

BIOENERGY

EDITORIAL DATES &
ADVERTISING RATES 2022

INTERNATIONAL



BIOENERGY INTERNATIONAL – YOUR DEDICATED AND TRUSTED MEDIA PLATFORM

BIOCHEMICALS & BIOMATERIALS – HEAT, POWER & COOLING – BIOLIQUIDS & EFUELS – 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!

2021 marked 20 years since the first edition of Bioenergy International appeared. 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, with more bang for your buck.

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. 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.

Yet 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.



Jeanette Fogelmark, Alan Sherrard & Dorota Persson-Natucka

As we move towards a post-COVID-19 era, 2022 marks our 21st consecutive year of publication, reporting firsthand on the innumerable good examples of biomass to energy developments around the world. A big thank you to all of our advertisers, readers, sponsors and subscribers that make this possible.

It is your **advertising, sponsoring, and subscription custom that enables our coverage and dissemination of your stories through the different channels and platforms. We look forward to 2022 and continuing as part of the growing global bioenergy movement, together with you.**

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EDITORIAL THEMES & FEATURES

1.

BIOMASS FOR HEAT & POWER

- Directory: Forest Biomass Equipment

Spotlight 1: Bioenergy in industry

Spotlight 2: Forest & field biomass supply chains

Material Deadline: 21 February Distribution Start: 4 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: 11 April Distribution Start: 25 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 8th edition includes site reports, a review of 2021 and outlook for 2022, pellet production technology features and will be distributed at all major pellet events 2022 .

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: 17 June Distribution Start: 5 July

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: 4 September Distribution Start: 19 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 3rd edition of **Advanced Renewable Transport Fuels (ARTF)** map – a 1000 x 700 mm wall poster listing of over 750 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: 24 October Distribution Start: 7 November

Distributed heat and/or power and/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: 28 November Distribution Start: 12 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.

IN EVERY PRINT ISSUE (EXCEPT PELLETS SPECIAL)

Note that in addition to the above editorial themes and features, each print issue (with the exception of Pellets Special) covers news on biogas, bioliquids, biofuels, heat & power, markets & finance, policy, pellets & solid fuels.



Each issue is normally distributed at relevant bioenergy events. However, for 2022, 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 calendar of events listing on www.bioenergyinternational.com for an update on events that Bioenergy International will be distributed at.

PRINT INCLUDING E-MAGAZINE

AN ADVERT IN PRINT APPEARS ALSO IN THE DIGITAL VERSION

AA - Double Page Spread	4 850 €
A & B - Whole/Full Page	3850 €
Special Positions	
Inside Front Cover (2 page)	3990 €
Page 3 & 4	3990 €
Inside Back Cover	3990 €
Outside Back Cover	4350 €
C & D - Half Page	2450 €
E - Third Page	1990 €
F & G - Quarter Page	1550 €
H - One Year Special (OYS)	2690 €/Year
Package of 5 insertions / one invoice / special location	
I - Outside Front Cover (OFC)	2990 €

SPECIAL PACKAGE DEAL:

- **One Year Special (OYS) + Digital Banner** 6550 €/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.**



AA 470 x 325 mm	A 200 x 295 mm	B 235 x 325 +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

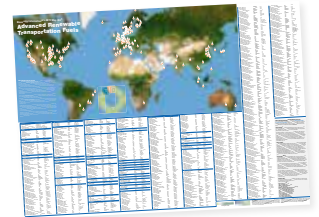
WORLD OF PELLETS

– 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 750 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 2022. 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 2022.

Whatever your marketing plans or ideas for 2022 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: 1180 x 280 and 320 x 320 px

1 position, max. 3 ad slots that rotate.

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

1150 €/1 month

Type: jpg, jpeg, gif or png

Size: max. 200 kb

B - ARTICLE LIST BANNER - VISIBLE ON ALL PAGES

Format: 780 x 240 and 320 x 320 px

2 positions, max. 3 ad slots that rotate.

950 €/1 month

Type: jpg, jpeg, gif or png

Size: max. 200 kb

C - STICKY - VISIBLE ON ALL PAGES

FOLLOWING AS YOU SCROLL DOWN

Format: 320 x 250 - 600 px

Only one unique ad slot.

Type: jpg, jpeg, gif or png

Size: max. 200 kb



1100 €/1 month

D - SQUARE - VISIBLE ON ALL PAGES

Format: 320 x 320 px

2 positions, max. 4 ad slots that rotate.

750 €/1 month

Type: jpg, jpeg, gif or png

Size: max. 200 kb

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 550 €/ Edition

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

B - SQUARE 450 €/ 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

OFFICIAL PUBLICATION OF WBA

Bioenergy International is proud to be the official publication of the World Bioenergy Association (WBA), a global organization dedicated to increasing the efficient and sustainable utilization of bioenergy around the world and supporting the business environment for the bioenergy companies.



LEVERAGE THE LONG-TAIL

Did you know that there are over 6 800 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!



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)".

1350 € for 1 week, 1450 € for 2 weeks

1550 € for 3 weeks, 1650 € for 4 weeks

PLATFORM SUBSCRIPTION

Bioenergy International has revamped its magazine subscription to a rolling 12-month "platform inclusive" one that came into effect during 2022.



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.

VIDEO ON SOCIAL MEDIA

We, Bioenergy International can help you make a good-to-go video (30-60 seconds). Already advertiser? Ask for special price.

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](https://twitter.com/BioenergyIntl)



[@bioenergyinternational](https://www.facebook.com/bioenergyinternational)

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.

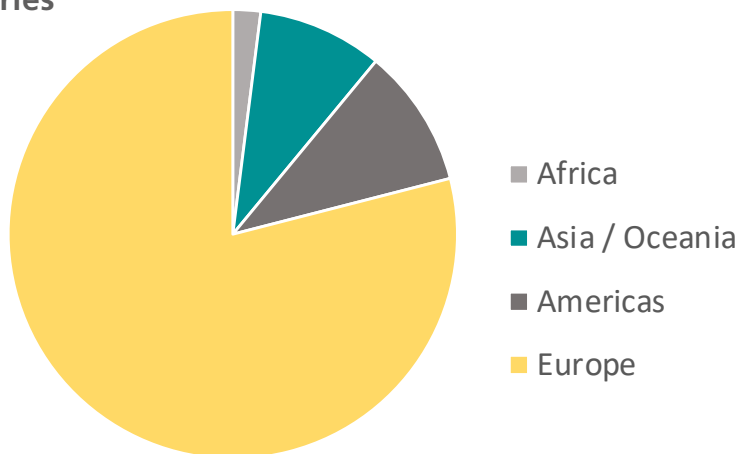
Build, Own, Operate and Maintain your brand, online and in print, with Bioenergy International.

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”.

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 2021) contains over **6 800 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 (Nov. 1, 2021), **the website has cumulatively reached 223 countries/territories, 708 250 users, over 1 270 000 page views, 00:01:10 minute average user session duration, 89% new and 11% returning visitors respectively** (from start Oct 2016 - Oct 2021).

