

MAXIMISE YOUR VISIBILITY. REACH YOUR AUDIENCE.

Shine a spotlight on your business with a vast array of marketing opportunities from CIWM and Circular.



Together, we stand for
a world beyond waste.

GROW YOUR BUSINESS

Unlock new opportunities to connect with the right audience and elevate your brand with CIWM's tailored marketing solutions.

Whether through targeted advertising, sponsorship or commercial partnerships, we offer a range of options to help your business stand out.

Our opportunities are designed to help you:

- Reach your perfect audience
- Increase visibility
- Drive engagement
- Build credibility
- Support your business growth

Partner with CIWM and position your brand at the heart of the resource and waste management and circular economy sectors.



OUR STATS

We can help you elevate your business and boost your visibility.

We think our stats speak for themselves.

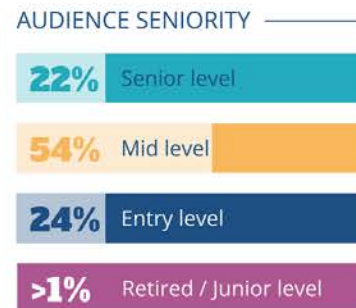
AUDIENCE

7000+ members

18K+ people read Circular magazine

480K+ professionals visit CIWM websites per year

31K+ people follow us on social media



EXAMPLE JOB TITLES



AUDIENCE INDUSTRIES



EVENTS & MARKETING

EMAIL STATISTICS

73,000 SUBSCRIBERS

29% AVERAGE OPEN RATE

14% AVERAGE CLICK THROUGH

8 EVENTS & NETWORKING OPPORTUNITIES EVERY YEAR

2700+ INDUSTRY PROFESSIONALS ATTENDING

15 WEBINARS every year

16 podcasts per year

EXAMPLE TOPICS

Hard-to-manage materials:

- Flexible plastics
- Healthcare waste
- WEEE
- Food & organics
- Textiles

Resources and waste:

- POPs
- Hazardous waste
- Landfill
- Waste crime

Circular economy:

- Design
- Packaging
- Built environment
- Supply chains
- Sustainable consumption

Green business:

- Business models
- Green finance
- Startup innovation
- Green skills & jobs
- Technology & innovation

Policy updates:

- EPR
- DRS
- pEPR
- ETS
- Local authority & Government updates

Other:

- Devolved nation use-cases
- Behaviour change
- Climate adaptation
- Net-zero

YOU'RE IN GOOD COMPANY



YOUR
COMPANY
NAME HERE!



OUR MARKETING OPPORTUNITIES

We provide a variety of targeted advertising opportunities across our CIWM and Circular platforms, ensuring you connect with your ideal audience through the most effective channels.



Circular.
FOR RESOURCE AND WASTE PROFESSIONALS

"As Routeware, and Webaspx before that, we've worked with CIWM over a number of years on events and media. CIWM has helped us raise our profile, generate new business opportunities, and make lots of helpful contacts across the waste sector. The team look after us well and are proactive in suggesting new opportunities."

Joel Scott, Routeware Limited



CIWM ADVERTISING



Social

With 32K followers across X and LinkedIn, including dedicated industry groups, CIWM's social channels offer powerful opportunities to engage with professionals through targeted advertising, and sponsored content.



Podcast

Our 'Beyond Waste' podcast is growing fast. With 16 episodes a year on key industry topics, CIWM offers sponsorship opportunities to showcase your brand on key topics that align with your business.

We have sponsorship or supporter opportunities – packages start from £500.

www.circularonline.co.uk/podcasts/the-beyond-waste-podcast



Webinar

CIWM hosts 15 expert-led webinars each year, attracting professionals around key industry topics.

We'll work with you to choose the webinar that best aligns with your business goals.

We have sponsorship or supporter opportunities – packages start from £500.

Please contact [Ginny Thacker](#) for further details, specifications and to book.



CIRCULAR ADVERTISING



Circular Online

Circular Online is a daily news and insights resource for sustainability professionals working in resources and waste.

