BIOENERGY INTERNATIONAL

YOUR GLOBAL BIOENERGY PLATFORM

NEWS | KNOWLEDGE | PEOPLE | BUSINESS

MEDIA KIT 2027

CONNECTING THE GLOBAL BIOENERGY INDUSTRY



MAGAZINE
Print & Digital



MAPS
Print & Digital



WEBSITE
Digital



EVENTS
Conferences
Workshops
Study Tours



NEWSLETTER
Weekly & Monthly



DIRECTORIES
Sector-specific guides for global markets

2027 EDITORIAL THEMES & FEATURES

1 BIOMASS FOR HEAT, POWER & BIOCHAR
- Directories: PtX + PyCCUS + BECCUS & Forest Equipment Suppliers

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

Material Deadline: February 15 Distribution Start: February 25

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 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: April 14 Distribution Start: April 23

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 capature and utilisation/recycling (CCU/R), gas-to-liquid (G2L) as well as residue treatment including industrial, urban organics and wastewater treatment.

3 PELLETS SPECIAL
- Directory: Pellets Special Suppliers + Poster

Material Deadline: June 10 Distribution Start: June 22

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 13th edition includes site reports, a review of 2026 and 2027, pellet production technology features and will be distributed at all major pellet events 2027.

4 DISTRICT ENERGY - COMBINED HEAT, POWER AND COOLING
- Directory: District Energy Technology & Boiler Suppliers

Spotlight 1: Energy storage Spotlight 2: Biomass handling

Material Deadline: September 16 Distribution Start: September 27

Combining power generation with distributed heat and/or cooling for residential and commercial applications is resource efficient but not widely practised. The opening up of heating and cooling network infrastructure for third-party suppliers, such as residual heat from industry and data centres, is also a model that is gaining momentum. This issue looks at some of these projects and the case for district/distributed energy networks.

5 STORAGE, SHIPPING, LOGISTICS, BIOMASS FOR TRANSPORTATION
- Directory: Biogas Technology Suppliers

Spotlight 1: Feedstock pretreatment technologies Spotlight 2: Transport powertrain technologies

Material Deadline: November 17 Distribution Start: November 30

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).

Bioenergy International partners with and participates in many industry-relevant conferences and trade events in a given calendar year. Some of the upcoming events in 2027 that we will be present at include:

World Sustainable Energy Days
2 - 5 March 2027, Wels/Austria

ELMIAWOOD

argus

Expo Biomasa 28.29.30 SEPT 2027 VALLADOLID - SPAIN

bio360 le salon bioénergie - bioéconomie 3-4 février EUROPE Nantes 2027 PARC EXPO / Hall XXL

