



Media information 2021

Circular

WHAT IS CIRCULAR?

Circular is read by people who are active and serious about their role in the resource and waste sector. Everything we do at CIWM is about developing and empowering professionals.

Circular reflects CIWM's core ethos. We support the move towards a circular economy – transitioning from a linear, take-make-dispose extractive industrial model towards a circular system that keeps resources in use for as long as possible, extracting the maximum value from them whilst in use, then recovering and regenerating products and materials at the end of each service life.

Circular inspires, guides and connects CIWM members.

All the content in *Circular*, whether in print or online, helps readers grow in their roles.

How? By sharing insight and best practice; exploring the big issues facing the sector; and profiling the people, the campaigns and the organisations making a difference to the circular economy.

In 2019, alongside comment from CIWM itself, interviewees included: the Secretary of State for the Environment, Michael Gove; MD of Iceland foods, Richard Walker; Jeremy Paxman; CIWM members who have recently attained Chartered status; public and private sector waste professionals; and academic experts.

Expect more movers and shakers to be sharing their insights in 2021.

Circular is a truly sustainable media brand: the magazine, published once every two months, is printed on 100% recycled paper and is mailed without using plastic wrapping. By putting more content than ever online with *Circular Online*, CIWM is reducing its carbon footprint – all of which really matters to our members.

Make *Circular* part of your marketing mix.

WHY CIRCULAR?

Reach the people that matter in this fast-moving and influential sector.

Your messages will reach the professionals that make decisions about how resources and waste are managed in the UK.

Circular is a multi-channel media brand comprising *Circular* magazine and *Circular Online*. Together they reach influencers within CIWM's membership and beyond.

Circular Online is also home to the CIWM Knowledge Centre, a primarily member-only online library of technical resources, legislative and policy updates, guidance and best practice in the many sectors across the resources and waste industry.

The circular economy is under the spotlight and at the top of the social and political agenda. There has never been a better time to build your business' profile with members of the UK's leading sector voice and professional membership organisation.

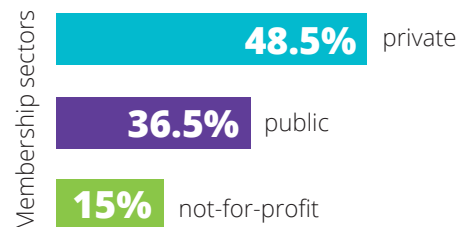


Facts, figures and awards

5,500+ professionals are members of CIWM and receive weekly communications from us through print and digital channels – so whatever your message or timeline, we can tailor a campaign for you

270+
companies sponsor,
exhibit and advertise
with CIWM

350,000+
professionals visit
CIWM websites
per year



CIWM member job functions

36%
managers

20%
technical

15%
director

14%
consultant

12%
other

2%
operator

1%
sales

mailed
without
wasteful additional
plastic wrapping

sent to **all** CIWM
members and read by over
18,000
people

created
with **100%**
recycled paper

Circular and Circular Online are recognised by experts as innovative, relevant and impactful.

Here are some recent accolades:

Association Excellence Awards 2019

Best Association Magazine (circulation up to 10,000)
Winner

Association Awards 2019

Best Association Website and Best Association eNewsletter
Special Award

Institute of Internal Communication (IoIC) National Awards

Best Channel for members/stakeholders/volunteers
Award of Excellence

CorpComms Awards 2019

Best Corporate Publication
Highly Commended

International Content Marketing Awards

Best Use of Print
Shortlist

Memcom Membership Excellence Awards 2020

Best magazine
Winner

Memcom Membership Excellence Awards 2020

Best digital launch
Winner

The CIWM ecosystem

HOW CAN CIRCULAR HELP?

We will create bespoke packages to suit your marketing ambitions, using the portfolio of *Circular* channels, which includes a bi-monthly magazine, an online news and knowledge portal and an e-newsletter sent directly to members' and non-members' inboxes.

Showcase your business and reach an engaged audience of sustainability, waste and resource professionals.

