

CIWM Events and Media Opportunities 2017

Reach over **27,000** sustainability,
resource and waste professionals



02 Marketing to resource and waste management professionals

www.ciwm.co.uk
Call 01604 620426

The CIWM events and media portfolio offers you a whole range of cost-effective solutions for marketing your products and services to potential resource and waste management customers.

Sponsor – High-profile conferences, awards and dinners include a variety of different opportunities to enhance your company profile, make new contacts and showcase your brand to over 2000 customers.

Exhibit – Through CIWM exhibitions in Wales, Scotland and London you can showcase your products and services to over 750 visitors.

Advertise – Over 198,000 individual resource and waste professionals read the CIWM Journal and MVO Magazine, visit CIWM websites and online directories and receive CIWM newsletters.

Network – At major CIWM events there is an opportunity to network with over 6,970 potential new customers.

Recruit – The CIWM Jobs website plus advertising through newsletters and the CIWM Journal reaches out to over 55,304 potential candidates.*

“CIWM provides us with access to a great marketplace. Having advertised through the CIWM Journal and online since 2003, we have always found that advertising with CIWM provides us with great results”.

Nick Eva, Managing Director, Waste Recruit



*All stats based on average annual figures.



CIWM is the professional body for the sustainability, resource and waste industry. We support individuals and organisations in achieving success in their business, work and career. This includes providing a wide portfolio of marketing opportunities to enable buyers and sellers of products and services to get in touch with each other and do business.

As a charity and chartered institution the income from advertisers, sponsors and exhibitors is reinvested for the benefit of the industry and the individuals working within it. This includes funding representation with government, research, consultations and developing specialist training courses, seminars and events.

Fast facts



198,000 professionals visit CIWM websites.

269 companies sponsor, exhibit and advertise with CIWM.

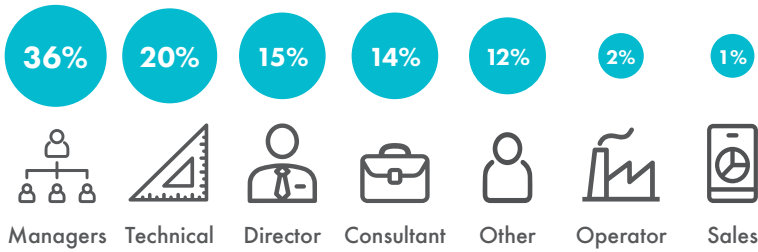
6,970 of the most ambitious resource and waste professionals are CIWM members.

Audiences



With a network of over **27,000** contacts across sustainability, resource and waste management - CIWM events, publications and digital media reach right across the market.

Positions held by CIWM readers and subscribers



Membership Sectors

Private Sector **48.5%**
 Public Sector **36.5%**
 Third/voluntary/charity sector **15.0%**



“Our work with CIWM has played an important role in helping us to build our brand awareness in the UK recycling and resource management sector. Over the last year CIWM has presented us with a wide variety of channels, which enable us to communicate with a highly targeted audience”.

Natalie Heath, Senior Marketing Executive, AMCS



04 Media advertising and sponsorship opportunities

www.ciwm.co.uk
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The CIWM Journal magazine

- Leading monthly publication for the industry
- Experts share knowledge and best practice with 18,000 professional readers every month
- News, opinions and interviews with industry leaders
- Technical articles on the latest industry topics and expert updates and advice
- Posted to all CIWM members
- Premium positions and sponsorship available
- News quality is rated as excellent by **91%** of readers*

Adverts from as little as **£350**



Special Focus features

- Journal supplements exploring key industry issues
- 12-16 page section of the Journal every month
- Adverts within highly relevant content
- Sponsorship also available

Adverts from **£350**



MVO magazine

- Municipal Vehicle Operator and Plant Review
- The only dedicated publication for municipal vehicle and plant buyers and operators
- Sent to all CIWM members quarterly
- Premium advert positions available
- **8** out of every **10** recipients of MVO magazine rated it as good, very good or excellent*

Adverts from **£350**



CIWM Journal Online

- Resources and waste news website visited by 18,000 unique users each month
- Daily news updates plus exclusive opinion articles, video interviews, polls and a searchable magazine archive
- 105,000 unique visitors in 2015
- 67% of visitors pay attention to site advertising
- Rated excellent by 95% of readers*

