

Promote your brand and generate more business

The **Bureau of International Recycling (BIR)** is the only global recycling industry association, bringing together 800 leading recycling companies and national federations from over 70 countries, representing directly or indirectly 30,000 companies.

The federation provides a dynamic forum for its members to share their knowledge and experience. It serves as a platform to establish successful business relations and to promote recycling among other industrial sectors and policy makers.

For the first time, members have an exclusive opportunity to promote their business directly to the BIR global community online and beyond.

BIR eBriefs

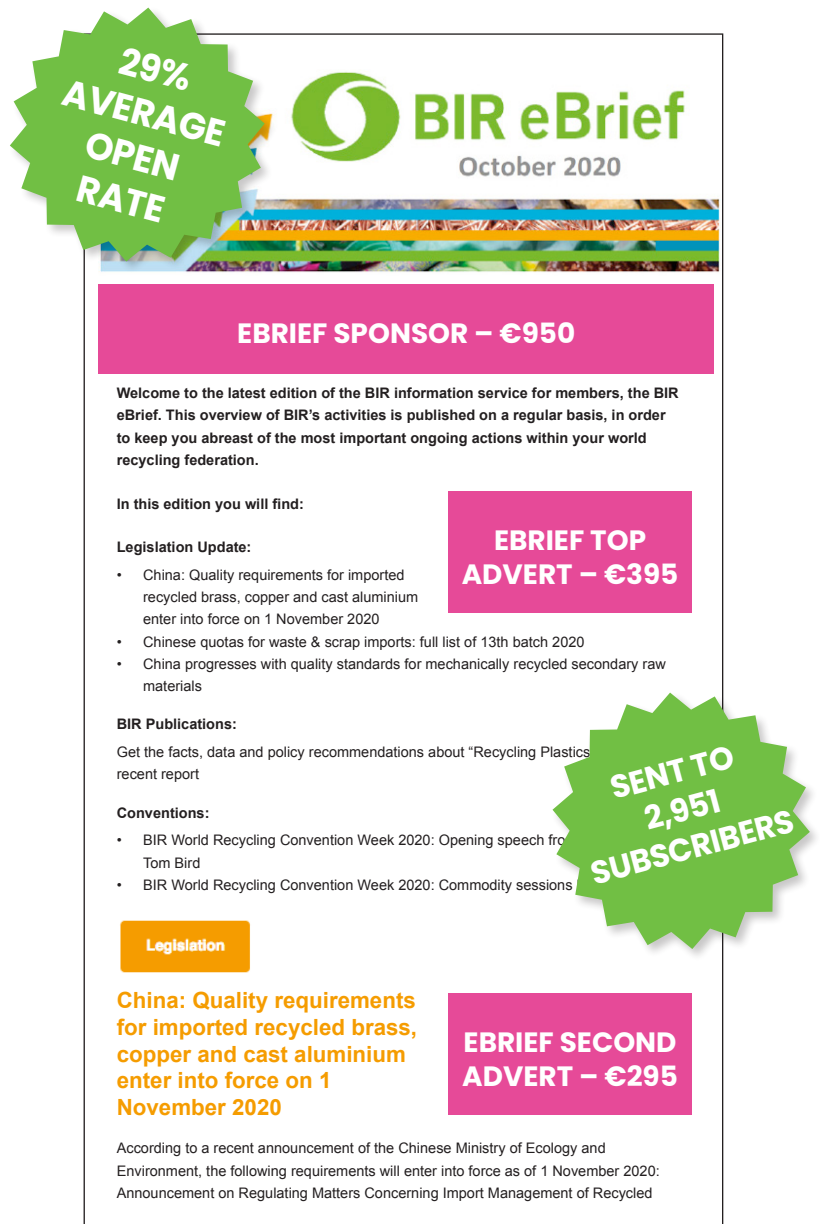
Advertise on BIR's monthly eBrief emails – sent to 3000 BIR subscribers, the eBriefs are the 'must-read' for the industry to keep abreast of the most important new developments in recycling around the world, covering legislation, news, events and more.

eBrief Sponsor	€950
eBrief Top Advert	€395
eBrief Second Advert	€295

Planned eBrief schedule 2021	
Artwork Due	Email Date
19/03	26/03
16/04	23/04
04/06	11/06
16/07	23/07
27/08	03/09
29/10	05/11
03/12	10/12

Note: Schedule subject to change

For more information, please call Ben Nelmes today on **+44 (0)20 7841 5962**, or email **b.nelmes@publishingevents.com**



29% AVERAGE OPEN RATE

BIR eBrief
October 2020

EBRIEF SPONSOR – €950

Welcome to the latest edition of the BIR information service for members, the BIR eBrief. This overview of BIR's activities is published on a regular basis, in order to keep you abreast of the most important ongoing actions within your world recycling federation.

