

BIOENERGY

EDITORIAL DATES &
ADVERTISING RATES 2021

INTERNATIONAL



BIOENERGY INTERNATIONAL – YOUR DEDICATED AND TRUSTED MEDIA PLATFORM

BIOCHEMICALS & BIOMATERIALS – HEAT, POWER & COOLING – BIOLIQUIDS – BIOGAS & RENEWABLE GASES – PELLETS,
WOODCHIPS & SOLID BIOFUELS – STORAGE, TRANSPORT & LOGISTICS – FEEDSTOCKS
– TECHNOLOGY & SERVICE SUPPLIERS – INNOVATION, RESEARCH & DEVELOPMENT – POLICY,
MARKETS & FINANCE – OPINION & COMMENTARY AND MUCH MORE!

BOOST YOUR BRAND AND BUSINESS WITH THE BIOENERGY INTERNATIONAL MEDIA PLATFORM!

Bioenergy International is a powerful dedicated media platform and a key tool in your marketing mix. As international bioenergy advocate press with a clear editorial focus on the biomass-to-energy value chains, your advertising is always relevant and in context.

Bioenergy International is your “master key” in accessing these value chains that span across traditional industry sectors, sub-sectors and markets unlocking new opportunities for your products and services.

As an advertiser you can leverage the Bioenergy International media platform to reach qualified target groups and relevant decision-makers with purchasing power.

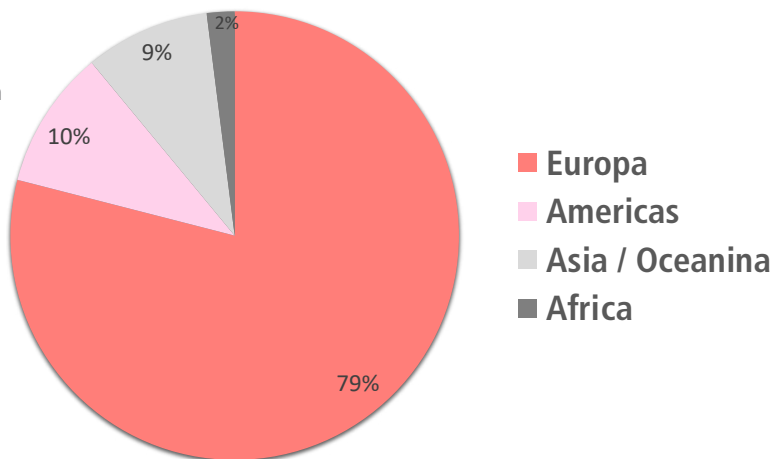
Build, Own, Operate and Maintain your brand, online and in print, with Bioenergy International.

Print - reach readers in 66 countries/territories

Bioenergy International magazine comes out with six print issues per annum of which one is a dedicated issue on pellets “Pellets Special”. In addition there is a dedicated digital edition focused on biogas and renewable gases.

Bioenergy International magazine is read by qualified decision-makers and representatives such as business directors, buyers, plant operators, policymakers, financiers, marketing executives from different business sectors that share a common interest in bioenergy.