Adverts from **£315**



*Stats based on 2015 feedback and average monthly visits



RWM Exhibition Preview magazine

- A guide helping visitors plan their days at the exhibition
- Adverts, editorial and company profiles
- Distributed to all CIWM members just before RWM

Advertising from **£570**



CIWM Business Directory

- A searchable online listing enabling organisations to find suppliers across the resource and waste industry
- 900 unique users per month
- Advertising upgrades available

Advertising from **£149**



CIWM Jobs Board

- Advertise your vacancies to over 55,304 potential candidates
- Search sustainability and resource jobs online
- Upgrade packages available for print and digital options

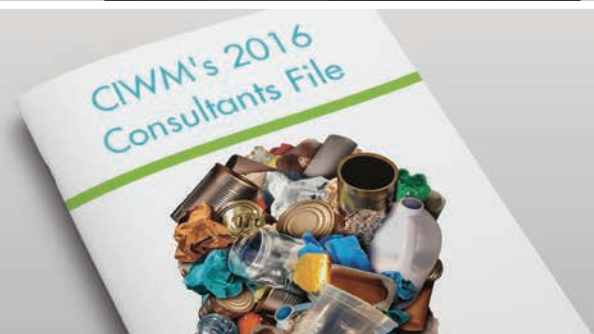
Listings from **£450**



Consultants File

- Annual supplement featuring leading industry consultancies
- Editorial consultants profiles and advertising
- Included in the CIWM Journal in October 2017

Prices start from as little as **£270**



CIWM Journal Newsletter

- Weekly newsletter emailed to over 27,800 subscribers
- Includes the latest industry news, links to exclusive articles, video interviews and the latest industry jobs.
- Generates more than 1,700 clicks on average per newsletter
- Wide range of advertising options

Advertising from **£105**

Stats based on 2015 monthly and annual averages. All prices subject to VAT.





CIWM Journal & MVO Advertising Rates

Size	X1 advert	X3 adverts	X6 adverts	Business Partner Rate
Double Page – 420 x 297mm	£2,150	£1,800	£1,500	£1,350
Full Page – 210 x 297mm	£1,500	£1,255	£1,045	£941
Half page – 170 x 120mm	£975	£810	£675	£608
Quarter Page – 83 x 120mm	£570	£475	£395	£356
Outside Back Cover (Full Page) – 210 x 297mm	£1,900	£1,600	£1,350	£1,215
Inside Front Cover (Full Page) – 210 x 297mm	£1,800	£1,500	£1,250	£1,125
Inside Back Cover (Full Page) – 210 x 297mm	£1,585	£1,320	£1,100	£990

* x1 refers to booking 1 advertisement. x3 and x6 refer to booking a series of 3 and 6 advertisements of the same size in a single booking. Prices listed are per advert and subject to VAT.

CIWM Journal Online Website Advertising Rates

Location and size	X1 month	X3 months	X6 months	Business Partner Rate
Zone 1 – 690 x 70 pixels	£1,200	£950	£800	£720
Zone 2 - 252 x 70 pixels	£650	£500	£350	£315
Zone 3 - 252 x 70 pixels	£650	£500	£350	£315
Zone 4 -252 x 156 pixels	£900	£700	£600	£540
Zone 5 - 252 x 312 pixels	£1,200	£950	£800	£720

x1 refers to booking an online advertisement for a period of 1 month. x3 and x6 refer to booking an advertisement for a continuous period of either 3 or 6 months. Prices listed are per month, so a 6 month booking of a Zone 1 advert would cost 6 x £800 = £4,800

* All prices subject to VAT

** Please note that all zone adverts are subject to rotation with up to 3 other companies



Zone examples



CIWM Journal Newsletter Advertising Rates

Spec	2 weeks	12 weeks	24 weeks	Business Partner Rate
Full Skyscraper – 140 x 340 pixels	£650 total	£3,300 total	£5,400 total	£200 total for 2 wks
Half Skyscraper - 140 x 160	£450 total	£2,100 total	£3,000 total	£105 total for 2 wks

* Please book early to avoid disappointment as limited slots available.