In this edition you will find:

Legislation Update:

- China: Quality requirements for imported recycled brass, copper and cast aluminium enter into force on 1 November 2020
- Chinese quotas for waste & scrap imports: full list of 13th batch 2020
- China progresses with quality standards for mechanically recycled secondary raw materials

BIR Publications:

Get the facts, data and policy recommendations about "Recycling Plastics" recent report

Conventions:

- BIR World Recycling Convention Week 2020: Opening speech from Tom Bird
- BIR World Recycling Convention Week 2020: Commodity sessions

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Legislation

China: Quality requirements for imported recycled brass, copper and cast aluminium enter into force on 1 November 2020

EBRIEF TOP ADVERT – €395

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According to a recent announcement of the Chinese Ministry of Ecology and Environment, the following requirements will enter into force as of 1 November 2020: Announcement on Regulating Matters Concerning Import Management of Recycled

See overleaf for advertising specifications

BIR World Mirror emails

Target your area of the industry – the World Mirror emails are periodical commodity reports which provide BIR members with the most up-to-date international market information. There are specialist emails for 5 sectors: **Non-Ferrous Metals, Ferrous Metals, Paper, Stainless Steel** and **Plastics** recycling.

If you want to know more about the specific content of each email, please ask our media sales team.

Mirror Email Sponsor €750

Mirror Email Top Advert €295

Planned schedule for Non-Ferrous Mirrors World Mirror emails

Artwork Due	Email Date
11/03	18/03
13/05	20/05
08/07	15/07
30/09	07/10
25/11	02/12

Planned schedule for Ferrous, Stainless Steel, and Plastics World Mirror emails

Artwork Due	Email Date
13/05	20/05
08/07	15/07
30/09	07/10

Planned schedule for Paper World Mirror emails

Artwork Due	Email Date
06/05	13/05
24/06	01/07
30/09	07/10

Note: Schedules subject to change

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25% AVERAGE OPEN RATE

BIR World Mirror

Non-Ferrous Metals

Issue N°168 – September/October 2020

Que sera, sera...

WORLD MIRROR SPONSOR – €750



Ever since COVID-19 started spreading worldwide earlier this year, all of our daily activities, business patterns and lifestyles began to change. We are now asking ourselves: What compromises do we need to make in this "new normal"? And when will it end so our lives can get back to how they were?

For this issue of the BIR Non-Ferrous Metals Mirror, we are pre-recording all our board members' market reports for a podcast - a new format that fits with the new business patterns we're having to adopt in the current situation.

MIRROR TOP ADVERT – €295

In the recycling industry, we are never short of uncertainties, but never have so many uncertainties all come at once: the escalation of the COVID-19 pandemic; the US/China trade conflict; China's undisclosed import policies for recycled materials; and the possibility of further lockdowns in some countries. On the upside, both China and India - two of the largest markets for non-ferrous metals - have announced massive post-COVID economic stimulus plans, thus giving us some positive news in this era of uncertainty.

All in all, the current situation brings to mind that old Doris Day song "Que sera, sera" (Whatever will be, will be)". This seems the perfect attitude for the world we live today.

Please join us on October 15 at 15:00 CET for the latest BIR Non-Ferrous Metals Division eForum, during which recycling industry leaders will discuss developments in each region of the world. BIR would definitely provide support.

SENT TO 2,509 SUBSCRIBERS

SPECIFICATIONS

For BIR eBrief and World Mirror emails, please send your **artwork** and **hyperlink** to Aimee O'Driscoll: a.odriscoll@publishingevents.com, Tel: +44 (0)20 7841 5961