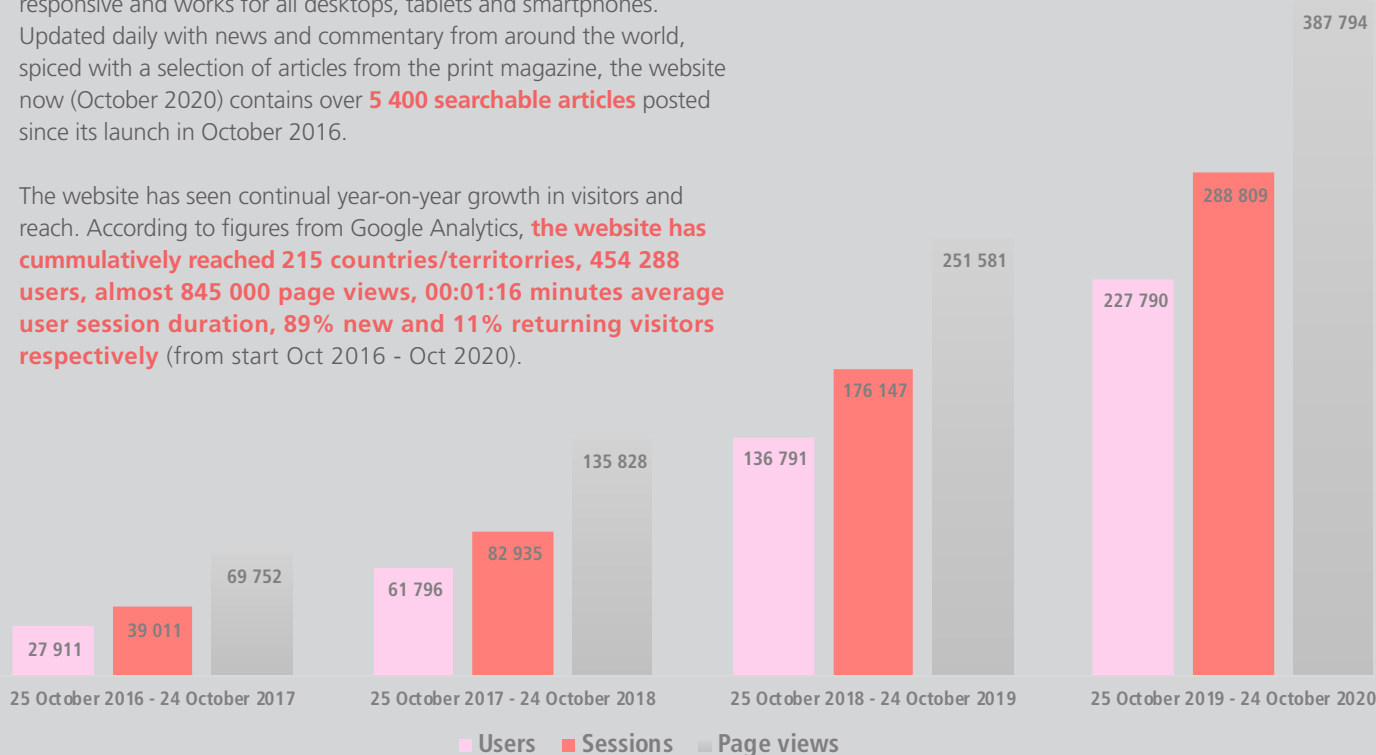
Each print issue has a minimum print run of 4 000 copies.
 The e-magazine is the digital version of the printed edition.
 All print advertisers appear in the digital version of the print issue, with the option of adding a link to the advert, opening additional marketing opportunities.



Bioenergy International 24/7

Ensure your company appears on www.bioenergyinternational.com. Advertise 24/7, part of the year or campaign based. The web platform is responsive and works for all desktops, tablets and smartphones. Updated daily with news and commentary from around the world, spiced with a selection of articles from the print magazine, the website now (October 2020) contains over **5 400 searchable articles** posted since its launch in October 2016.

The website has seen continual year-on-year growth in visitors and reach. According to figures from Google Analytics, **the website has cummulatively reached 215 countries/territories, 454 288 users, almost 845 000 page views, 00:01:16 minutes average user session duration, 89% new and 11% returning visitors respectively** (from start Oct 2016 - Oct 2020).



2021 marks 20 years since the first edition of Bioenergy International appeared. It also marks a decade since the publication and staff were acquired by the current owners, the Swedish Bioenergy Association (Svebio). Much has happened over the two decades and more is yet to come as Bioenergy International continues to evolve and adapt its position as the leading dedicated global bioenergy media platform.



Alan Sherrard
EDITOR IN CHIEF

Core to Bioenergy International's existence and success is the staunch support from subscribers and advertisers – individuals and organisations – united in the conviction that renewable, sustainable biomass is very much a critical part of the 'glocal' climate, energy and environment solution.

This combination of support and adaptability is proving its worth during these exceptional times, that amongst other things has severely restricted travel and the hosting of larger physical meetings such as conferences. Instead, these and other meetings have largely migrated online into 'zoominars' during the interim until such that they can physically take place again. Indeed, for technology providers, guiding clients with remote commissioning and start-ups is emerging as an additional necessary skill while fast-tracking the Industrial Internet of Things (IIoT) in parallel. With this in mind, it is hardly an exaggeration to suggest that perhaps now more than ever before has the necessity and value of a dedicated bioenergy media platform, with both print and digital channels, come into its own. A unique platform focused on renewable and sustainable bioenergy as means to effectively and economically 'defossilise' energy production and consumption and products in households, industry, transportation, and the energy sector itself. Either as stand alone or in combination with other renewable sources and technologies all driving towards the same goal – a sustainable low-carbon circular bioeconomy.