AWBA 2027 CONFERENCE

FORTES

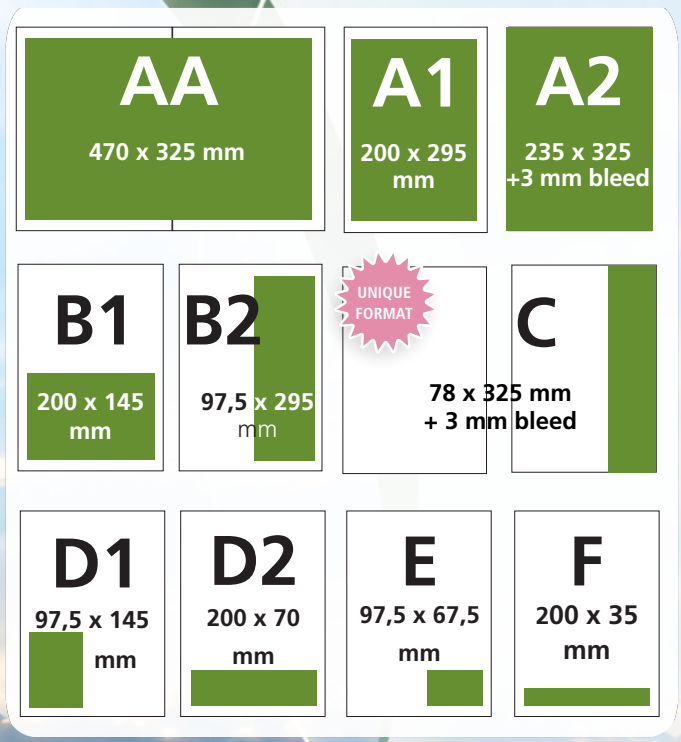
powermeetings.eu

Organized by HAWKINS WRIGHT

PRINT & E-MAGAZINE

AN ADVERT IN PRINT APPEARS ALSO IN THE DIGITAL VERSION

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



SPECIAL PACKAGE DEAL

• One Year Special (OYS) + Digital Banner 6550 €/Year

(banner on the web or BioInt News & Views or BioInt BYTES) Package of 4 print insertions + Square banner: 12 months web banner; OR 12 banner placements in BioInt News & Views (weekly).

Commercial Special 97,5 x 67,5mm 795 €

• ADVERT 'PELLETS SPECIAL' ONLY: +20% (A-D)

POSTERS & DIRECTORIES

REFERENCE PRODUCTS WITH LONG-TERM VISIBILITY

WORLD OF PELLETS **Distributed with issue no. 3 Pellets Special.**

First published in 2005, the 'World of Pellets' poster provides a global visual overview of biomass pellet production and locations. Over 1,388 listed plants that have an annual production capacity of 10,000 tonnes or more. The poster is 1 000 x 700 mm and available as PRINT & DIGITAL with each respective print issue.



Poster logo format 20 x 60 mm 750 €

DIRECTORY

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 695 € per directory. The entry appears both in the printed and e-magazine.

Logo format 20 x 30mm 695 €

Become an exclusive sponsor for the Maps or Directories. Ask Dorota Natucka-Persson for more details.

Sector-specific directories help suppliers remain visible beyond a single campaign and provide readers with practical reference material.

SEND YOUR ADVERT MATERIALS TO JEANETTE

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

DIGITAL ADVERTISING

BIOENERGYINTERNATIONAL.COM - DESKTOPS, TABLETS & SMARTPHONES

TOP LEADERBOARD - VISIBLE ON ALL PAGES

1150 € / 1 month

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.

ARTICLE LIST BANNER - VISIBLE ON ALL PAGES

950 € / 1 month

Format: 780 x 240 and 320 x 320 px. 2 positions, max. 3 ad slots that rotate.

STICKY - VISIBLE ON ALL PAGES / FOLLOWING AS YOU SCROLL DOWN

1100 € / 1 month

Format: 320 x 250 - 600 px. Only one unique ad slot.

SQUARE - VISIBLE ON ALL PAGES

750 € / 1 month

Format: 320 x 320 px. 2 positions, max. 4 ad slots that rotate.

SPONSORED ARTICLE - WEB

1350 € for 1 week, 1450 € for 2 weeks I 1550 € for 3 weeks, 1650 € for 4 weeks

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 delineation line around the article and the text 'Sponsored content from our partner (company name)'.

NEWSLETTER & BIOINT BYTES

WEEKLY & MONTHLY DIGITAL VISIBILITY

WEEKLY NEWSLETTER

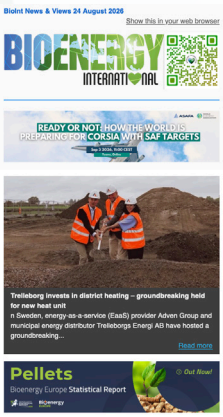
A roundup of the week's headlines and commentary from the Bioenergy International website sent to over 8,000 'BioInt News & Views' newsletter subscribers.

