

PUBLISHER'S STATEMENT OF MARKET REACH AND CIRCULATION



JAN - JUNE 2022

SUMMARY			
Print and Digital Magazine	Print	Digital	Total Reach
	25,091	9,856	29,129
Website			
Website	Pageviews	Users (unique)	%Mobile
6 month average	81,857	40,135	36.63%
E-Newsletters			
6 month average	Sent	Opened	% Opened
Waste Today News	18,325	5,860	31.98%

WEBSITE*		
Month	Pageviews	Users
January 2022	84,292	41,822
February 2022	84,536	39,883
March 2022	88,163	42,343
April 2022	83,354	40,013
May 2022	78,293	39,262
June 2022	72,504	37,485

*Powered by Google Analytics™

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
Waste Today News			
January 2022	17,739	6,060	34.2%
February 2022	17,821	6,139	34.5%
March 2022	18,124	5,912	32.6%
April 2022	18,340	5,506	30.0%
May 2022	18,877	5,799	30.7%
June 2022	19,046	5,745	30.2%
AVERAGE	18,325	5,860	32.0%