However, in spite of all the seemingly obvious climate, environment, economic, and social benefits of bioenergy done right, biomass remains arguably the most misunderstood and emotive renewable energy source – "worse than coal" as some would still dogmatically argue. Being predominately rural, biomass with its inherent diversity and interdependency makes it complex and context dependent in an increasingly urbanised and binary 'yes/no' world to understand.

As we move in to 2021 and Bioenergy International enters into its 20th consecutive year of publication, reporting firsthand on the innumerable good examples of biomass to energy developments around the world becomes more important than ever. A big shoutout and thank you to all of our advertisers, readers, sponsors and subscribers that have made this milestone possible. It is your **advertising, sponsoring, and subscription custom that enables our coverage and dissemination through the different channels and platforms. We look forward to 2021 and continuing as part of the growing global bioenergy movement, together with you.**

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EDITORIAL THEMES & FEATURES

(Note: with the exception of Pellets Special, each print issue covers pellets, biogas, bioliquids, heat & power, policy, markets & finance).

1.

BIOMASS FOR HEAT & POWER

- **Directory: Forest Biomass Equipment**

Spotlight 1: Bioenergy in industry

Spotlight 2: Forest & field biomass supply chains

Material Deadline: 22 February **Distribution Start:** 5 March

This issue takes a look at some of the world's larger biomass based energy projects. In addition, a look at how manufacturing and process industries are embracing bioenergy solutions to provide space and/or process heat, steam, cooling and/or power.

2.

PELLETS SPECIAL

- **Directory: Pellets Special Suppliers + Poster**

Material Deadline: 12 April **Distribution Start:** 27 April

A special, stand alone issue of Bioenergy International dedicated to pellets, which includes advanced biomass pellets (aka black pellets) and agri-biomass pellets. A companion to the "World of Pellets" wall poster, this the 7th edition includes site reports, a review of 2020 and outlook for 2021, pellet production technology features and will be distributed at all major pellet events 2021.

3.

ENERGY FROM RESIDUES & RESIDUE TREATMENT - Directory: Global Suppliers

Spotlight 1: Flue gas & ash handling

Spotlight 2: Anaerobic digestion (AD) & Organic Rankine Cycle (ORC) technologies

Material Deadline: 11 June **Distribution Start:** 24 June

This issue features energy recovery from residues such as RDF and MSW as well as other non-conventional biogenic sources including secondary sources such as waste heat and exhaust gases like carbon capture and utilisation/recycling (CCU/R), gas-to-liquid (G2L) as well as residue treatment including industrial, urban organics and wastewater treatment.

4.

BIOMASS FOR TRANSPORTATION

- **Directory: Biofuels Equipment + Poster**

Spotlight 1: Feedstock pretreatment technologies

Spotlight 2: Transport powertrain technologies

Material Deadline: 6 September **Distribution Start:** 17 September

This issue focuses on conventional and advanced transportation biofuels and looks at how these multi-functions complement each other and how they can be integrated as biorefineries as well as other "Power-to-X", "carbon recycling" and chemical recycling technologies and fuels. Includes the 2nd edition of **Advanced Renewable Transport Fuels (ARTF)** map – a 1000 x 700 mm wall poster listing of over 600 commercial and demonstration facilities.

5.

DISTRICT ENERGY - HEAT, POWER & COOLING

- **Directory: Size Reduction and Densification**

Spotlight 1: Energy storage

Spotlight 2: Biomass handling

Material Deadline: 8 November **Distribution Start:** 25 November

Distributed heat and/or power and/or cooling for residential and commercial applications is resource efficient but not widely practised. The opening up of such network infrastructure for third-party suppliers is a model that is gaining momentum. This issue looks at some of these projects and the case for district/distributed energy networks.

6.

STORAGE, SHIPPING AND LOGISTICS

- **Directory: Biogas Technology Suppliers**

Spotlight 1: Dust & off-gasing

Spotlight 2: Fuels for shipping

Material Deadline: 10 December **Distribution Start:** 22 December

Mobilising biomass from the forest or field or moving pellets and biofuels from the plant to market is an infrastructural and logistical challenge. So too is energy storage – heat storage, power-to-heat, power-to-gas (methane and/or hydrogen) and gas grids. This issue also looks at the health, safety and quality degradation challenges along with developments to monitor and mitigate them.