Job advertising

Opportunity	Standard price
Job board listing online	£450
Job board listing online and 2 adverts in the CIWM weekly newsletter for 2 wks	£700
Job board listing online and a half page advert in the CIWM monthly journal	£975
Job board listing online and a quarter page advert in the CIWM monthly journal	£635

* Prices refer to a continuous booking period of 2 weeks, 12 weeks or 24 weeks.

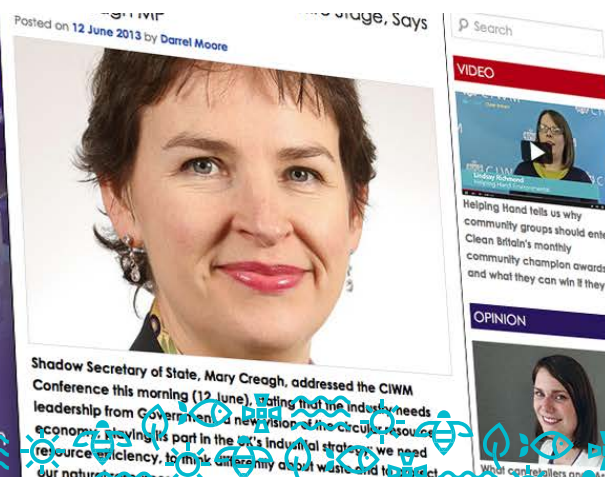
New platforms for 2017

Opportunity	Standard price	Business Partner Rate
Sponsorship of the Journal (1 issue)	£3,500	£3,150
Digital wallpaper takeover (1 week)	£1,200	£1,080
News in brief sponsor	£5,400	£4,860
Advertorial	£2,500	£2,250

* Please contact us for a breakdown of the package

Prices are all subject to VAT.

Digital wallpaper takeover example.

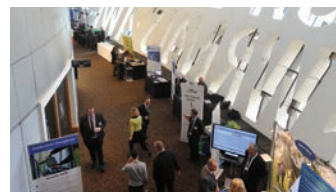


Event exhibition, sponsorship and networking opportunities

www.ciwm.co.uk
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Resource Conference and exhibition Cymru

- Wales Millennium Centre, Cardiff - 22 March 2017
- The region's largest gathering of resource and waste professionals
- A mix of strategic debate and best practice presentations
- Attended by 300 resource and waste professionals from Wales and the UK



Resourcing the Future Conference and exhibition

- 1 Great George Street, London - 27 - 28 June 2017
- High level debate about circular economy strategy with leaders in resource and waste
- Flagship London conference attended by over 300 of the UK's senior resources and waste professionals from across the UK



The CIWM Gala Dinner at RWM

- Hilton Birmingham Metropole - 13 September 2017
- The largest social gathering of resource and waste professionals in the UK
- The social event highlight of the RWM Exhibition
- Evening attended by 800 resource and waste professionals
- Exhibitors invite their clients as guests



Scottish Resources Conference and exhibition

- Edinburgh International Conference Centre - 27- 28 September 2017
- Attracting delegates from Scotland and the rest of the UK to progress the Circular Economy
- Sustainability, resource and waste management audience of over 400 from Scotland and UK



CIWM Presidential Inauguration & Dinner

- London - 17 October 2017
- The annual inauguration of CIWM's new President
- High-profile event inviting senior officials and industry leaders
- Welcoming over 200 guests



The Sustainability and Resource Awards

- London Marriott Grosvenor Square - 2 November 2017
- The prestigious industry awards recognise and reward achievements across the waste sector
- 13 awards categories
- Lunch ceremony welcoming over 400 guests



For delegate places contact Kent Love on **01604 823338** or email kent@ciwm.co.uk

For sponsorship and exhibition contact Ginny Hunter on **01604 823346** or email ginny.hunter@ciwm.co.uk

*Please contact us to discuss specific event packages and prices



“We were delighted to be, yet again, one of the headline sponsors for the gala dinner. This event is a highlight in our calendar for our Environmental Power sector as it brings together many of the key people in this industry. The evening promotes networking, aids business conversations and is enjoyable as well! We look forward to sponsoring the Gala Dinner again in 2017”

George Giles,
Head of Environmental
Power, Siemens

SIEMENS



“Our decision to work with CIWM at the recent Scottish Resources awards proved to be well founded, both as a headline sponsor and exhibitor. The whole conference was well attended, and superbly delivered around the importance of the circular model in Scotland. It not only provided a fascinating insight into the Scottish waste industry, but a welcome opportunity to grow our relationships with new and existing customers”

David Banks,
Sales Manager- Waste and
Recycling Sector at JCB

JCB



¹⁰ Save money with high value marketing packages

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Take advantage of each marketing opportunity separately, or combine a package of activities and channels to optimise impact and value, potentially benefitting from a package discount.