We offer a range of site banners, including Super Leaderboard, Banner, MPU, Portrait and Leaderboard.

www.circularonline.co.uk



Circular E-newsletter

The Circular E-newsletter is distributed to an audience of over 19,000 subscribers every week.

Advertising opportunities include Top or Bottom banners, with up to 5 banner adverts per newsletter.



Circular Magazine

The award-winning Circular Magazine is published 4 times a year exclusively for CIWM members and is read by an audience of over 18K. The magazine archive dates back 24 months and is available on Circular Online.

We offer a range of advertising options and sponsored advertorial spaces.



Commercial Partner News

Commercial Partner News is exclusively available to CIWM Commercial Partners, providing a platform to share industry updates, innovations, and insights.

Published monthly on Circular Online, it also reaches a wider audience through LinkedIn, with company tagging for added visibility.



CIRCULAR PRINT ADVERTISING RATECARD

Advertising rates

Size & Position	CP Price/advert*	Price/advert*
Double page spread	£1125	£2700
Full page	£705	£1790
Half page	£590	£1290
Inside front cover	Sold for 2025	
Outside back cover (half page vertical)	£895	£1900
Inside back cover (full page)	£895	£1900

Sponsored advertorials

Size & Position	CP Price/advert*	Price/advert*
Double page spread	£1525	£3300
One page	£1005	£2099
Digital sponsored content on circularonline and inclusion in the weekly newsletter	£650	£850

Please contact [Ginny Thacker](#) for further details, specifications and to book.

* For more information on how to receive the Commercial Partner discounted rate, please contact [Ginny Thacker](#).



CIRCULAR DIGITAL ADVERTISING RATECARD

Circular Online

Type	Size	Price/month
Super leaderboard (homepage only)	970 x 90 (desktop) 300 x 90 (mobile)	£1200
Banner	300 x 90	£650
MPU	300 x 250	£650
Portrait	300 x 600	£900
Leaderboard	728 x 90 (desktop) 300 X 90 (mobile)	£1200

N.B. Banners are sold on rotation, with a maximum of 3 per month.

E-newsletter

Type	Size	Price/week
Top banner	575 x 77	£400
Bottom banner	575 x 77	£250

Please contact [Ginny Thacker](#) for further details, specifications and to book.



CIRCULAR DEADLINES AND SPECIFICATIONS

Issues and deadlines 2025

Month	Deadline
March 3 rd	Tuesday 25 th February
June 3 rd	Monday 26 th May
August 26 th	Monday 18 th August
November 26 th	Tuesday 18 th November

Specifications (width and height)

Size	Specification
Double page spread	Trim 420mm x 260mm Bleed 426mm x 266mm
Full page	Trim 210mm x 260mm Bleed 216mm x 266mm
Half page	Horizontal 170mm x 113mm
Outside back cover	Vertical 100mm x 250mm

Please contact [Ginny Thacker](#) for further details and to book.



“The Affiliation affords NWS a wide range of benefits, including access to virtual training programmes, mentoring and network opportunities across the UK, access to the latest news from the sector, and a specialist knowledge centre, providing a platform for members and featuring in-depth technical content. Alongside this affiliation, our Waste Services have been working with CIWM to accredit waste services career pathway.

In addition to the standard benefits NWS now get from being affiliated, our long-term goal is to have a world leading career development programme accredited by the CIWM to not only support NWS being a great place to work, but to also attract and then continue to develop the waste experts of the future.”

Michael Gracey, Senior Waste Consultant, Nuclear Waste Services



INTERESTED IN OTHER OPPORTUNITIES?

Want to meet with your audience face to face?

Our events bring together industry leaders, decision-makers, and innovators, giving you the perfect platform to showcase your brand, build connections, and drive real impact.

We offer a range of event sponsorship opportunities, including our annual Resource Conference Cymru, Festival of Circular Economy, CIWM Gala Dinner, Presidential Inauguration Ceremony and our London & Southern Counties Centre Christmas Luncheon.

