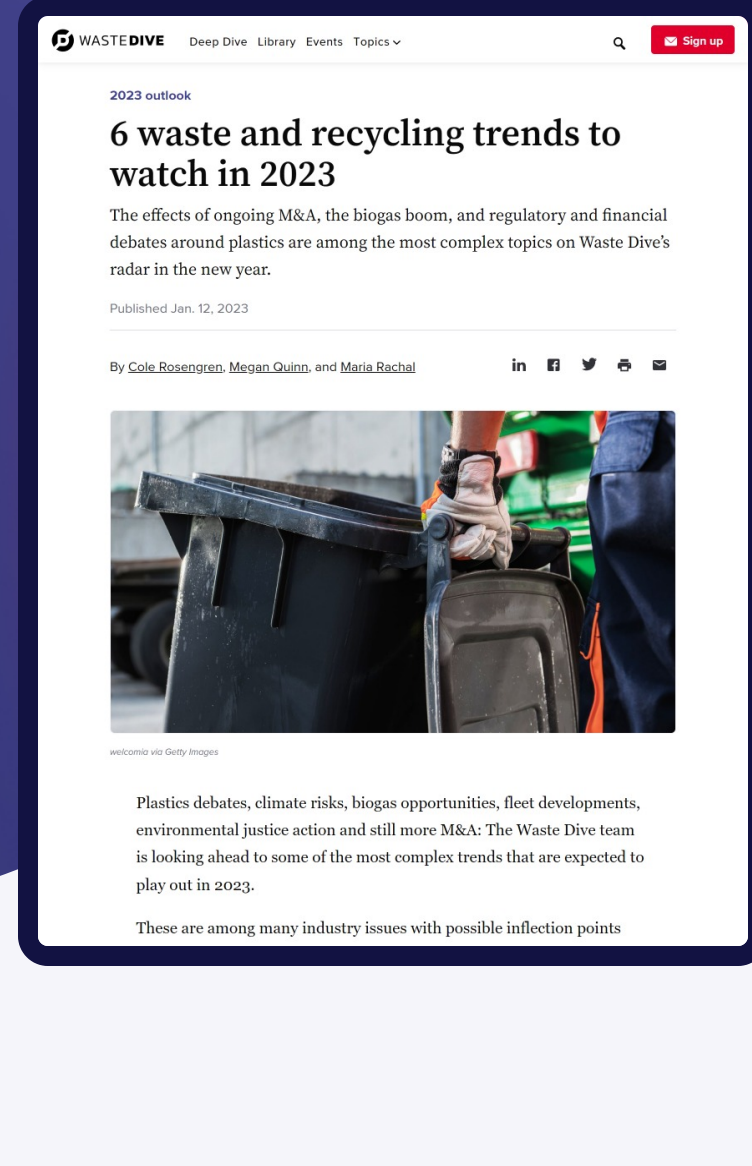


Snapshot

AUDIENCE INSIGHTS FOR 2023



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01 AUDIENCE

67K

unique monthly visitors

71%

of subscribers are manager-level or above

88%

of the Top 50 Largest Haulers in North America read Waste Dive

WASTEDIVE

50,400

SUBSCRIBERS

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

- CEO & Chairman, CasellaWaste Systems
- CMO, Waste Pro
- CFO, Waste Management
- CSO Covanta
- COO, Interstate Waste Services (Action Environmental Group)
- VP of the Board of Public Works, City of Los Angeles
- CEO, Recology
- EVP & CMO, Republic Services
- VP, EHS and Compliance, GFL Environmental
- VP, Landfill Operations and Engineering, WCA Waste

02 TOP-PERFORMING CONTENT

The ripple effects of the pandemic, such as labor shortages and supply chain bottlenecks, have largely started to fade. But between an uncertain economic future, new government regulations, and sustainability pressures, new challenges are on the horizon for those in the waste industry. Although often deemed a recession-resilient market, the waste industry is not invincible to external factors. Let's take a look at what our readers have been focused on.

