

Editorial Philosophy

A fundamental principle of Crain Communications Inc., the parent company of *Waste News*, is that editorial decisions are based solely on whether a story is news and is of interest to our readers*. The guiding principle of *Waste News* is to report what's happening in environmental management fairly, timely, accurately and thoroughly. Our goal is not to sensationalize or tear down; neither is it to be an industry cheerleader. No source, special interest or advertiser receives favored consideration. The mission of *Waste News* is to deliver a publication free of bias. Unlike other industry publications, editorial is not for sale. And we *know* our readers* recognize the difference.

It is this philosophy, one that Crain Communications adopted 90 years ago, that provides independent credibility and strong, loyal readers*.

As a result of this well-documented readership*, *Waste News* is the best advertising medium in the environmental business.

Regular Features

***Waste News* delivered more than 560 byline stories (Jan. 1-Oct. 9) covering the entire environmental industry in 2006. In 2007 *Waste News* introduces a new feature that will alternate with a popular existing feature every other issue throughout the year:**

New Technology – The latest equipment, trend and/or process in environmental management.

Corporate Environmental Profile – New in 2007, an in-depth view of one company's new environmental initiative or a look at one company that has made significant progress in its environmental management.

Here's more of what everyone can look forward to in 2007:

- ***Forecast*** – What issues and trends are in store for 2007
- ***Features by waste stream*** – Issues and trends with either solid waste, hazardous waste, wastewater or air pollution
- ***Municipal Recycling Survey*** – An annual look at how the 30 largest U.S. cities collect recyclables, from budgets to materials handled
- ***25 Ways to be Green & Save Money*** – Ideas that businesses can implement in their environmental management systems that can also reduce their costs
- ***Plastics Recycling Ranking*** – An annual look at the 100 largest North American plastics recyclers and brokers
- ***Trade Show coverage*** – *Waste News* reporters and editors provide on-site coverage of environmental conferences and trade shows
- ***Public Sector Survey*** – Our first look at the budgets, material volumes and services offered by local waste and recycling districts
- ***Hauling & Disposal Ranking*** – An annual look at the 100 largest North American waste management companies
- ***Big Business Environmental Survey*** – A look at the environmental programs of the largest U.S. companies
- ***Recycling Ranking*** – An annual look at the 100 largest North American recycling companies
- ***Largest Landfills*** – An annual look at the 5 largest landfills in each state
- ***Waste News Environmental Award*** – The third annual award recognizes a company and a government that made significant environmental progress in the way they operate.
- ***Book of Lists*** – The compilation of our rankings and surveys bolstered by other environmental data covering solid and hazardous waste as well as wastewater and air pollution issues
- ***Year in Review*** – *Waste News* editors rank the 10 most important stories of the year, and provide other end-of-the-year features

2007 Trade Show Coverage

Waste Expo ■ WasteCon ■ Byproducts Beneficial Use Summit

*Source: July 2006 Baxter Study of *Waste News* Readers

