP BREAKDOWN



AUDIENCE

Waste Management Review is a premium publication showcasing industry leaders and focusing on company executives and the decision makers of leading organisations within the waste and recycling industry. The magazine is distributed to a strong database of **Waste Service Providers, Consultants, Local Councils, State and Federal Governments** and their Utilities at engineering, specifying and procurement levels; captains of industry across **Manufacturing and Retail**; as well as **Research, Environmental and Educational** sectors.

CONTENTS

As a comprehensive premium publication, *Waste Management Review* encompasses a broad range of feature articles focusing on industry best practices and the latest innovative technology and product solutions, including:

Knowledge Leaders

We speak with the decision makers of major recycling and waste management contractors and the management of super councils on the latest trends that are changing the landscape of waste management practices.

Innovators

We seek out the people who are leading the cutting-edge of innovation, those who are introducing technology solutions that will truly revolutionise the industry, from transport and storage equipment right through to recycling and processing equipment.

Site in Focus

We review the most advanced transfer stations and processing plants in Australia, providing our readers with an inside look at the future of waste.

International

Waste Management Review analyses comparative international markets to identify shifting global trends, new opportunities and changes in government regulations internationally for the Australian market to consider.

Product Showcase

We highlight the latest technology and product advances available to the Australian market. We also showcase successful partnerships between equipment providers and their clients.

News

The news section conveys highly valuable and relevant industry information in an at-a-glance format.

Regulation Review

Waste Management Review critically examines current regulations or proposed changes to regulations, both domestically (local, state and federal) and internationally, identifying implications for the Australian market and potential outcomes for businesses.

ADVERTISING

Waste Management Review is proactive in connecting businesses and building strategic partnerships through the sharing of knowledge and information and in the process, creating value.

ADVERTISING RATES AUD (EXCLUDING GST)*

Advertising size	Casual rate	x3 rate	x6 rate
Double page spread	6,950	6,450	5,950
Early Right Hand Side	4,200	4,000	3,800
Inside front/back cover	4,500	4,300	4,100
Outside back cover	4,850	4,650	4,450
Full page	4,000	3,800	3,600
Half page	2,950	2,750	2,550
Third page	2,450	2,250	2,050

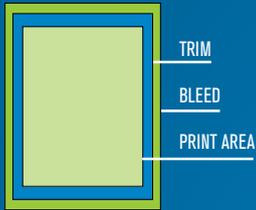
* Pricing per advertisement

Issue	Booking deadline	Material deadline	On sale date
Dec/Jan 2016	30-Oct-15	06-Nov-15	07-Dec-15
Feb/Mar 2016	11-Dec-15	18-Dec-15	08-Feb-16
Apr/May 2016	26-Feb-16	04-Mar-16	04-Apr-16
Jun/Jul 2016	29-Apr-16	06-May-16	06-Jun-16
Aug/Sept 2016	24-Jun-16	06-Jul-16	01-Aug-16
Oct/Nov 2016	5-Sept-16	12-Sept-16	10-Oct-16

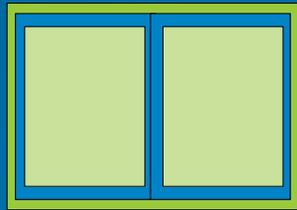
Website advertising	1 month	3 months	12 months
Top Leader Board	1,175	2,820	11,280
Medium Rectangle/Banner	600	1,440	5,640
Bottom Banner	950	2,280	8,740

e-Newsletter	1 month	3 months	12 months
Banner	3,050	5,250	15,000

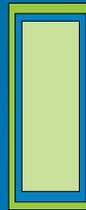
ADVERT SPECS



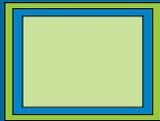
FULL PAGE	
TRIM	200 (w) x 265mm (h)
BLEED	210 (w) x 275mm (h)
PRINT AREA	170 (w) x 235mm (h)



DOUBLE PAGE SPREAD	
TRIM	400 (w) x 265mm (h)
BLEED	410 (w) x 275mm (h)
PRINT AREA	170 (w) x 235mm (h) (on each page)



HALF PAGE VERTICAL	
TRIM	100 (w) x 265mm (h)
BLEED	110 (w) x 275mm (h)
PRINT AREA	85 (w) x 250mm (h)



HALF PAGE HORIZONTAL	
TRIM	200 (w) x 135mm (h)
BLEED	210 (w) x 145mm (h)
PRINT AREA	170 (w) x 115mm (h)

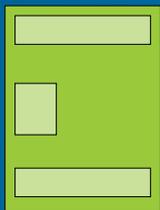


THIRD PAGE HORIZONTAL	
TRIM	200 (w) x 88mm (h)
BLEED	210 (w) x 98mm (h)
PRINT AREA	190 (w) x 78mm (h)



THIRD PAGE VERTICAL	
TRIM	68 (w) x 265mm (h)
BLEED	78 (w) x 275mm (h)
PRINT AREA	58 (w) x 255mm (h)

WEB SPECS



TOP LEADER BOARD
728px (w) x 90px (h)



MEDIUM RECTANGLE
300px (w) x 250px (h)



BOTTOM LEADER BOARD
728px (w) x 90px (h)

E-NEWSLETTER



TOP BANNER
468px (w) x 60px (h)

MECHANICAL SPECIFICATIONS

Printing: Sheetfed offset / 175 lpi

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

Supplied material

- Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
- Material must be supplied as a press ready pdf. All other formats will be rejected.
- Avoid running type across the gutter of a double page spread.
- All fonts need to be embedded into the PDF file
- Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
- Images need to be of a minimum 300dpi at print size.
- Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
- Total ink limit should not exceed 300%

Advertising material for in-house design:

- Images to be supplied as jpegs*
- Text to be supplied as a text file or Word document
- Logos to be supplied as vector eps files

* Images and logos used on websites are not acceptable for printing purposes

TERMS & CONDITIONS

All advertisements for Waste Management Review are accepted and published by Prime Creative on the assumption that the advertiser and/or advertising agency are authorised to publish the entire contents and subject matter thereof. Prime Creative reserves the right to reject, exclude or cancel any advertising at any time. In consideration of publication of an advertisement, the advertiser and/or agency, jointly and severally, will indemnify and hold harmless Prime Creative, its officers, agents and employees against expenses and losses resulting from the publication of the advertisement including, but not limited to, any claims or suits for libel, violation of right of privacy, copyright or trademark infringement, plagiarism or false and misleading advertising. Neither the advertiser nor its agency may cancel after the closing date. All cancellations must be in writing, and is not considered effective until confirmed in writing by the Publisher. The Publisher accepts no responsibility to remove or alter live matter without written consent from the advertiser or agency five days prior to closing. Finally, the Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the Publisher's control.

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e-update