Top 5 topics

1. Recycling
2. Collections & transfer
3. Landfill
4. Zero waste
5. Organics

Top 10 Waste Dive stories

Tracking the waste and recycling industry's M&A boom



Rubicon announces layoffs, debt restructuring to stabilize company



Some landfills will begin treating PFAS on-site as regulators move to adopt new limits



Stadiums pursue new technologies and tactics to boost waste diversion



Waste execs pull back the curtain on inflation-driven pricing strategies



Tracking 2022 recycling laws by state



Covanta CEO promises 'vastly different' approach for the company



6 waste and recycling trends to watch in 2023



EPA proposes further leachate regulations after study finds PFAS at 95% of surveyed landfills



With \$100M in recycling and waste grants now available, EPA schedules info sessions on how to apply



Keywords resonating right now

M&As

Inflation Reduction Act

cost-cutting

inflation pricing

EPR bills

ESG

sustainability

biogas

material bans

zero-emission trucks/transport

03 TRENDS

Economic implications

- Pricing strategies
- Cost-cutting
- Inflation

Federal and state/local policy

- EPA regulations
- Government grants
- New federal bills; new changes to waste + recycling laws

Industry shifts and shakeups

- M&A
- Plastic and chemical recycling
- Biogas

Environmentally conscious

- Sustainability and climate goals
- Product/material bans
- ESG-focused companies

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

- [The US waste and recycling industry in 2022 — what you need to know](#)
- [Where recycling and waste laws changed on Jan. 1](#)

Economic uncertainty

Even an industry that's often touted as "recession-resilient" can't fully escape the impacts of an economic downturn. With cost increases for labor, fuel, equipment, and more, price increases have become the norm, and leaders are turning to contract restructuring, updated pricing strategies, and introducing cost-cutting measures to curb the effects of inflation.

On the other side of the coin, recently passed bills like the Inflation Reduction Act and government grants are impacting many waste management companies' bottom lines for the better, allowing firms to invest in growth and environmentally friendly initiatives.

Shakeups and surfacing opportunities

As the pandemic disproportionately wreaked havoc on smaller companies, the major players have jumped at the opportunity to expand their operations through acquisition at a reduced cost. As the number of private equity buyers in waste management increases, this growth trend may continue for a while longer but is ultimately expected to slow in 2023.

Emerging technologies and increased scrutiny of current practices are also ushering in new business opportunities. In recent years, biogas, an environmentally friendly and renewable energy source, has made waves across the industry and has many waste management companies interested in investing further. Similarly, new regulations are opening up new doors for plastic and chemical recycling, which could lead to new opportunities for plastics that typically go to disposal.

Ever-evolving environmental expectations

As climate concerns only continue to grow, environmental activists at both the state and federal levels are louder than ever. The waste industry is feeling the pressure, and leaders have been focused on making major moves toward their sustainability targets as a result.

And with a recent influx of new environmental justice laws hitting the industry at both the federal and local level, industry leaders are compelled to make changes for the better. To get ahead of impending EPA regulations, decision-makers are keeping a watchful eye on the latest developments and becoming increasingly proactive in their planning to ensure compliance.

04 MARKETING INSIGHTS

Collect insights on how to resonate with this audience by reflecting the content preferences of over 50,400 Waste Dive subscribers in your strategy:

Content Characteristics

- Authoritative
- Well-timed
- Straightforward
- Progress-focused

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Stay prudent and policy-focused

Decision-makers in the waste industry are tasked with keeping up with constantly evolving legislation. Help keep them in compliance by tracking evolving legislation at the federal and state/local level. And most importantly, help them clearly outline how these changes will directly impact their day-to-day operations.

Brief them on the latest trends

With future-focused and regulatory pressures only mounting, waste industry leaders must stay abreast of, or risk falling behind. Keep them in-the-know with continued coverage of the latest trends, emerging technologies, and information about newly offered grants.

Help them keep an eye on their peers

Amid inflation, layoffs, and more mergers and acquisitions by the minute, the world of waste is anything but static. Give these industry leaders a bird's-eye view of the landscape with consistent information on how their competitors and peers in the industry are expanding, restructuring, adjusting pricing, and beyond.

studio / ID



How are you resonating with this audience?

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

Contact us

