

The background of the entire page is a photograph of corn plants in silhouette against a vibrant sunset sky. The sky transitions from a deep blue at the top to a bright orange and red near the horizon. The corn plants are dark, with their leaves and tassels clearly visible against the lighter sky.

# biofuels international

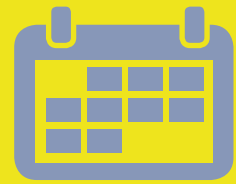
Media Pack  
2020



One year's ad campaign: 26,000 printed copies in 80+ countries



Each issue is distributed to 4,000+ named individuals



Distributed at over 25 biofuels related events throughout the year

## What is Biofuels International?

Biofuels International has a reputation for delivering quality news, analysis, market information and technical articles related to the bioethanol and biodiesel industries. Published six times a year to coincide with leading industry events, the magazine provides ideas and insights for its audience of biofuels professionals.

Within each issue you can expect to find up-to-date industry news, the most recent technical developments, exclusive interviews with producers and plant operators, an in-depth analysis of a particular region, and a whole host of feature-length technical articles. Our close relationship with key industry associations, such as ePure, the European Biodiesel Board, the Renewable Fuels Association, the National Biodiesel Board, UNICA, the Malaysian Palm Oil Board, as well as many other national and international stakeholder associations and policymakers, means we are also well placed to keep you abreast of the sector's latest policies, legislations and regulations.

## Biofuels International goes digital

Our website, [www.biofuels-news.com](http://www.biofuels-news.com), with an average of over 23,000 page views per month, is a place where readers can access and search an archive of news articles free of charge. Our range of online advertising options puts you immediately in touch with prospective customers, not to mention cementing relationships with those you already have. Our magazine content is highly valued and as such we have a strong list of paid subscribers. Once they have had first access to the information we publish, the magazine is then uploaded online so readers can keep up-to-date wherever they are in the world.

“ I assess Biofuels International for its forward looking, profound articles. They cover a wide range of biofuels related themes. It is a reliable source which is of vital importance in a still volatile commodity driven market ”

Falk von Kriegsheim, head of investor relations, Petrotec AG



# Why advertise in Biofuels International magazine?

1

## Well-established

In its 13th consecutive year it is a well-established international publication with a track record, accumulated knowledge and vast network.

2

## Focused on biofuels

With a clear editorial focus on the biodiesel and ethanol sectors, your advertising is always in context and not diluted by advertisers, editorial or readers primarily interested in other areas.

3

## Truly international and easy to read

With readers of the printed edition in 80+ countries it is truly international. The editorial is comprehensive yet easy to read, mindful of the vast majority of readers who have English as a second or third language.

4

## Read by decision-makers and entrepreneurs

Readers are doers, people already involved or wanting to get into the biofuels industry.

5

## Produced by professionals for professionals

The staff have extensive experience of publishing and the industry with more years than we wish to mention.

6

## Present whenever and wherever biofuels is discussed

We participate in each and every noteworthy international biofuel event. As an advertiser this means you too are properly represented.



## Who reads Biofuels International?

Readers include key biofuel producers like Neste, BP, Shell, Poet, Petrobras, Argent Energy, CropEnergies, KLM Airlines, Lantmannen, Alco Group, Renewable Energy Group, MOL, Sime Darby, Total, Quantas and many, many more!

### Each issue contains:

- Latest regulations and legislation
- Technical articles on new equipment and technology
- Updates on plant and facility acquisitions and expansions
- A detailed look at the biofuels market in a specific region
- In-depth interview with a leading producer
- Articles on new and promising feedstocks
- List of biofuels plants under construction in a chosen region



# 2020 editorial calendar

## JANUARY/FEBRUARY

- > Project development
- > Plant diversification and engineering
- > Feedstock processing
- > Fermentation
- > 2020 outlook
- > Regional focus: South America

### Bonus distribution at key events:

**National Ethanol Conference**, Houston

**StocExpo**, Rotterdam

**Lignofuels**

**Marine Energy Transition Forum**, Antwerp

**F.O. Licht's Sugar & Ethanol Asia**, Bangkok

## MARCH/APRIL

- > Cellulosic ethanol
- > Biodiesel from waste materials
- > Blending
- > Sustainability
- > Biofuels storage
- > Biorefining
- > Plant technology: metering and measurement
- > Regional focus: Europe

### Bonus distribution at key events:

**F.O. Licht's Sugar and Ethanol Brazil**

**AOCS**, Montreal

**EUBCE**, Marseille

**ILTA**, Houston

**10th European Algae Industry Summit**,  
Reykjavik

**Oleofuels**

## MAY/JUNE

- > Advanced biofuels
- > Enzymes
- > Ethanol dehydration
- > Plant automation
- > Fractionation
- > Marine biofuels
- > Biofuels trading
- > Regional focus: Ethanol in North America