TOP LEADERBOARD 550 € / Edition • Format: 1180 x 280 px

SQUARE 450 € / Edition • Format: 320 x 320 px

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

4 newsletters -15% discount • 12 newsletters -25% discount • 24 newsletters -35% discount



BIOINT BYTES (APP) - NEW

Monthly updates exclusive in the App (distrubuted in the same way as all the digital magazines). A currated version with commentary of what happened in the industry during last 4-5 weeks, event reports, calendar update, advertisements
(magazine formats availability: A, B, C, D)

A - FULL PAGE 2310 € / Edition

B - HALF PAGE 1470 € / Edition

C - QUARTER PAGE 930 € / Edition

D - OYS 495 € / Edition

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

3 BioInt BYTES -15% discount • 6 BioInt BYTES -25% discount • 12 BioInt BYTES -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.

WORLD BIOENERGY ASSOCIATION

OUR PRODUCTS AND SERVICES

BIOENERGY INTERNATIONAL – MAGAZINE (PRINT AND DIGITAL)

Since 2001, Bioenergy International has evolved with the sector and grown to become a trusted global magazine. Now reaching over 10,000 readers worldwide via our app and digital editions - with FREE subscription - we also distribute select print copies to all our advertisers, partners, and key global events.

PRINT

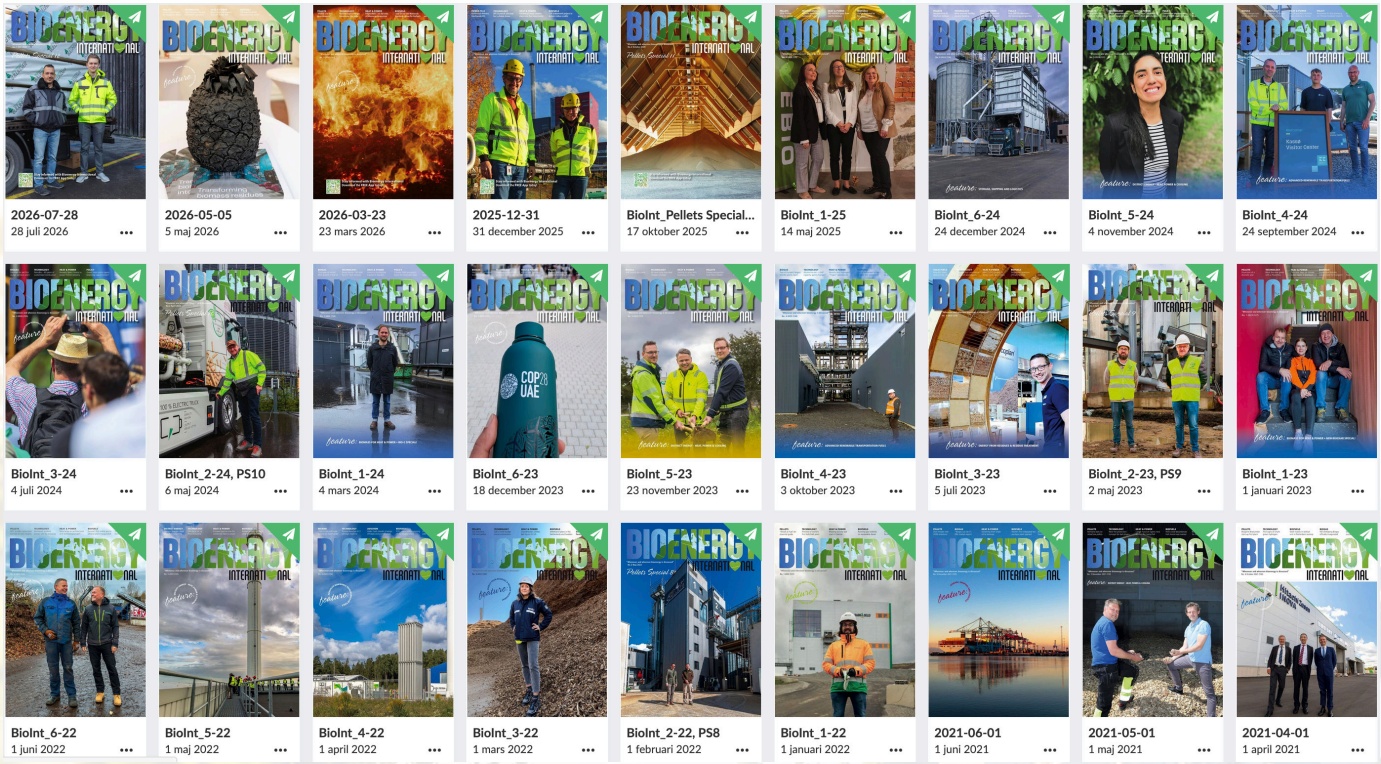
Contact us if you want to have your personal copy in print (post & packaging surcharges apply)

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.

