

# BIOENERGY

EDITORIAL DATES &  
ADVERTISING RATES 2023

INTERNATIONAL



**BIOENERGY INTERNATIONAL – YOUR DEDICATED AND TRUSTED MEDIA PLATFORM**

BIOCHEMICALS & BIOMATERIALS – HEAT, POWER & COOLING – BIOLIQUIDS & EFUELS – BIOGAS & RENEWABLE GASES  
– PELLETS, WOODCHIPS, BIOCARBON & SOLID BIOFUELS – CCUS, 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

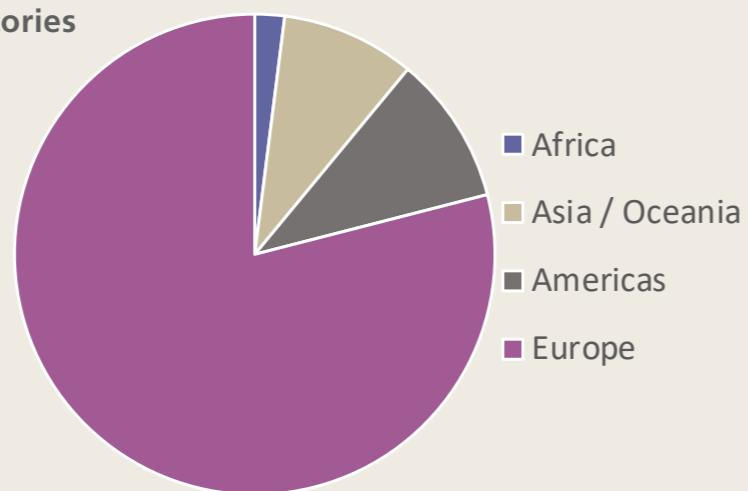
Bioenergy International magazine comes out with six print issues per annum of which one is a dedicated issue on pellets "Pellets Special".

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.

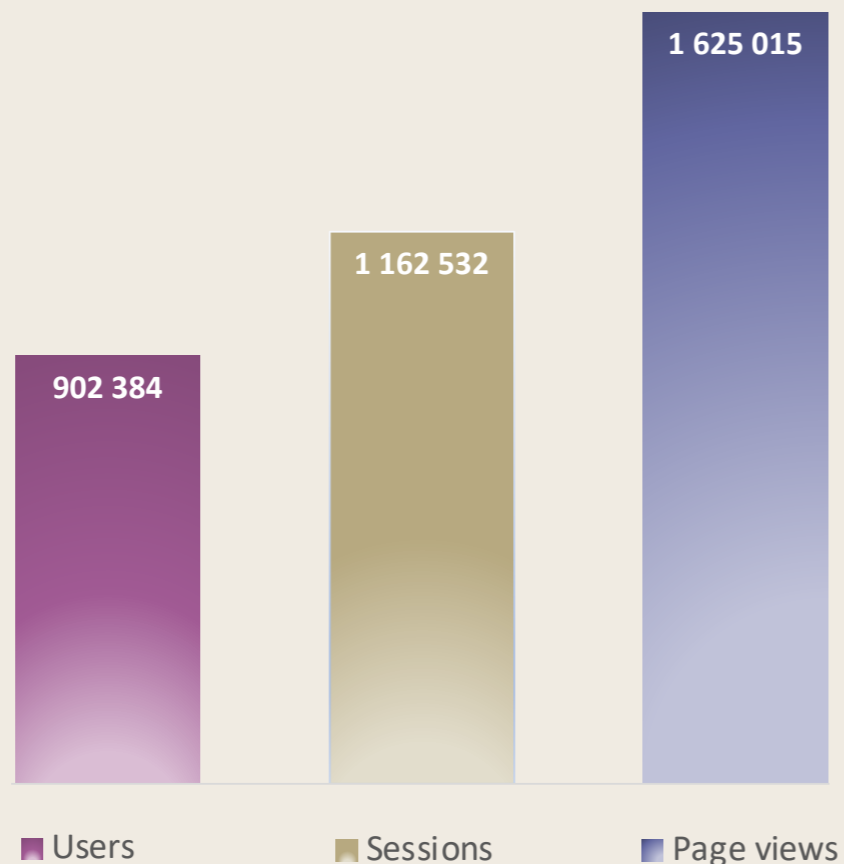


## Bioenergy International 24/7

Ensure your company appears in good company on [www.bioenergyinternational.com](http://www.bioenergyinternational.com). Advertise 24/7, part of the year or campaign based. Upgraded and reloaded in April 2022, the web platform is more intuitive, much faster and more responsive than previously, 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 2022) contains over **7 900 searchable articles** posted since its launch in October 2016.