### Bonus distribution at key events:

**Fuel Ethanol Workshop**, Minneapolis

**8th World Congress and Expo on Green Energy**, London

## JULY/AUGUST

- > Aviation
- > Plant construction
- > Testing and analysis
- > Oilseed extraction
- > Corn oil
- > Regional focus: Africa

### Bonus distribution at key events:

**SVEBIO Advanced Biofuels Conference**,  
Stockholm

**Biofuels International Conference & Expo**  
**International Biomass Congress & Expo**  
**International Biogas Congress & Expo**

**EFIB**, Brussels



## SEPTEMBER/OCTOBER

- > Transportation
- > Feedstock diversification
- > Water services
- > Additives
- > Retrofit
- > Ethanol dryers
- > Regional focus: Asia

### Bonus distribution at key events:

**Biofuels International Conference & Expo**  
**International Biomass Congress & Expo**  
**International Biogas Congress & Expo**

**Datagro Sugar & Ethanol Brazil**, Sao Paolo  
**Algae Biomass Summit**, Florida

## NOVEMBER/DECEMBER

- > Biorefining
- > Biomass to liquid
- > Plant software
- > Blending
- > Plant technology: pumps/mixers/filters
- > Testing and analysis
- > Regional focus: Biodiesel in North America

### Bonus distribution at key events:

**Fuels of the Future**, Germany  
**F.O. Licht's World Ethanol Latin America**,  
Colombia  
**National Biodiesel Conference**  
**RSB Annual Meeting**

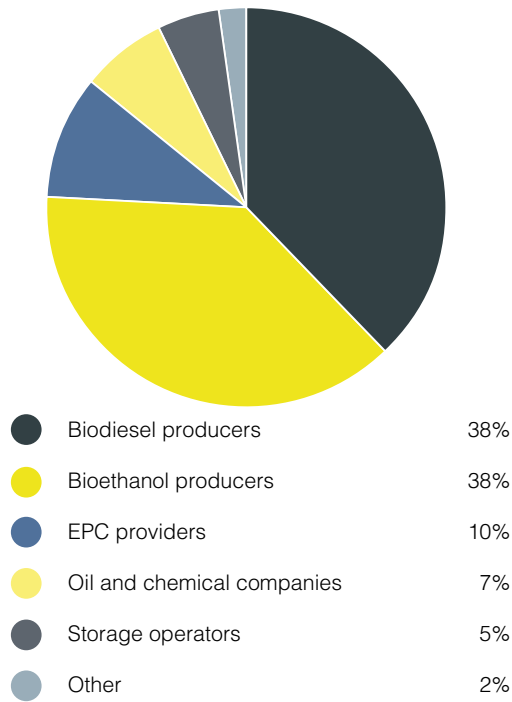
The events mentioned above do not form a comprehensive list, and are subject to change.



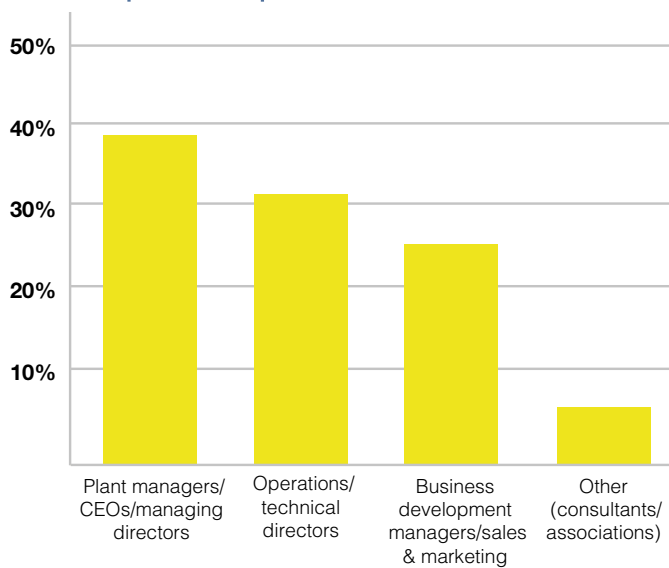
“ Biofuels International is the go-to publication in our offices for up-to-date information on our fast changing industry. They produce timely and relevant pieces and have always proven to be knowledgeable partners in the biofuels industry ”

