



MORE THAN JUST A MAGAZINE.

The C&D recycling industry's most dynamic media company offering unmatched access to industry decision makers through a range of marketing programs, media platforms and networking opportunities.



Print



Events



RMI



Websites



Podcasts



E-Newsletters



Video



Custom Media



Digital Edition

Construction & Demolition Recycling is more than just a magazine.

As a media group dedicated to recycling, our coverage of C&D recycling began before the term C&D was even coined. *Construction & Demolition Recycling (C&DR)* magazine was started because industry leaders were asking for targeted coverage of this segment, and we listened. We continue to provide our readers with what they ask for and have grown to offer print and digital content.

360° MARKETING:

Custom Programs...Personalized Service

Your partnership with *C&DR* provides you with multiple platforms for reaching decision makers in the mixed C&D recycling, demolition and construction fields. Our 360° marketing program allows you to leverage a range of media tools to fit your budget and to maximize your marketing ROI. No other publication covering this growth market can offer the same choices. *C&DR* truly offers the most comprehensive options for your budget and preferred method of delivery.



Print Publications

- *Construction & Demolition Recycling*
- *North American Scrap Metals Directory*
- *Buyers' Guide*

Also publishers of:

- *Recycling Today*
- *Recycling Today Global Edition*
- *Storage & Destruction Business*
- *Renewable Energy from Waste*
- *Waterways Today*

Digital Media

- Digital Editions
- Websites
- E-Newsletters
- Video Marketing
- Podcasts
- Webinars

Face-to-Face Events

- C&D Recycling Forum
- Renewable Energy from Waste Conference – **NEW!**
- Paper Recycling Conference
 - North America
 - Europe
 - Middle East
 - Asia – **NEW!**
- Middle East Metals Recycling Conference – **NEW!**
- Roundtable Discussions
- Focus Groups



Talk to our sales team or visit us at **mediaKit.CDRecycler.com** for more information.



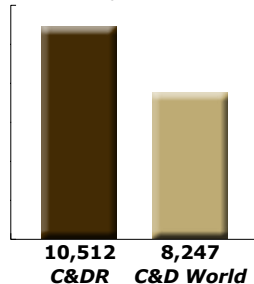
The Industry Leader

C&D recyclers and demolition contractors turn to *C&DR*, in print and online, for unmatched industry coverage, product and equipment news and critical business management information. The depth of relevant editorial coverage we provide ensures readership and provides better advertising value.

More Decision Makers

We have the largest audited circulation reaching decision makers in this market. *C&DR* reaches 10,512* total readers, 28% more readers than *C&D World*. We also reach 8,388 readers who hold the title of owner, president, partner or general manager—core decision makers who approve capital purchases.

Total Qualified Circulation:



The Highest Quality Circulation

Our circulation has the highest level of personal direct-request recipients. It stands to reason that someone who requests a magazine is more likely to read it. **100%* of our subscribers directly request *Construction & Demolition Recycling* magazine. In contrast, only 1.9%* of *C&D World* recipients have directly requested that magazine.**

The Best Readership

In a recent independent readership study comparing *Construction & Demolition Recycling (C&DR)*, *Demolition* and *C&D World* magazines, *C&DR* was the readers' choice in all critical categories:

- #1 influence on purchasing decisions;**
- #1 coverage of new products and equipment; and**
- #1 overall coverage of the C&D recycling industry.**

Custom Publishing

Let the award-winning staff of the Recycling Today Media Group write, produce and design any specialty project you have in mind. We are capable of building marketing solutions for your next anniversary, new product launch or plant expansion, creating an event or growing your digital media portfolio.

*Based on Construction & Demolition Recycling and C&D World June 2012 BPA Audit Reports.

EDITORIAL CALENDAR

2013 EDITORIAL CALENDAR	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST
Supplement:				
Equipment Focus:	Crushing Plants	Breakers & Hammers	Wheel Loaders & Skid Steers	Grinding Equipment
Operations Focus:	Mixed C&D Material Handling	Materials Size Classification	Shredding Equipment	Portable Metal Balers
Other Features:	Highway Project Recycling Trends Job-Site Safety Update Scrap Metals Report Spring Conventions Preview Alternative Fuels Preparation (I) Company Profile	Concrete/Asphalt Recycling Focus Legislative & Regulatory Report 2013 Construction Industry Analysis International C&D Recycling Perspective Alternative Fuels Preparation (II) Company Profile	Recycled Aggregates Market Report Recycled Content Building Trends Carpet Recycling Update Emerging End Markets Focus Asphalt Shingle Recycling Report Company Profile	Largest Recycled Aggregates Producers List LEED 101: On-site Recycling Dust Control Update Company Profile
Video Spotlight:	Crushing Equipment	NDA/International Biomass Conference Equipment Preview		Shredding & Grinding Equipment
Bonus Distribution:	Southeast Recycling Conference	National Demolition Association Convention International Biomass Conference ISRI Annual Convention C&D World Solid Waste & Recycling Conference	WasteExpo BIR World Recycling Convention	WasteCon CRRA
Close Date:	Dec. 14, 2012	Feb. 15, 2013	April 15, 2013	June 14, 2013
Materials Due:	Dec. 19, 2012	Feb. 19, 2013	April 18, 2013	June 19, 2013

SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
State of the Industry Report	
Excavators & Material Handlers	Processing Attachments
Crushing & Screening Attachments	Recycled Aggregates Screening Attachments
Wood Recycling Focus	Shingle Recyclers List & Map
Plastics Recycling Update	Concrete/Asphalt Recycling Focus
LEED 101: C&D Processing Facility Recycling Rates	2013 Regulation & Compliance Review
Sorting Technology Report	C&D Recycling Forum Wrap-up
Company Profile	Company Profile
C&D Recycling Forum Virtual Exhibit	Processing Attachments
C&D Recycling Forum	Canadian Waste & Recycling Expo
Paper Recycling Conference	
Aug. 15, 2013	Oct. 15, 2013
Aug. 20, 2013	Oct. 18, 2013



C&DR 2014 Buyers' Guide

A directory of industry equipment and service providers is distributed to our entire circulation and at industry events throughout the year.

Close Date: November 14, 2013

Materials Due Date: November 19, 2013



WasteExpo Recycling Equipment Locator

This exclusive publication delivers your advertorial message. It will be distributed on site to expo attendees and in advance via email to the combined circulation of *Recycling Today*, *Construction & Demolition Recycling* and *Storage & Destruction Business* magazines. The *WasteExpo Recycling Equipment Locator* offers a unique opportunity to reach industry decision makers at the show.

Close Date: March 15, 2013

Materials Due Date: March 22, 2013

C&D Recycling Forum

Now in its fourth year, the C&D Recycling Forum has established itself as a key industry event. We anticipate a comprehensive program as well as a busy exhibit hall for suppliers.

Exhibiting and sponsorship offers a perfect opportunity to stand out from your competitors. Position your company as an industry leader and allow us to create a custom event sponsorship to increase your visibility.



CDRecycler.com: The Industry's Leading Website

C&DR's website and e-newsletters represent a powerful opportunity for industry marketers to promote their businesses to **thousands of** users each month who view **nearly 6,000 pages of information**. News is updated continuously to keep our readers engaged. Reach our active audience through a range of advertisements:

- Cube Ads;
- Leaderboard Ads;
- Banner Ads;
- Video Marketing; and
- Site Sponsorships.

Industry Exclusive Digital Edition and App

C&DR publishes a digital edition for our readers. It is available through an online interface and through an app, for those wishing to read on their mobile devices. The digital edition allows readers to share articles, reference back issues and watch video advertisements. Advertisers can include their print ads in the digital edition for a small premium. As well, special "blow-in" ads in the digital edition can appear immediately when the issue is opened or can be included with specific editorial, offering a unique and powerful way to target your advertising message.

With more than 10,000 digital edition readers this is a powerful opportunity to reach industry decision makers!

Soft-Lead Program

All advertisers who participate in our digital edition are automatically enrolled in our soft-lead program. Soft leads let advertisers know the purchasing intent of *C&DR* readers in 10 major equipment categories. Bundled each quarter, these leads provide strong market insight and unique opportunities to build your sales funnel.

FOLLOW US ON



Current *C&DR*
app users:
10,219*



**This includes only readers who use the app consistently, not just downloads through June 2012.*

E-Newsletters

C&DR E-Newsletter. Bi-weekly our e-newsletter is delivered to **4,719* opt-in subscribers.** It's an excellent tool to deliver your advertising message directly to readers' inboxes.

NEW! - Commodities E-Newsletter. This new monthly e-newsletter will provide contractors and plant owners/operators with critical insights into complex markets for steel, nonferrous, plastic, wood, stone and paper scrap, helping them maximize their selling prices. Sure to be a must read for everyone!



Exclusive Video Marketing

Video marketing is powerful. Your video will be promoted in our print edition, e-newsletters, streamed in our digital edition and on our website. Our video spotlights offer tremendous marketing value and reach for your advertising message.

C&DR will feature four spotlights in 2013 paired with specific editorial coverage. We'll spotlight crushers, sorting systems, shredding and grinding equipment and processing attachments, as noted on our editorial calendar. A limited number of spaces are available. Reserve your video spotlight today!



 **To be added to any of our e-newsletters, please email us at CDR-eNewsletter@gie.net.**

**All opt-in email subscription numbers are current as of August 1, 2012.*



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