DIGITAL

Web: Read directly from the website:
https://bioenergyinternational.com/e-magazine/

Mobile: Read directly from your mobile device by downloading the app: **https://bioenergyinternational.com/subscription/**







OUR PRODUCTS AND SERVICES

BioInt BYTES (DIGITAL ONLY IN APP)

Monthly updates exclusive to the Bioenergy International App (distrubuted in the same way as all the magazines). The bioenergy sector moves quickly, and keeping up with the latest developments is challenging. Our new product brings the highlights directly to you, summarizing the most important news from the previous four weeks drawn from our website and weekly newsletters with editorial commentary.

INCLUDES:

- Curated industry news, insights and editorial commentary
- Event updates with a convenient calendar view of coming events of interest
- Targeted advertising opportunities - ask for availability, limited space for ads
- This all-in-one digital summary ensures that professionals in the bioenergy sector have the latest information at their fingertips, anytime and anywhere

BIOENERGY INTERNATIONAL ON-SITE ACTIVITIES

At Bioenergy International, our mission is to promote sustainable bioenergy and strengthen the role of biomass in building a sustainable future. Sharing news and articles is one way we achieve this. However, our impact goes far beyond publishing.

We connect people, companies, technologies, and industries worldwide, leveraging our extensive network, deep sector know-how, and years of experience. We know how to organize outstanding conferences, fairs, seminars, study tours, and meetings, bringing the bioenergy community together to meet, share knowledge, explore opportunities, and drive business and innovation.

For over two decades, we have played a key role in organizing major events in Sweden, such as the Nordic Pellet Conference, World Bioenergy, Advanced Biofuels Conference, and Fuel Market Day, and internationally – Nordic-Baltic Bioenergy Conference (Sweden, Latvia, Finland, and Lithuania), the first-ever Pellets Expo Conferences in Poland and Thailand, respectively.

In addition, we have coordinated numerous study tours, expo-pavilions, and group visits in Sweden and abroad, connecting professionals and decision-makers in meaningful ways.

STAY INFORMED ABOUT OUR CURRENT PROJECTS AND UPCOMING EVENTS

WEEKLY NEWSLETTER BIOINT NEWS & VIEWS (DIGITAL)

Our weekly newsletter “BioInt News & Views” features the latest articles from the Bioenergy International website, updates on upcoming events, and banners from our partners and advertisers.

AUDIENCE: sent to a growing international audience of more than 10,000 subscribers.

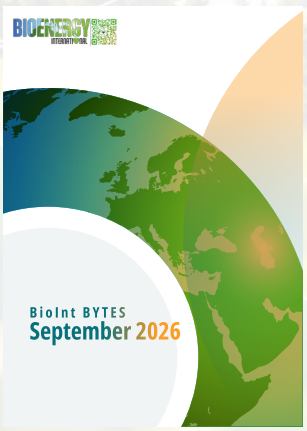
FREQUENCY: weekly, ensuring readers stay up-to-date with the global bioenergy sector.

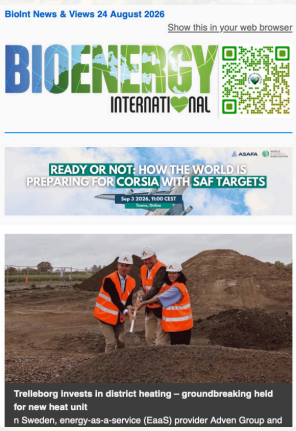
SUBSCRIBE: easy to sign up from our web site - https://bioenergyinternational.com/newsletter/

BANNERS: popular advertising channel

Bioenergy International continues to bring the industry together, supporting global events as a media partner and hosting our own initiatives. We are committed to building connections, sharing insights, and strengthening the bioenergy sector worldwide.