DBS2.

DIGITAL BIOGAS SPECIAL 2 - Directory: Biogas Technology Suppliers

Spotlight 1: Wastewater treatment plants **Spotlight 2:** Gas-to-grid, gas-to-liquid & liquefaction

Material Deadline: 18 January **Distribution Start:** 29 January

A special digital stand alone issue of Bioenergy International dedicated to the global anaerobic digestion (AD), biogas & biomethane industry. A review of 2020 & outlook for 2021, technology features & case studies, it will be made available FREE online.

Available at www.bioenergyinternational.com & www.biogaz-europe.com



Each issue is normally distributed at relevant bioenergy events. However, for 2021, the continued uncertainty caused by the current coronavirus (COVID-19) pandemic makes it impossible to be specific at the time of print. Please refer to the events update.

PRINT INCLUDING E-MAGAZINE

AN ADVERT IN PRINT APPEARS ALSO IN THE DIGITAL VERSION

AA - Double Page Spread	4 800 €
A & B - Whole/Full Page	3790 €
Special Positions	
Inside Front Cover (2 page)	3990 €
Page 3 & 4	3990 €
Inside Back Cover	3990 €
Outside Back Cover	4350 €
C & D - Half Page	2390 €
E - Third Page	1990 €
F & G - Quarter Page	1490 €
H - One Year Special (OYS)	2590 €/Year
Package of 5 insertions / one invoice / special location	
I - Outside Front Cover (OFC)	2990 €

SPECIAL PACKAGE DEAL:

- **One Year Special (OYS) + Digital Banner** 5550 €/Year
Package of 5 insertions 12 months B - Square banner
- **Commercial Special** 97,5 x 67,5mm 795 €
- **ADVERT "PELLETS SPECIAL" ONLY: +20% (AA - G&I)**
- **Make the most of your print advert by adding a link in the digital version - 80 € per link.**

NEW

AA 470 x 325 mm	A 200 x 295 mm	B 235 x 325 mm +3 mm bleed
C 200 x 145 mm	D 97,5 x 295 mm	E 78 x 325 mm + 3 mm bleed
F 97,5 x 145 mm	G 200 x 70 mm	H 97,5 x 67,5 mm
		I 200 x 35 mm

ADVERT MATERIAL

Jeanette Fogelmark will help you with checking all material and making sure it has best display, both in print and digital. E-mail to jeanette.fogelmark@bioenergyinternational.com

POSTERS & DIRECTORIES

LOGO ON THE WORLD OF PELLETS &/OR ARTF WALL POSTERS

WORLD OF PELLETS

– Distributed with issue no. 2 Pellets Special. First published in 2005, the "World of Pellets" poster provides a global visual overview of biomass pellet production and locations. Over 1 100 listed plants that have an annual production capacity of 10 000 tonnes or more.

ADVANCED RENEWABLE TRANSPORT FUELS (ARTF)

– Distributed with issue no. 4 Biomass for Transportation. First published in 2020, the "Advanced Renewable Transport Fuels" (ARTF) map provides a global visual overview of advanced renewable transportation fuel production and locations with over 600 facilities listed.

Both posters are 1 000 x 700 mm and available as **PRINT ONLY** with each respective print issue.



Poster logo format 20 x 60 mm 595 €

DIRECTORY

Logo format 20 x 30mm 495 €

Each issue includes a specific technology supplier directory published in the magazine. Free of charge, the directory listing includes company name, technology category and website address.

To make your entry pop, **order a special full colour display** that includes your company description and logo for only 495 € per directory. The entry appears both in the printed and e-magazine.

EVENT SPONSORSHIP OPPORTUNITIES

Bioenergy International is co-organizer of the **Nordic Pellets Conference** and the **Advanced Biofuels Conference** during 2021. Both offer unique and specific sponsorship opportunities, either standalone or in combination with print and/or digital options.

'Zoominars' – Looking to partner on an theme or activity? Bioenergy International plans to host dedicated thematic webinars during 2021.



Whatever your marketing plans or ideas for 2021 might be, why not run them by **Dorota Natucka-Persson, Senior Market Manager and Co-editor**. Contact Dorota to discuss how you can leverage on Bioenergy International's media platform and channels to promote your business, and tailor a cost-effective package within your budget framework.