For more details, visit the [sponsorship page on our website](#) or get in touch with our expert, [Ginny Thacker](#), to explore the best options for your business.



COMMERCIAL PARTNER OPPORTUNITIES

Take your business to the next level with a Commercial Partnership

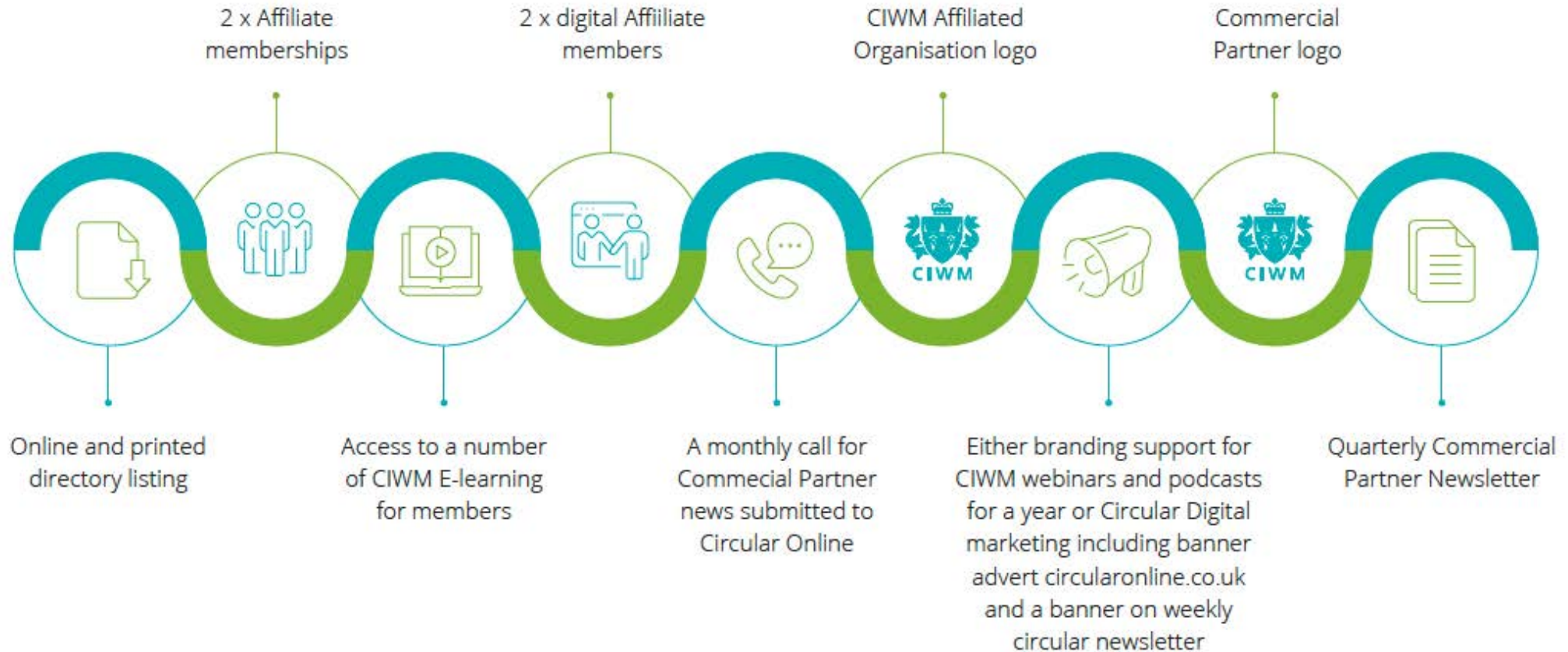
Our Commercial Partner packages are designed to help companies looking to attract waste and resource professionals, offering platforms where you can network, engage, and drive business your way.

As a Commercial Partner, not only are you an Affiliated Organisation with all the associated benefits, but you'll also have bespoke marketing and specialist coverage, helping you to raise your profile in the sector.

Find out more on our [website](#) or by getting in touch with [Ginny Thacker](#).