OUR AUDIENCE

A GLOBAL, ENGAGED BIOENERGY COMMUNITY

Bioenergy International reaches a highly targeted and international audience of professionals, decision-makers and industry influencers across the entire bioenergy value chain.

1,900,000
USERS
October 25, 2016 – October 5, 2026

2,700,000
PAGE VIEWS
October 25, 2016 – October 5, 2026

1.21 min
AVERAGE VISIT DURATION

8,000+
NEWSLETTER RECIPIENTS
Weekly BioInt News & Views to an international bioenergy audience.

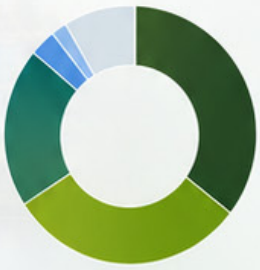


GEOGRAPHIC DISTRIBUTION



Europe	48%
Asia	25%
North America	20%
Africa	2%
South America	2%
Oceania	2%
Rest of world	1%

JOB FUNCTION



Senior Management / C-suite	~33%
Operational roles (technical, production, projects etc.)	~33%
Sales / Marketing / Business Development	~20%
Governmental / Academic / NGO / R&D / Trade	~4%
Unspecified	~10%

A SPECIALIST AUDIENCE

Our readers and followers include energy companies, utilities, technology suppliers, fuel producers, consultants, researchers, policymakers and other key stakeholders in the global bioenergy sector.

EVENTS

CONFERENCES, WORKSHOPS & WEBINARS, STUDY TOURS

Reach a highly targeted audience through our events, conferences, workshops and study tours.



Conferences

High-level industry conferences with international speakers covering the latest developments, market trends and policy updates.



Workshops & Webinars

Focused technical workshops and knowledge exchange on key topics and innovative solutions in the bioenergy sector.



Study Tours

Site visits to leading bioenergy projects across Europe and beyond, offering unique insights and hands-on learning opportunities.



Meetings

Industry meetings and networking opportunities to connect with partners, customers and other key stakeholders in the global bioenergy community.



26 YEARS
YOUNG AND GETTING STRONGER

IT ALL STARTED WITH ONE MAN'S VISION

1980



Lennart Ljungblom, who initiated the Swedish Bioenergy Association (Svebio) in 1980, started **Bioenergy International**, an English-language publication dedicated to the bioenergy sector, in 2001.

2001



What began as a four-page "biomass manifesto" launched in May 2001 at the Sustain 2001 exhibition in Amsterdam, the Netherlands, has since grown into a global bioenergy platform and become a trusted international voice. The first globally distributed bioenergy magazine and still number one worldwide.

2010



Over time, others joined Lennart Ljungblom to develop Bioenergy International. First **Jeanette Fogelmark**, then **Dorota Natucka-Persson**, and finally **Alan Sherrard**, who together formed BioTrio in **late 2010**. This team of creatives became the driving force behind the magazine, combining expertise, creativity, and dedication to craft one of the first-ever global publications focused entirely on bioenergy.

2011



Recognizing the value of Bioenergy International, Svebio welcomed both the magazine and team into its organization in **mid-2011**. From that moment, Bioenergy International and BioTrio became part of something bigger. For well over a decade, as part of Svebio, Bioenergy International grew organically – issue by issue, conference by conference, conversation by conversation, and launched a dedicated website in **2016**.

2016



In parallel within Svebio, BioTrio initiated and shaped events, connected international stakeholders, strengthened national and international initiatives, and supported Svebio members with dedication and integrity. Long-standing relationships across the industry and an expansive global contact network became one of BioTrio's greatest strengths and assets.

