

BIOENERGY

EDITORIAL DATES &
ADVERTISING RATES 2025

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!

Now in our 23th year of continuous publication, Bioenergy International is the young oldie in the international biomass to energy publication space. Our young(ish) age means that we are agile, willing and able to evolve and adapt to an ever-changing media landscape while staying true to our old-fashioned face-to-face(s) and “muddy boots” modi operandi when it comes to reporting.



Core to Bioenergy International's existence and success is the staunch support from its advertisers, subscribers, readers, and supporters – 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 that we are very proud of.

Both print- and digital have key complementary roles to play, and the partnership with WBA illustrates one example of the symbiotic relationship between the media forms. Jointly organised webinars on dedicated topics as diverse as green cookstoves in sub-Saharan Africa to biomass pellet production in Latin America, provide access to unique editorial content from around the world, not least the global South.

The Bioenergy International website, revamped in 2022, has since been joined by the **Bioenergy International App** (available from Apple Store or Google Store) that was launched earlier in 2023. With the App, print and/or digital subscribers, and advertisers can enjoy enhanced reading of the latest edition on a smartphone, or access previous/archived issues.

A big “thank you” to all our advertisers, subscribers, readers, and supporters that make Bioenergy International possible. It is your custom that enables our coverage of your stories through the different channels and platforms. We look forward to 2025 together with you.

Dorota Natucka-Persson, Alan Sherrard, & Jeanette Fogelmark

BIOENERGY INTERNATIONAL EDITOR IN CHIEF

Alan Sherrard
alan.sherrard@bioenergyinternational.com

MARKETING, COMMUNICATION & CO-EDITORS

Dorota Natucka-Persson
dorota.natucka@bioenergyinternational.com

Jeanette Fogelmark
jeanette.fogelmark@bioenergyinternational.com



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www.bioenergyinternational.com

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 and the BioTrio team’s extensive network to reach qualified target groups and relevant decision-makers with purchasing power.

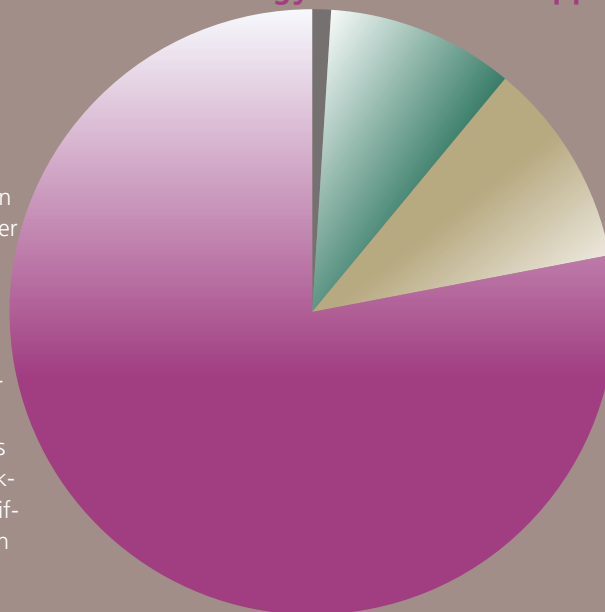
Boost your business, online and in print, with Bioenergy International.

Reach readers, on paper, and with the Bioenergy International App

Bioenergy International magazine currently comes out with six print issues annually of which one is a dedicated issue on pellets “Pellets Special”.

Each print issue has a “digital twin” that can be read on a smartphone, tablet or computer using the **Bioenergy International App** and made available as soon the paper print is completed.

Bioenergy International magazine (on paper or on the App) 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.



■ Africa
■ Asia / Oceania
■ Americas
■ Europe

2 285 381 page views

1 499 348 users

Bioenergy International 24/7/365

Ensure your company appears in good company on 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 2024) contains over **10,100 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 cummulatively reached 227 countries/territories, has over 1,499,000 users, with an 00:01:18 minute average user session, and over 2,285,000 page views.** (from start Oct 2016 - Oct 2024).



EDITORIAL THEMES & FEATURES

1.

BIOMASS FOR HEAT & POWER WITH BIOCHAR SPECIAL!

- **Directory:** Forest Biomass Equipment

Spotlight 1: Bioenergy in industry

Spotlight 2: Forest & field biomass supply chains

Material Deadline: May **Distribution Start:** May

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:

30 September **Distribution Start:** 17 October

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 11th edition includes site reports, a review of 2024 and 2025, pellet production technology features and will be distributed at all major pellet events 2025/2026.**

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: 23 June **Distribution Start:** 4 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.