Bespoke – A completely tailored sponsorship, advertising and exhibiting package can be created to meet your particular marketing objectives.

Targeted packages – A range of high value marketing packages focussing on specific sectors, subjects and events.

CIWM | Business Partner

Business Partner Marketing package – Many organisations choose to take advantage of becoming a CIWM Business Partner which includes a bespoke marketing package and CIWM Affiliate Organisation membership.

Any business can become a Business Partner and there are different levels of membership to choose from. Becoming a Business Partner gives you access to fantastic networking opportunities, discounted attendance at key industry events and reduced prices on advertising, sponsorship and exhibition opportunities.

Business Partner Rates*

Package type	Cost
Silver	£2,770
Gold	£4,980

*Please contact us to find out more about what is included in the different Business Partner Packages.



Position your organisation as a thought leader on an industry hot topic that is most relevant to you and your clients. By sponsoring the monthly special focus you can share your opinions and expertise with potential clients. The special focus is a 12-16 page section dedicated to that subject with exclusive opinions and features.

January 2017

CIWM Business Partners

Hear from our Business Partners on the latest industry topics: waste collections, consistency, recycle quality, the circular economy and sustainable operations. Plus, what does being a Business Partner mean, who are they and what are the benefits?

- 2016 in review, month-by-month

NEW
FOR
2017

February 2017

Street Cleaning

What impact do the seasons have on our streets; how do we deal with extreme winter weather; and how do the best local authorities beat the blight of litter?

- CIWM Conference Cymru preview
- Local authority challenges

March 2017

Zero Waste – Reduce, Re-Use, Recycle

The drive for zero waste is worldwide. How is it being achieved? Who by? And what are the lessons learned and the methods and equipment used in doing so?

- The solutions to local authority challenges

April 2017

Waste Collection & Transport

Collection frequencies and methods; municipal and commercial waste; and the best ways to move it from A to B...

- The latest in the battle to beat waste crime

May 2017

Healthcare & Hazardous Waste

The challenges of managing healthcare and hazardous waste. Tell us what you want to see in this special focus!

- Resourcing The Future Conference Preview

June 2017

Food Waste

Still one of the most talked about topics in the industry. Processor, producers, retailers and growers offer their opinions on the problem of food waste.

- Launch of the CIWM Sustainability and Resource Awards

July 2017

Street Cleaning Equipment

Following the earlier focus, this issue will look at the methods and equipments used, from street sweepers, to gum and graffiti removal...

- Resourcing The Future Conference review

August 2017

New Technologies & Innovation

Genuine new technologies and innovation is hard to find, but we will unearth some of the best and newest and look at how – and if – they work

- The industry's Top 20 companies by turnover

September 2017

Materials Handling & Recycling

Including a specific look at the construction sector and its methods for recycling and reuse, plus other key materials streams: glass, paper, metals, plastics, wood...

- The Scottish Resources Conference preview
- RWM Exhibition Review

October 2017

Consultants File / Finance

Alongside our annual, and extended for 2017, Consultants File, we will look at waste finance, from funding for new developments to insurance and money-saving advice.

- Circular Economy - industry progress and leaders
- RWM Exhibition Review

November 2017

WEEE & Metals Recycling

End-of-life vehicles; scrap metal trading; WEEE, household electricals and reuse...the wide world of metals-based recycling.

- Fast 50 - the fastest growing businesses in waste and resources

December 2017

Materials Handling & Recycling

How has the industry performed in terms of health and safety performance in 2016, and what products and solutions can help?

- Sustainability and Resources Awards winners 2017

Note: The features listed above may change. A regularly updated features list is available from the advertising page of the website, at www.ciwm-journal.co.uk/advertising or by contacting the sales team as detailed on the back page.





To talk through any of these opportunities please contact the CIWM team:

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