2024



In late 2024, change arrived again for the BioTrio team with Svebio's organisational restructuring process opening up a new opportunity and chapter for Bioenergy International. As of **July 1, 2025**, Bioenergy International and BioTrio has continued its journey, independently, under a new home, **Wodinna – Network for Women in Bioenergy AB**, a company founded by Dorota a few years previously.

2025



Wodinna represents BioTrio's collective inclusive future built on leadership, sector knowledge, and the ambition to explore new opportunities in the wider renewable energy, recycling, and bioeconomy space. The result of years of collaboration, continuous innovation, and a shared determination to evolve, Bioenergy International, its platform, and the BioTrio team now form the beating heart of Wodinna.

2026



Ensure that your bioenergy story becomes shared as part of our story in the unwritten chapters ahead – contact Bioenergy International today. We highlight the people, projects, research, companies, technologies, and applications across the value chains that showcase the use of biomass for energy in an economically and environmentally sustainable way. From research labs and clean cookstoves to pilot plants and integrated biorefineries – and everything in between.

OUR TEAM IS GROWING – FROM THREE TO FOUR!

As of **October 1, 2026**, our BioTrio has become **Bio4** as we welcome **Niina Välinen** to the team. Niina will focus on sales and marketing, building and strengthening relationships with companies and stakeholders in Finland, and the Nordic-Baltic Sea region. With her experience and fresh ideas, she reinforces our Nordic roots and strengthens Bioenergy International for the next chapter.



MEET THE TEAM



Co-owner

EDITOR-IN-CHIEF, REPORTER & PHOTOGRAPHER

Alan Sherrard

alan.sherrard@bioenergyinternational.com | tel: +46 766 260 135

Of Swedish-Irish descent, Alan Sherrard has an innate sense of curiosity and eagerness to explore any path less trodden. With a forestry background, keen environmental and photography interests, he enjoys travel, the great outdoors, and is inseparable from his camera, not least when documenting his other passion, the sounds of heavy metal genres. With integrity and a firm belief in the value of in-real-life reporting, his often thought-provoking texts are contextual, exceptionally well-researched, and written with a sense of collegiality and wit.



Co-owner

CEO, SALES, MARKETING, COMMUNICATION & CO-EDITOR

Dorota Natucka-Persson

dorota.natucka@bioenergyinternational.com | tel: +46 704 019 140

Dorota Natucka-Persson is the power-house of Bio4. With a background in engineering and a strong belief in sustainability, circularity, and well-being for all, she brings technical insights, business acumen, and purpose to her work. She has many strong ideas for new projects and sees no obstacles - only possibilities for turning them into reality. A doting Polish mother who always puts her family first, she often travels to her summer house in Poland to recharge.



Co-owner

COO, SALES, MARKETING, COMMUNICATION & GRAPHICAL DESIGN

Jeanette Fogelmark

jeanette.fogelmark@bioenergyinternational.com | tel: +46 736 275 363

With her can-do attitude, unfazed by the technical jargon of things digital, Jeanette Fogelmark is a true fixer with a genuine multitasking ability. With her artistic mindset and hawk eye for detail, she not only creates visually appealing and congruent graphic designs, but she also keeps the books in order. Having a large Swedish-Greek family, she keeps them in order too.



SALES & MARKETING MANAGER & BIOCHAR SPECIALIST

Niina Välinen

niina@bioenergyinternational.com | tel: +358 45 875 3527

Raised on an organic dairy farm in northern Finland, Niina Välinen brings an authentic Arctic perspective. Even in Helsinki, she enjoys daily walks in local forests. Passionate about biochar, she is eager to explore biocarbon's decarbonization potential. Her experience in Finnish bioenergy, biochar and biocycle advocacy has built a meaningful professional community. Niina focuses on sales and marketing, particularly in Finland and the Nordic–Baltic region, and enjoys facilitating events, discussions and deeper collaboration across networks for a sustainable future.

How can we be of service to you? Contact us to discuss more.

www.bioenergyinternational.com

CONNECT WITH BIOENERGY INTERNATIONAL

The first globally distributed bioenergy magazine and still number one worldwide.

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