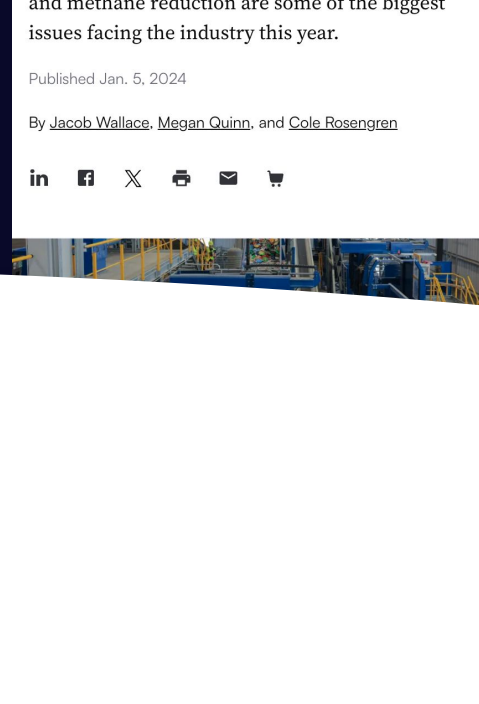


Waste Dive is a news publication designed specifically for leaders in waste management and recycling. Across zero waste, organics, recycling, and collections, our journalists cover the issues that impact the waste industry.

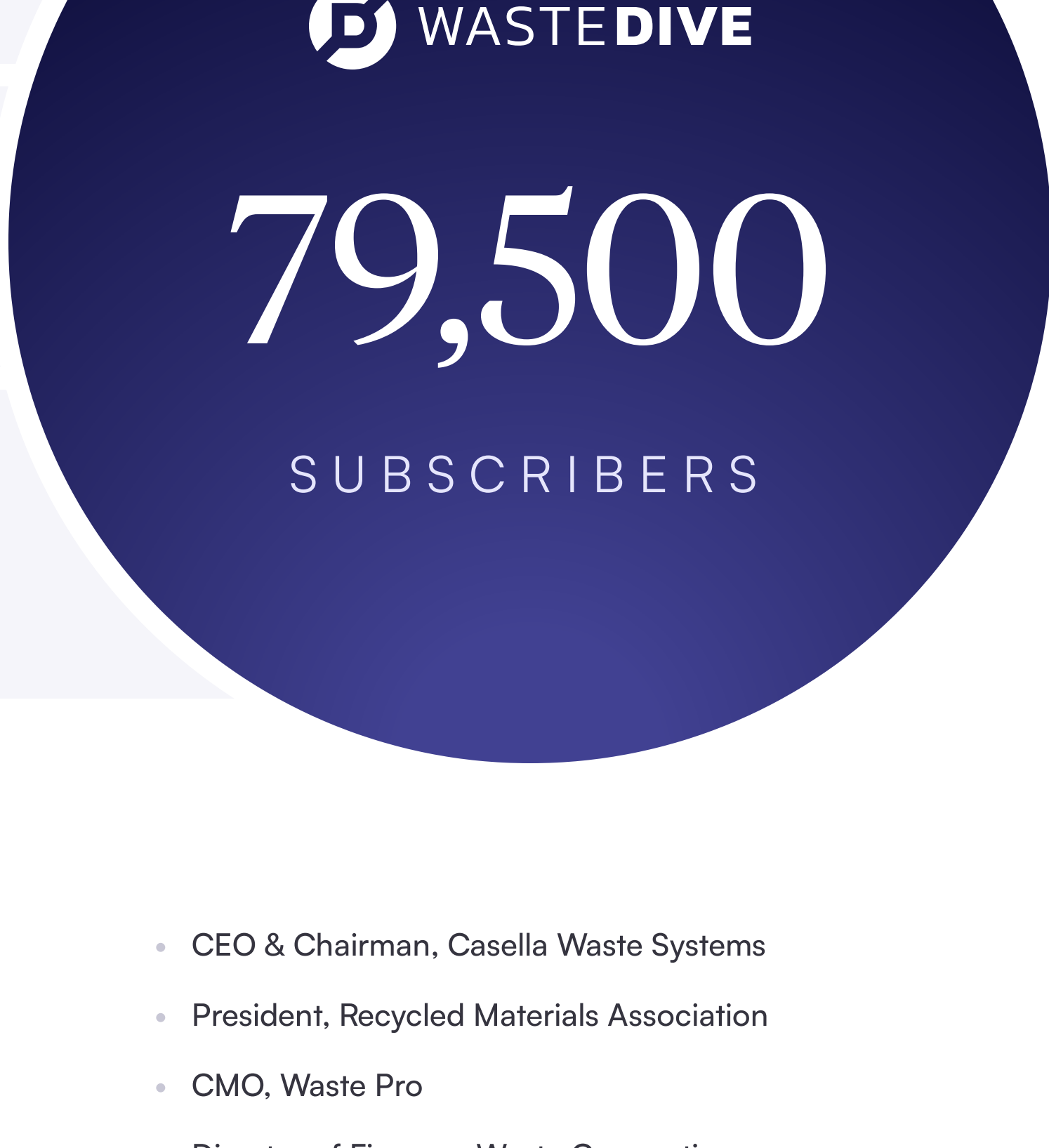


## 01 Audience

**87K**  
unique monthly visitors

**76%**  
of subscribers are  
manager-level or above

**94%**  
of the 50 Largest Waste &  
Recycling Firms in North  
America read Waste Dive



You'll find Waste Dive's news and insights in the inbox of notable subscribers, like:

- CEO & Chairman, Casella Waste Systems
- President, Recycled Materials Association
- CMO, Waste Pro
- Director of Finance, Waste Connections
- Director of Operations, Waste Management
- Chief Investment & Financial Officer, Closed Loop Fund
- CEO/Executive Director, SWANA
- VP, Safety and Health, Reworld
- Commissioner of Supply, City of St. Louis
- SVP, Operations, Republic Services

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## 02 Top-performing content

Defined by innovative solutions driven by AI and robotics, a growing emphasis on sustainability and methane reduction, and tightening regulations, the waste industry is all-in on going green in 2024. Both opportunities and challenges lie ahead, including increasing regulatory audits due to PFAS regulations and EPA laws, evolving M&A markets, and developing organics infrastructure. Let's take a look at what waste leaders have been focused on most.

### Top 5 topics

- Recycling
- Collections & transfer
- Landfill
- Organics
- Mergers and acquisitions

### Top 10 Waste Dive stories

New York City awards historic commercial waste zone contracts ahead of September transition	Tracking the waste and recycling industry's M&A activity
Layoffs hit Oregon deposit return system	Long Beach, California, WTE facility closing; city negotiating digester plan with Bioenergy Devco
Who came out on top with New York commercial waste zone contracts?	5 waste and recycling trends to watch in 2024
Landfill updates from Republic, WM, Waste Connections and others in January	RNG industry expects voluntary agreements, new credits to spur growth in 2024
WM, Waste Connections pitch waste-to-rail in Miami-Dade County, Florida	The waste and recycling industry outlook for 2024

### Keywords resonating right now

- zero waste
- extended producer responsibility (EPR)
- waste-to-energy
- chemical recycling
- MRFs
- sustainable packaging
- single-use plastics ban
- landfill alternatives

## 03 Trend analysis

### All-in on going green

- Increased funding for recycling projects/infrastructure
- Rise of RNG facilities and environmental services companies
- Focus on reduction of organics emissions

### Operational ups & downs

- Improvements in technology and retention for some; layoffs for others
- New investment/expansion opportunities via M&A
- Enhanced compliance efforts to mitigate EPA's increased civil penalty maximums for 2024

### Legislation & federal regulation

- More stringent EPA regulations for destruction and disposal; changing EPR policies state-by-state
- Divide over bottle bills
- Right-to-repair legislation gaining steam

Our readers spent nearly 2x as long on these stories than the average story:

- Here's where waste, recycling and organics laws changed on Jan.1
- Recycled fiber markets may see recovering demand, sluggish supply in 2024

### ESG goals & next steps

Businesses, consumers, and policymakers are collectively pursuing sustainability goals.

#### studioID tip

Implementation of these initiatives and strategies is already underway to meet 2040 sustainability goals. Help leaders play a critical role in this effort by keeping them informed about the intricacies of these goals and how their peers are achieving them.

### M&A activity booms

All signs point to a more stable market in the near future as industry consolidation and the growth of private equity investment continues.

#### studioID tip

As industry players vie for business and adjust to regional market shifts, the landscape of buyers and financing evolves, driven by competition for deals and infrastructure fund investors. Encourage waste management leaders to adapt to these changing markets to remain competitive.

### Robotics & AI

For efficient, compliant waste management, leaders will turn to new technologies to boost capabilities and reach their 2024 goals.

#### studioID tip

With ambitious goals like emissions reduction, cleaner fleet objectives, environmental targets, and zero waste initiatives, leaders have a lot on their plate. Educate waste leaders on the power emergent technology-driven efforts have to shift industry economics, increase recycling rates, and get them to their goals faster.

## 04 Marketing insights

Resonate with this audience by reflecting the preferences of over 79,500 Waste Dive subscribers in your strategy:

### Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

### Keep them up-to-date with policies

Allow decision-makers to make educated moves by staying vigilant with evolving policies.

#### studioID tip

As state and local governments enact evolving policies, particularly in states like California, Colorado, Maine, Maryland, and Oregon, decision-makers must closely monitor these developments. Help them take proactive measures in planning to ensure compliance and heighten their awareness of the regulatory landscape and its impact on their day-to-day operations.

### Emphasize recruitment and retention

Most materials recovery facilities (MRF) struggle to recruit and retain workers.

#### studioID tip

Even well before the pandemic, the industry depended on the commitment of drivers, mechanics, welders, and other essential workers to maintain consistent sanitation services nationwide. To manage the rising demand for workers, encourage leaders to invest in training, upskilling, and development. Provide materials like guides or playbooks with tools for leaders to effectively navigate and grow their workforce from recruitment to retention.

### Guide them through the noise

Waste leaders must leverage new tech like AI and robotics while keeping up with evolving state and local regulations.

#### studioID tip

Key decision-makers will need to be future-focused if they want to adapt. With evolving regulations and advanced technology to optimize processes and efficiency, it's easy to get lost in it all. Be their guiding light on new technologies and help them parse through what truly matters with an emphasis on how adoption will improve bottom lines and help them hit goals and achieve compliance.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