CIRCULAR SOLUTIONS SUPPLEMENTS

- Vehicles, Machinery, Plant

CIRCULAR ONLINE WEBSITE

- Display
- Sponsored content
- Webinars
- Sponsored sections

CIRCULAR MAGAZINE

- Advertising
- Advertorials
- Sponsorship
- Classified
- RWM Preview
- Sponsored content

PARTNERSHIPS

- Business Partners
- Events
- Affiliated Organisations

CIRCULAR ONLINE NEWSLETTER

- Display
- Sponsored content

Media advertising opportunities

CIRCULAR MAGAZINE AND SUPPLEMENTS

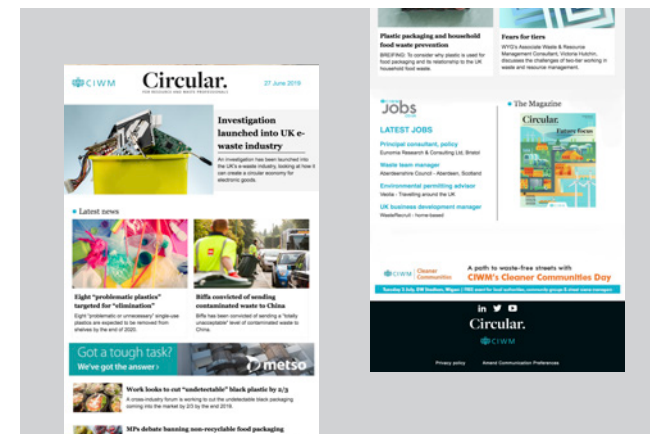


- CIWM's award-winning bi-monthly magazine
- News, opinion and interviews with sector leaders
 - Technical articles on the latest hot topics
 - Expert updates and advice
- Magazine supplements, 'Circular Solutions', exploring key sector issues
 - Received by all CIWM members



- Key positions on popular pages
- Adverts placed alongside relevant and engaging content
 - RWM preview supplement sent out with our July/August issue. If you are exhibiting at RWM, this is the edition you really should be seen in. For more information contact **Andy Shields** on **01223 378 005**
- *Circular Solutions*: Vehicles and plant supplement sent out with our March/April and September/October issue. For more information contact **Andy Shields** on **01223 378 005**

CIRCULAR ONLINE NEWSLETTER



- Weekly newsletter emailed to more than 15,000 subscribers
- Includes news, links to exclusive articles, videos, and the latest resource and waste management jobs
 - Multiple advertising options

Media advertising opportunities

CIRCULAR ONLINE WEBSITE



- 25,000 unique visitors per month
- Daily news updates, plus exclusive opinion articles, video, interviews, and a searchable magazine archive
- 200,000+ unique visitors
- CIWM Knowledge Centre – exclusive to members
- News on sustainability, resources and waste
 - Insight and industry views
- Sponsored content opportunities

CIWM JOBS



- Advertise your vacancies to more than 65,000 potential candidates on ciwmjobs.co.uk
- Track vacancies and communicate with candidates via an online recruiter account
- Fast-track your recruitment process with premium packages for print and digital

SPONSORED CONTENT



- Sponsored articles, written by you and edited for your approval by our expert journalists
 - 200,000+ unique visitors
- Prime position within the award-winning *Circular Online* website
- Your article, in the *Circular* weekly e-newsletter

Circular media rates

CIRCULAR ADVERTISING RATES

| Standard advertising | x1 advert | x3 adverts | x6 adverts | Business Partner |
|----------------------|-----------|------------|------------|------------------|
| Double-page spread | £2,590 | £1,900 | £1,790 | £900 |
| Full page | £1,790 | £1,490 | £1,290 | £627w |
| Half page | £1,290 | £990 | £790 | £406 |
| Quarter page | £790 | £650 | £590 | £237 |

COVER POSITIONS

| Standard advertising | x1 advert | x3 adverts | x6 adverts | Business Partner |
|--------------------------------|-----------|------------|------------|------------------|
| Outside back cover (full page) | £2,190 | £1,900 | £1,590 | £900 |
| Outside back cover (half page) | £1,900 | £1,590 | £1,390 | £800 |
| Inside front cover | £1,900 | £1,590 | £1,390 | £800 |
| Inside back cover | £1,900 | £1,350 | £1,390 | £800 |