Starting from scratch in October 2016, the website has seen year-on-year growth in visitors and reach. According to figures from Google Analytics, **the website has cumulatively reached 223 countries/territories, has over 902 300 users, over 1 162 500 sessions with an 00:01:09 minute average user session, over 1 625 000 page views, 89% new and 11% returning visitors respectively** (from start Oct 2016 - Oct 2022).



## EDITORIAL THEMES & FEATURES

**1. BIOMASS FOR HEAT & POWER WITH NEW BIOCHAR SPECIAL!** NEW

- **Directory: Forest Biomass Equipment**

**Spotlight 1:** Bioenergy in industry  
**Spotlight 2:** Forest & field biomass supply chains

**Material Deadline:** 20 February **Distribution Start:** 6 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:** 10 April **Distribution Start:** 24 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 **9<sup>th</sup> edition** includes site reports, a review of 2022 and outlook for 2023, pellet production technology features and will be distributed at all major pellet events 2023.

**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:** 3 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:** 11 September **Distribution Start:** 25 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 **4<sup>th</sup> edition of Advanced Renewable Transport Fuels (ARTF) map** – a 1000 x 700 mm wall poster listing of over 830 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:** 23 October **Distribution Start:** 6 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. CCUS, STORAGE, SHIPPING AND LOGISTICS**

- **Directory: Biogas Technology Suppliers**

**Spotlight 1:** Dust & off-gasing  
**Spotlight 2:** Fuels for shipping

**Material Deadline:** 27 November **Distribution Start:** 11 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, biocarbon, bioliquids, biofuels, CCUS, heat & power, markets & finance, policy, pellets & solid fuels.

Each issue is normally distributed at relevant bioenergy events. While we expect most major events to resume during 2023, the continued uncertainty makes it difficult to be specific at the time of print. Please refer to the calendar of events listing on [www.bioenergyinternational.com](http://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

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



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

## 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 830 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 650 €

### 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 2023. 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 2023.

Whatever your marketing plans or ideas for 2023 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:**  
phone: +46-70 401 9140  
e-mail: dorota.natucka@bioenergyinternational.com

## 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 1100 €/1 month  
Only one unique ad slot.

### 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 **9 500 "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 7 900 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



@BioenergyIntl



@bioenergyinternational

## 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

Bioenergy International is now officially an adult as 2022 marked 21 years of continuous publication. Despite our young age, we are one of the elders if not the eldest international bioenergy media platform. Much has happened and more is yet to come as we continue to evolve and adapt its position as the leading dedicated global bioenergy media platform.



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. A testament to that support is that Bioenergy International is the official journal of the World Bioenergy Association (WBA), something we are very proud of.

The biggest change was the "reloading" and relaunch in April 2022 of the Bioenergy International website coupled with a revamp of our platform subscription that introduced a password to gain total content access – print and digital issues, archives, "premium" articles, photos, etc. While some website news content will remain open, print and/or digital subscribers, and advertisers enjoy better value for their custom – a certain element of functional exclusiveness.

The platform has come into its own in 2022. For example, webinars, both organised in partnership with WBA, and with individual companies, the latter with Bioenergy International providing the technical platform and marketing support.

Photography services is another new addition, both for individual companies and event organizers, that has grown from our "muddy boots" ambition to report first-hand on the innumerable good examples of bioenergy around the world.

A big thanks to our advertisers, readers, sponsors, and subscribers that make this possible. It is your custom that enables our coverage of your stories through the different channels and platforms. We look forward to 2023 together with you.

*Jeanette Fogelmark, Dorota Natucka-Persson & Alan Sherrard*

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