



MEDIA PACK 2019

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MEDIA GROUP

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ABOUT LETSRECYCLE.COM



letsrecycle.com is a part of the Environment Media Group portfolio and is the UK's leading independent website dedicated to businesses, local authorities and community groups involved in recycling and waste management.

letsrecycle.com takes pride in being at the forefront of waste and recycling related affairs, with the site's focus being on the leading news stories that are affecting the industry that day. Our well-connected, independent editorial team, with more than 35 years of combined experience in the waste and recycling arena, provides the only source of current affairs a reader needs.

In addition to our renowned news pages, **letsrecycle.com** provides the most referenced industry materials pricing index, a comprehensive business directory and jobs section. Plus under the **letsrecycle.com** brand, Environment Media Group organises a number of must-attend events for industry professionals.

letsrecycle.com's incredible reputation as the hub for all those involved in the waste and recycling industry, ensures advertising with us will position your company for the best return on your investment.

“ Vecoplan has worked with **letsrecycle.com** for a number of years, and has always found their packages to be competitive and flexible. **letsrecycle.com** is the go to website for all of the up-to-date recycling news, and this makes it an excellent platform for our marketing activity, ensuring we are reaching our target audience. ”

- Alan Solomon, Managing Director
Vecoplan Ltd

OUR READERSHIP

With a readership of more than 1.7 million a year, **letsrecycle.com** reaches a broad demographic of industry professionals involved in waste and recycling, including:

WASTE PRODUCERS

Such as large multi-site and international retailers, shopping centres, independent retailers, and manufacturers, SME and blue chip companies, and the hospitality sector.

WASTE MANAGEMENT

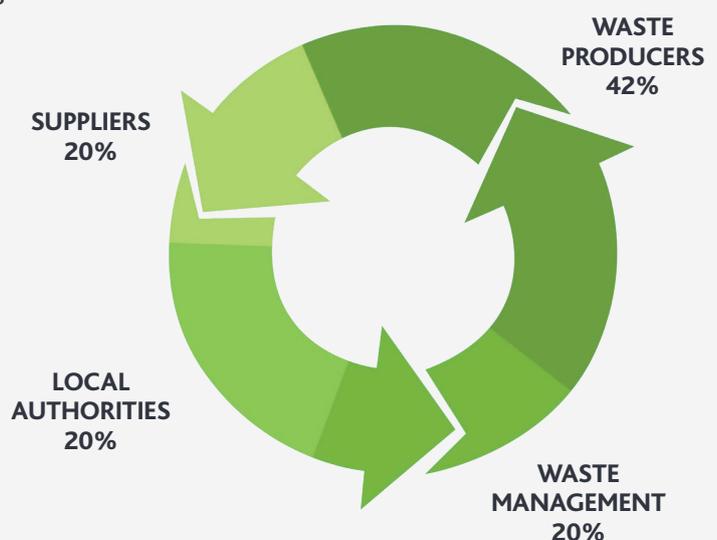
From waste collection through to facilities management and reprocessing.

LOCAL AUTHORITIES

We have a large following of readers from central government, councils and governing bodies, including management and operational staff.

SUPPLIERS

Including equipment suppliers, from bins to vehicles, plant and machinery, consultants and financial institutions including those involved in financing and acquisitions.



UK WEBSITE RANKING

16,328*

* 42,099 places above closest competitor
Source: Alexa.com



VISITORS PER ANNUM

1.7 MILLION



DECISION MAKER READERSHIP

87%

OUR CONTENT

letsrecycle.com is the first point of call for breaking news. With more than 35 years' experience, our editorial team has built up unsurpassable relationships and contacts in the industry, which guarantees we have the depth, knowledge and strength of understanding to provide readers with the most comprehensive and up-to-date source of independent and free information on the waste and recycling sector.

WHY LETSRECYCLE.COM

With an extensive reach and niche readership of decision makers and industry insiders, **letsrecycle.com** offers the most relevant and significant platform from which an advertiser can reach their targeted audience. No other website or magazine offers our diversity and range of content, whilst at the same time providing the ability to tap into your niche market.

WHAT'S INSIDE?



TOPICAL NEWS

Our well connected editorial team publish up-to-date stories daily, providing a comprehensive collection of articles concerning the waste and recycling world. Organised by sector and material, we cover topics such as packaging, business, waste management and energy.



PRICES

The **letsrecycle.com** prices section gives a monthly online indication to recycled material prices. It is the most used industry pricing index for waste producers, reprocessors and collectors who use it as the resource by which they set their contractual arrangements. These include retailers and local authorities.



OPINIONS AND SPECIAL REPORTS

Our Opinions and Special Reports are updated regularly, and provide specialist insider information and views from industry leaders, professionals and experts on a range of waste and recycling related subjects.



JOB

letsrecycle.com is also the first port of call for job-seekers in the sector, with an average 25,000 unique visitors to the jobs page every month. If you are an employer in local government, the private or third sector looking to fill a vacancy, **letsrecycle.com** is the place to advertise.



DIRECTORY

Our comprehensive directory contains the contact details of hundreds of companies. These details, alongside our detailed list of consultants, make the website a valuable resource to our readership.



EVENTS

letsrecycle.com provides the arena for face-to-face topical debate for our readership community, in the form of conferences, workshops, webinars, awards ceremonies and industry sports events.



UNIQUE VISITORS PER ANNUM

1.3 MILLION



NEWSLETTER:

NEW VISITORS PER ANNUM

650,000

ADVERTISING

We offer a complete range of advertising solutions to meet the needs of our wide variety of clients. Packages can be tailored to meet your budgetary requirements and directly target your ideal audience by choosing from the key sections within the website. The benefits of which include a hyperlink to your company website which will increase traffic and your SEO.

ONLINE ADVERTISING

There is a broad range of banner advertising opportunities on letsrecycle.com, choose from a variety of sizes and locations that maximise your profile on the site.

 We have been working with letsrecycle.com for years now, and took advantage of their advertising packages off and online to support our marketing efforts. Advertising on the letsrecycle.com portal always makes a good addition to our marketing mix, especially during highly targeted promotional campaigns.

- Katarzyna Malinowska, Marketing & Events Manager, SUEZ 

 We have worked closely with the letsrecycle.com team for over five years now. As well as providing an up to date reference tool, we are very happy with the referrals we get via our position on the website, and the calendar of high quality events adds to the value in our relationship.

- Simon Little, Sales & Marketing Director, Powerday 

JOB ADVERTISING

Our Jobs section attracts over 25,000 visitors a month and proves to be a successful platform from which to advertise.

SPONSORSHIP

There are a number of sponsorship opportunities across different sections of the website, such as search facilities, opinion polls, cartoons and special reports. These are high profile homepage position strategically located to maximise visibility.

Banner Location	1 month	6 months	12 months
Homepage	N/A	£1,000	£850
News section	£500	£400	£300
Specialised section	£450	£300	£200

Prices quoted are per calendar month

DIRECTORIES

Our comprehensive directories list is a major asset to many top companies. Advertising with us here will ensure your brand is being recognised by the leaders in the industry. All packages cover a 12 month duration.

Package	Bronze	Silver	Gold
Price	£250	£750	£1,250

SUPPLIERS

letsrecycle.com provides a list of suppliers for a range of products and services available to the waste and recycling sectors.

Package	Bronze	Silver	Gold	Tenders
Price	£400	£600	£800	£300

BESPOKE ADVERTISING

Looking to do something different? Get in touch with us to discuss how the letsrecycle.com platform might be tailored to your marketing goals.

All prices quoted are exclusive of VAT

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1.7 MILLION

 DECISION MAKER READERSHIP
87%

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