Contact Dorota directly:

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e-mail: dorota.natucka@bioenergyinternational.com

[linkedin.com/in/dorota-natucka-persson](https://www.linkedin.com/in/dorota-natucka-persson)

BANNER – DIGITAL

BIOENERGYINTERNATIONAL.COM – ON DESKTOPS, TABLETS & SMARTPHONES

A - TOP LEADERBOARD VISIBLE ON ALL PAGES

Format: 728 x 130 and 300 x 100 px

1 position, max. 3 ad slots that rotate.

Banner needs to be supplied in **both** formats

1050 €/1 month

Type: jpg, jpeg, gif or png

Size: max. 200 kb

B - SQUARE VISIBLE ON ALL PAGES

Format: 250 x 250 px

4 positions, max. 5 ad slots that rotate.

750 €/1 month

Type: jpg, jpeg, gif or png

Size: max. 200 kb

C - ARTICLE LIST BANNER

Format: 470 x 120 px

2 positions, max. 3 ad slots that rotate.

Type: jpg, jpeg, gif or png

Size: max. 200 kb

550 €/1 month

D - CLASSIFIEDS

Recruiting staff, selling machinery or equipment?

Contact Dorota for a tailored banner & newsletter combo.

WEEKLY NEWSLETTER

BIOENERGYINTERNATIONAL.COM – ON DESKTOPS, TABLETS & SMARTPHONES

A roundup of the week's headlines and commentary from the Bioenergy International website sent to over **3 000 "BioInt News & Views"** newsletter subscribers.

A - TOP LEADERBOARD 450 € / Edition

Format: 728 x 130 px (as jpg, jpeg, gif or png, max 200 kb)

B - SQUARE 350 € / Edition

Format: 250 x 250 px (as jpg, jpeg, gif or png, max 200 kb)

Package deal – perfect for campaigns or for keeping top of mind

4 newsletters -15% discount

12 newsletters -25% discount

24 newsletters -35% discount

EVENTS UPDATE

Complementary to the events calendar, Bioenergy International produces a monthly events update highlighting the when, where, who, and what in upcoming bioenergy related conferences, tradeshows, workshops, zoominars and other in-real-life or virtual gatherings. It's free and included in our free opt-in newsletter subscription on www.bioenergyinternational.com

LEVERAGE THE LONG-TAIL

Did you know that there are over 5 400 articles posted on the Bioenergy International website since its launch in October 2016?

Perhaps your company, client, technology or project has been featured in a specific article – search on your company name to find out.

Take advantage of the Internet's long-tail effect by using the website as a third-party reference archive – by adding your company link retroactively to the article(s) of your choice, either as a:

- **One link in the article body text - 350 €/article**

- **Boiler Plate below the article - 550 €/article**

The link/boiler plate remains active until you instruct otherwise.

Not featured on the website? Be sure to include Bioenergy International on your press/PR circulation list!

NEW

SPONSORED ARTICLE – WEB

BIOENERGYINTERNATIONAL.COM – ON DESKTOPS, TABLETS & SMARTPHONES

The graphic format of a sponsored article is similar to that of other editorial on the website. However, to make it clear to the reader, it is clearly marked with a red delineation line around the article and the text "Sponsored content from our partner (company name)".

1250 € for 1 week, 1350 € for 2 weeks

1450 € for 3 weeks, 1550 € for 4 weeks

PLATFORM SUBSCRIPTION

Bioenergy International has revamped its magazine subscription to a rolling 12-month "platform inclusive" one that comes into effect during 2021.

In short, this means that apart from receiving a personal print and/or digital copy of the magazine, it includes the weekly newsletter, **free and/or discounted rates** at own and select third-party events (conferences, exhibitions, workshops and 'zoominars').

Book **at least 1 500 € worth** of total advertising (print/digital/ sponsorship or combination thereof) at the time of booking, and automatically qualify for a 12-month personal subscription that comes into effect from the booking date.

NEW

SOCIAL MEDIA

Active on LinkedIn, Twitter and/or Facebook? We are too – don't forget to include/tag/follow us with your latest postings.



[linkedin.com/company/BioenergyInternational](https://www.linkedin.com/company/BioenergyInternational)



@BioenergyIntl



@bioenergyinternational