EACH COMMERCIAL PARTNERSHIP INCLUDES:



PACKAGES

PLATINUM

- Affiliated organisation with x 4 Affiliate members and a coordinator (x 2 digital members)
- Affiliated Organisation Logo 2025
- Affiliated Organisation Certificate
- Commercial Partner Logo
- Online and Print Directory Listing
- Monthly Call for CP news to be submitted & uploaded to Circular online
- Access to free E-learning for all members & discounts for other training
- Full Circular magazine sponsor (1 issue), includes logo on front cover and up to x 4 pages inside magazine OR Headline Sponsor of FoCE 2025 or Round table sponsor 2025 (includes 1 place, this is an invitation only event) or Fellows
- Lunch Drinks Sponsor (part of Summer networking event)
- Sponsored online area such as Collection and transport 6 months or Presidential Sponsor (1 of 3, in London June 2025)
- Full page print advert in each issue of Circular (x 4)
- DPS company profile print and digital*
- Leaderboard banner on circularonline.co.uk x 4 months
- Digital takeover circularonline.co.uk*

Price £23,338

GOLD

- Affiliated organisation with x 4 Affiliate members and a coordinator (x 2 digital members)
- Affiliated Organisation Logo 2025
- Affiliated Organisation Certificate
- Commercial Partner Logo
- Online and Print Directory Listing
- Monthly Call for CP news to be submitted and uploaded to Circular online
- Access to free E-learning for all members and discount for other training
- Full page print advert in each issue of Circular (x 4)
- Webinar or Podcast Sponsor for x 1 event
- DPS company profile digital
- Circular e-newsletter banner 4 months
- Digital takeover x 1 week circularonline.co.uk
- Banner advert on circularonline.co.uk for 3 months"

Price £12,240



PACKAGES

SILVER

- Affiliated organisation with x4 Affiliate members and a coordinator (x 2 digital members)
- Affiliated Organisation Logo 2025
- Affiliated Organisation Certificate
- Commercial Partner Logo
- Online and Print Directory Listing
- Monthly Call for CP news to be submitted and uploaded to Circular online
- Access to free E-learning for all members and discount for other training
- CIWM webinar Supporter for year and 1 month banner advert or newsletter banner x 4 weeks or 2-month banner advert and half page in Circular (1 issue)
- Gala Dinner Place Birmingham Metropole Hilton Hotel September 17th or London Centre Lunch , December 12th 2025
- Full page print advert in each issue of Circular (x 4)

Price £5,499

BASIC

- Affiliated organisation with x 4 Affiliate members and a coordinator (x 2 digital members)
- Affiliated Organisation Logo 2025
- Affiliated Organisation Certificate
- Commercial Partner Logo
- Online and Print Directory Listing
- Monthly Call for CP news to be submitted and uploaded to Circular online
- Access to free E-learning for all members and discount for other training
- CIWM webinar Supporter for year and 1 month banner advert or newsletter banner x 4 weeks or 2 month
- Banner advert and half page in Circular (1 issue)
- Gala Dinner Place Birmingham Metropole Hilton Hotel September 17th or London Centre Lunch , December 12th 2025

Price £2,999



DESIGNED FOR YOUR BUSINESS

We know one size doesn't fit all.

That's why we can create a tailored package, designed specifically to meet your unique requirements.

Contact [Ginny Thacker](#) to find out more and discuss your business objectives.



Ginny Thacker
Head of Sales, CIWM

E: ginny.thacker@ciwm.co.uk
T: 01604 823 346



“As a long-standing Commercial Partner, we’ve seen real value in supporting key initiatives like the Cymru Conference as a headline sponsor, as well as webinars and podcasts throughout the year. It’s helped us strengthen our presence in the sector and meet industry decision-makers, which has made a real impact on our business.

CIWM’s print and digital platforms, and the Commercial Partner press releases, have helped us share our latest news and communicate with our ideal audience. The exposure and connections we’ve gained have been invaluable.”

Callum Hinton, Marketing, NTM





Together, we stand for a world beyond waste.