SPONSORSHIP AND PRIME POSITIONS

| | 1 issue | Business partner |
|--|---------|------------------|
| Magazine sponsor | £2,990 | £2,000 |
| Sponsored content on <i>Circular Online</i> | £500 | £400 |
| Sponsored content on <i>Circular Online</i> + inclusion in a weekly newsletter | £850 | £600 |

CIRCULAR ONLINE NEWSLETTER ADVERTISING RATES

| Banner 575 x 77 pixels | 2 weeks | 12 weeks | 24 weeks | Business Partner (2 weeks) |
|---------------------------|----------|----------|----------|-------------------------------|
| Top banner | £400 p/w | £350 p/w | £250 p/w | £200 |
| Bottom banner | £250 p/w | £200 p/w | £150 p/w | £105 |

CIRCULAR ONLINE ADVERTISING RATES

| | x1 month | x3 months | x6 months | Business Partner |
|---|------------|-----------|-----------|------------------|
| Super Leaderboard (Homepage only) 970 x 90 pixels (desktop) 300x90 pixels (mobile) | £1,200 p/m | £950 p/m | £800 p/m | £600 |
| Banner 300 x 90 pixels | £650 p/m | £500 p/m | £350 p/m | £300 |
| MPU 300 x 250 pixels | £650 p/m | £500 p/m | £350 p/m | £300 |
| Portrait 300 x 600 pixels | £900 p/m | £700 p/m | £600 p/m | £450 |
| Leaderboard 728 x 90 pixels (desktop) 300 x 90 pixels (mobile) | £1,200 p/m | £950 p/m | £800 p/m | £600 |

RECRUITMENT ADVERTISING

Standard listing online £450

Highlighted listing £550

Premium listing £700

Includes highlighted spot on CIWMJobs.co.uk homepage and features in the weekly *Circular* e-newsletter

Premium listing + print £975

As above plus a half page print advert in the bi-monthly member's magazine *Circular*

Circular key themes and supplements 2021



If you wish to discuss these or any other editorial topics please contact:

For print:

Liza Salazar
liza.salazar@cpl.co.uk • 01223 378 048

CPL, 1 Cambridge Technopark, Newmarket Road, Cambridge CB5 8PB

For online:

Darrel Moore
darrel.moore@ciwm.co.uk • 01604 823 348

CIWM, Quadra, 500 Pavilion Drive, Northampton Business Park,
Northampton NN4 7YJ

CIRCULAR KEY THEMES / EDITORIAL

| Circular Issue | Theme | Circular Solutions |
|---------------------|---|--------------------|
| January / February | Youth | Electric vehicles |
| March / April | Circular economy | Health and safety |
| May / June | Innovation <i>(inc. technology)</i> | Innovation |
| July / August | Packaging | Street cleaning |
| September / October | Energy and environment <i>(inc. climate change)</i> | Materials handling |
| November / December | People | Healthcare |

People are talking about *Circular*



Circular Online: The information is clear and well presented, with the filters making it very user friendly. It is easy to find information relevant to specific topics.

Brydon Sinclair, MCIWM



At Greggs we are really proud of the progress we've made in terms of our waste reduction programme over recent years. However, we know the move to a circular economy is a global need and we want to collaborate and share learnings with other likeminded organisations. We've teamed up with CIWM [as an affiliated organisation] as we see real synergy with their knowledge base and approach. We're looking forward to progressing with our resource focus alongside the CIWM team.

Paul W Irwin-Rhodes, SHE and external affairs manager



I went through the *Circular Online* website and the knowledge centre. They are amazing. I love the fact that I can get so much information about the happenings in the environment. The knowledge centre is a brilliant idea, especially the category filter which makes getting information I need faster and easier. They are both very welcomed and appreciated.