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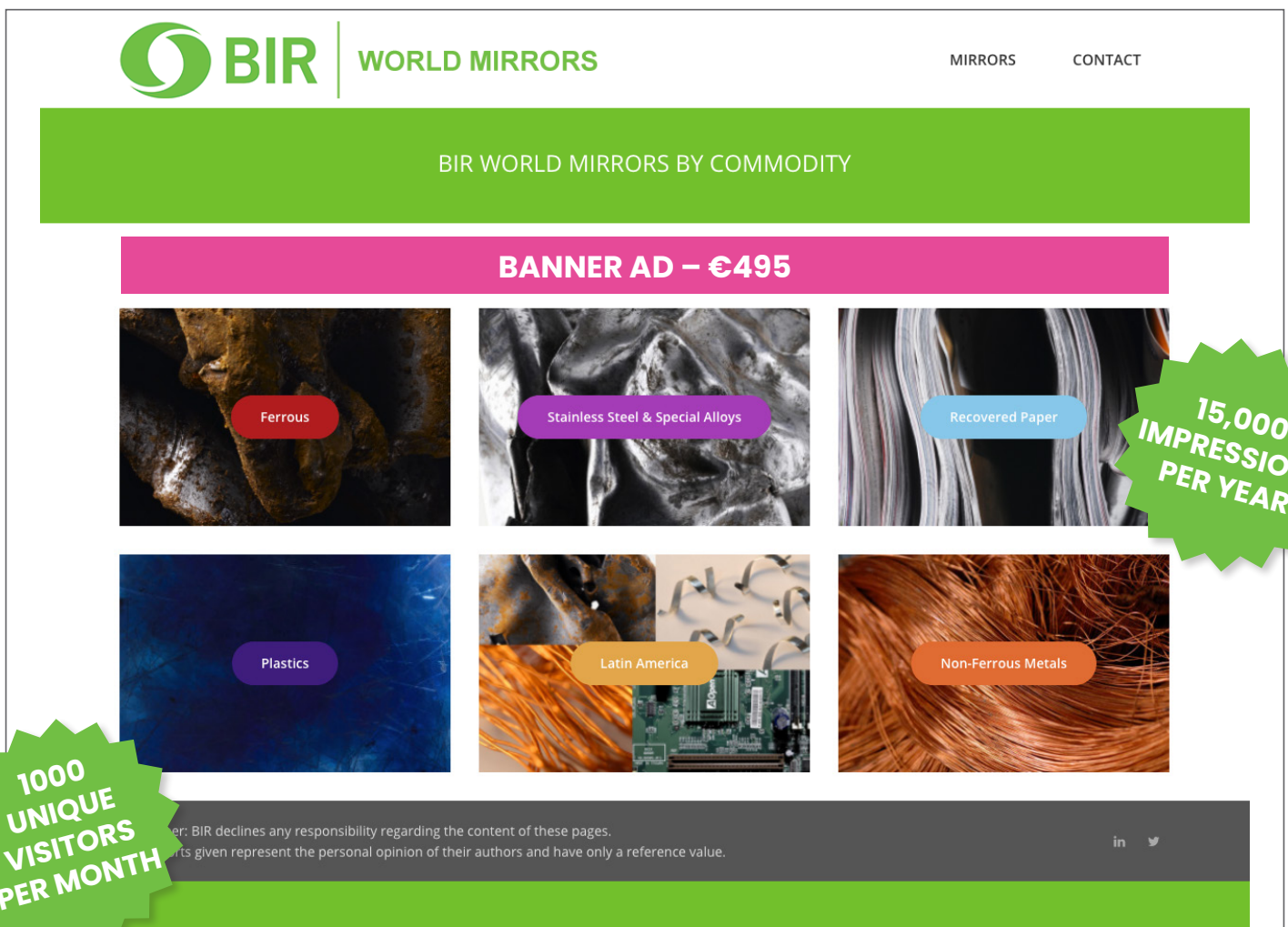
BIR World Mirrors website

Increase your visibility – the BIR World Mirrors website is a reference point for all companies looking for up-to-date information regarding their sector. There are updates across 6 commodity sectors.

With an average 1000 unique visitors per month, adding a banner across the home page and all mirror pages of the site is a high impact way to promote your business across the industry, both within the BIR community and beyond.

Rotating Banner Advert on Website (4 available)

€495 per month



The screenshot shows the BIR World Mirrors website interface. At the top left is the BIR logo and 'WORLD MIRRORS' text. To the right are 'MIRRORS' and 'CONTACT' links. Below this is a green header bar with the text 'BIR WORLD MIRRORS BY COMMODITY'. A pink banner advert is displayed across the middle, labeled 'BANNER AD - €495'. Below the banner are six commodity categories, each with a representative image and a label: 'Ferrous' (dark metal), 'Stainless Steel & Special Alloys' (shiny metal), 'Recovered Paper' (stack of paper), 'Plastics' (blue textured surface), 'Latin America' (circuit board and orange fibers), and 'Non-Ferrous Metals' (copper wire). A green starburst graphic on the right says '15,000 IMPRESSIONS PER YEAR'. A green starburst graphic on the left says '1000 UNIQUE VISITORS PER MONTH'. At the bottom of the screenshot, there is a disclaimer: 'BIR declines any responsibility regarding the content of these pages. All contents given represent the personal opinion of their authors and have only a reference value.' and social media icons for LinkedIn and Twitter.

SPECIFICATIONS

BANNER ADVERT

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Format: JPG / GIF

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