BIOMASS FOR TRANSPORTATION+BECCS

- **Directory:** Biofuels Equipment + Poster

Spotlight 1: Feedstock pretreatment technologies

Spotlight 2: Transport powertrain technologies

Material Deadline: 8 September **Distribution Start:** 22 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", chemical recycling technologies, and electro-fuels (eFuels).

3.

DISTRICT ENERGY - CHP, CCUS & LOGISTICS

- **Directory:** Size Reduction and Densification

Spotlight 1: Energy storage

Spotlight 2: Biomass handling

Material Deadline:

28 November **Distribution Start:** 19 December

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.

CCUS, STORAGE, SHIPPING AND LOGISTICS

- **Directory:** Biogas Technology Suppliers

Spotlight 1: Dust & off-gasing

Spotlight 2: Fuels for shipping

Material Deadline: 1 December **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, biocarbon, bioliquids, biofuels, CCUS, heat & power, markets & finance, policy, pellets & solid fuels.



Each issue is normally distributed at relevant bioenergy events. Please refer to the calendar of events listing on www.bioenergyinternational.com for an update on events that Bioenergy International will be distributed at.

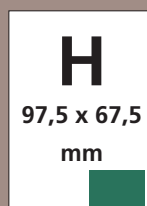
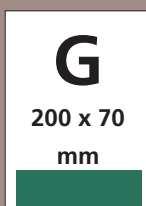
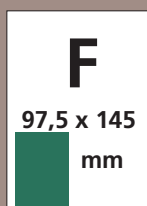
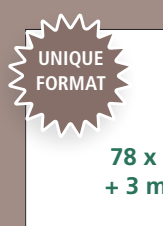
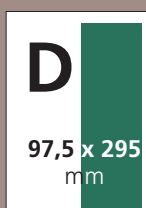
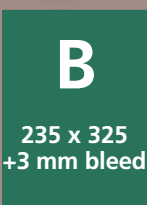
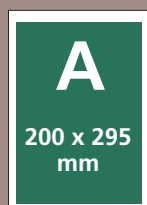
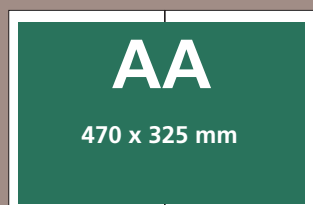
PRINT INCLUDING E-MAGAZINE

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.**



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 1 345 listed plants that have an annual production capacity of 10 000 tonnes or more.



Poster 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, Fuel Market Day and Stora Biokraft-och Värmekonferensen** during 2025. We 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? In cooperation with World Bioenergy Association, Bioenergy International plans to host dedicated thematic webinars during 2025.

Whatever your marketing plans or ideas for 2025 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

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

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
Type: jpg, jpeg, gif or png
Size: max. 200 kb
1150 €/ 1 month

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.
Type: jpg, jpeg, gif or png
Size: max. 200 kb
950 €/ 1 month

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.
Type: jpg, jpeg, gif or png
Size: max. 200 kb
750 €/ 1 month



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 **8 000 "BioInt News & Views"** newsletter subscribers.

A - TOP LEADERBOARD 550 €/ Edition

Format: 1180 x 280 px (as jpg, jpeg, gif or png, max 200 kb)

B - SQUARE 450 €/ Edition

Format: 320 x 320 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 10 000 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)".

1350 € for 1 week, 1450 € for 2 weeks

1550 € for 3 weeks, 1650 € for 4 weeks

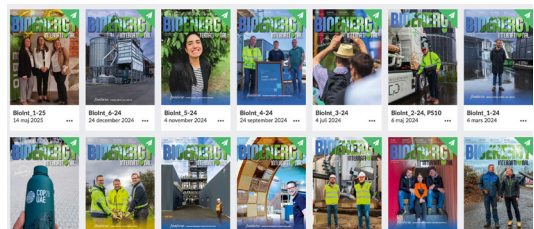
PLATFORM SUBSCRIPTION

NEW

We have now unlocked all previous issues in the app, which means you can read free of charge!

Bioenergy International is your brief - get full access to news and views on desktop, tablet and smartphone (For paper subscription contact us).

Download the new Bioenergy International App from Apple Store or Google Store.



SOCIAL MEDIA

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



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