Juliet Odhikori, CIWM Student Member



Recolight values CIWM highly as a media partner. Our objective, as a WEEE compliance scheme for lighting, is to raise the UK recycling rate. Alongside our advertising package, we are given the opportunity to write opinion pieces in the *CIWM magazine*, where we can target our key audiences about WEEE regulations and the need to recycle.

Suzanne Castine, marketing manager, Recolight



— 2021 Event, Exhibition, Sponsorship and Networking —

CIWM RESOURCE CONFERENCE CYMRU

16 March 2021, Sophia Gardens Cricket Ground, Cardiff

- Attended by more than 130 resource and waste professionals from across Wales and the rest of the UK
- A mix of strategic debate and best practice presentations
 - Exhibition stands available

ciwm.co.uk/wales-conference



SCOTTISH RESOURCES CONFERENCE AND SRC AWARDS

Returning in 2021

- Attended by over 350 sustainability, resources and waste professionals from across Scotland and the rest of the UK
- Run in partnership with CIWM, Zero Waste Scotland and SEPA
 - Exhibition, conference and awards ceremony

scottish-resources.com

CIWM GALA DINNER

22 September 2021, Hilton Birmingham Metropole Hotel (NEC)

- Attended by up to 600 resource and waste professionals
- An evening of fine dining, networking and first-class entertainment
 - The biggest social gathering during RWM

ciwmgaladinner.co.uk

RESOURCING THE FUTURE CONFERENCE

08 - 09 June 2021, One Great George Street London

- Attended by over 350 of the UK's senior resource and waste professionals
 - Run in partnership with CIWM, Wrap and ESA
- High level debates and panel sessions about Circular Economy strategy

ciwm.co.uk/rtf



Delegate bookings / Victoria Knight / victoria.knight@ciwm.co.uk / 01604 823 342

Sponsorship and exhibition / Ginny Hunter / ginny.hunter@ciwm.co.uk / 01604 823346

Advertising / Andy Shields / andy.shields@cpl.co.uk / 01223 378 005

Technical information

Technical details

- All advertisements must be supplied as high-resolution print ready pdf files
- Images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size, NOT gif or RGB
- All digital advertisements can be supplied as JPEG or GIF files

Advertising specifications

width x height

Circular Magazine

Full page

- **Bleed** 216 x 266mm
- **Trim** 210 x 260mm

Half-page

- 170 x 113mm

Quarter page

- 87 x 114mm

Double-page spread

- **Bleed** 426 x 266mm
- **Trim** 260 x 210mm

Business Directory

- 40.25 x 34mm

Circular E-Newsletter

- 575 x 77 pixels

Circular Online website

width x height

Super Leaderboard (all pages)

- **Desktop** 970 x 90 pixels ● **Mobile** 300 x 90 pixels

Super Leaderboard 2 (home page only)

- **Desktop** 970 x 90 pixels ● **Mobile** 300 x 90 pixels

Leaderboard (all pages except home pages)

- **Desktop** 728 x 90 pixels ● **Mobile** 300 x 90 pixels

Banner (all pages)

- **Desktop** 300 x 90 pixels ● **Mobile** 300 x 90 pixels

MPU (home page)

- **Desktop** 300 x 250 pixels
- **Mobile** 300 x 250 pixels

Portrait (all pages)

- **Mobile** 300 x 600 pixels

Circular summary schedule

January / February

- **Ad deadline:** 21st January 2021
- **Mailed out date:** 15th February 2021

March / April

- **Ad deadline:** 1st March 2021
- **Mailed out date:** 25th March 2021

May / June

- **Ad deadline:** 5th May 2021
- **Mailed out date:** 24th May 2021

July / August

- **Ad deadline:** 2nd July 2021
- **Mailed out date:** 23rd July 2021

September / October

- **Ad deadline:** 2nd September 2021
- **Mailed out date:** 24th September 2021

November / December

- **Ad deadline:** 5th November 2021
- **Mailed out date:** 26th November 2021

To find out more about advertising please contact:

Andy Shields • andy.shields@cpl.co.uk • 01223 378 005