**Alberto Pinto, president and CEO, Pure Biofuels**

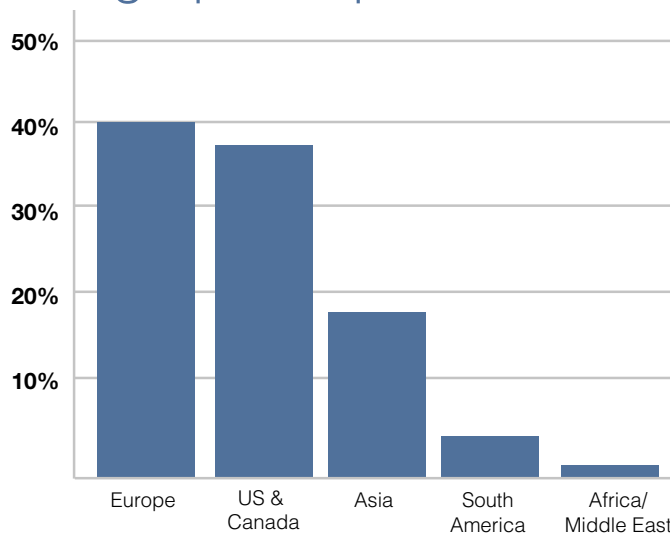
## Readership profile



## Recipient profile



## Geographical profile



## Some of our previous advertisers

Airbus  
 Air Liquide  
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 Clariant  
 CRI Catalysts  
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 Iowa Economic Development Agency  
 JOil  
 Lanxess  
 Leaf Technologies  
 Novozymes  
 Oiltanking  
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 ProSim  
 Spectro/Wilks  
 Standic  
 Sulzer Pumps  
 UPM Biofuels  
 Vogelbusch  
 Whitefox Technologies

## The leading source of information for the biofuels sector



### LinkedIn

Connect with our hundreds of group members



### Twitter

@biofuelsmag



### Facebook

Like our Facebook page, Biofuels International magazine



### e-news

Weekly news direct to your inbox



### Digital issue

With hyperlinks to company websites and adverts



### Subscribe

Receive the magazine direct to your office before anyone else

Bigger is always best

Size	Rates
<b>Full page</b> Trim 297mm (h) x 210mm (w), Bleed 303mm (h) x 216mm (w)	€4,385    \$4,950
<b>Outside back cover</b> Trim 297mm (h) x 210mm (w), Bleed 303mm (h) x 216mm (w)	€6,300    \$7,125
<b>Inside front cover</b> Trim 297mm (h) x 210mm (w), Bleed 303mm (h) x 216mm (w)	€4,620    \$5,205
<b>Half page island</b> 200mm (h) x 140mm (w)	€3,045    \$3,440
<b>Half page</b> Horizontal: 135mm (h) x 190mm (w) Vertical: 275mm (h) x 92.5mm (w)	€2,675    \$3,020
<b>Third page</b> Horizontal: 90mm (h) x 190mm (w) Vertical: 275mm (h) x 60mm (w)	€2,430    \$2,745
<b>Quarter page</b> Horizontal: 60mm (h) x 190mm (w) Vertical: 135mm (h) x 92.5mm (w)	€1,940    \$2,195

## HOLD THE FRONT PAGE

May/June 2019  
Issue 3 • Volume 13

# biofuels international

**A circular economy**  
The waste-to-biofuel technology  
creating added-value products

**Key to verification**  
How to achieve Low Carbon  
Fuel Standard verifications

**Regional focus: ethanol in North America**

Get that immediate impact by having your product and brand on the front page with our special cover/article cover, the first thing people see when they pick up the magazine.

### This includes:

**Front cover photo and logo – visible on all social media shares on various global platforms**

**Description and smaller cover shot on contents page**

**2-page cover feature/technical article/case study on your company's products/services**

**Special price of  
only €7,000/\$8,000!**

# Advertise online

## Advertise on our website

Biofuels International has a highly frequented, interactive website. Visitors return time and time again to search our news database, learn about the latest biofuel events and read the latest issue of the magazine online.

With over 120,000 page views and over 90,000 users digital advertising is a cost-effective and measurable way to get your message across to potential buyers across the globe. All banners are hyperlinked to a page of your choice.

Since all banners appear on all of the website's webpages, customers will see your message four times more than on many other websites. Statistics show the best way of getting your brand across is through repeated advertising.

Our website gives you exactly that at no extra cost. All electronic advertising is tracked, so we can provide regular feedback on advertising leads.

**biofuels international**  
TOP BANNER 728 x 90 pixels  
Prime position, always above the fold on every landing page

Home News Features Magazine Events Videos Resources Free Newsletter About Advertise Login / Membership

biofuels international CONFERENCE & EXPO  
BRUSSELS | 22-23 OCTOBER 2019  
Listen, learn and network

REGISTER ONLINE TODAY

LATEST NEWS SEARCH NEWS

CONNECT WITH US  
f t in

SEP 12, 2019  
UPM Biofuels' Helin to lead Roundtable of Sustainable Biomaterials

BIODIESEL NEWS Sep 12, 2019  
**Crown opens new headquarters, innovation centre in US**  
Oilseed processing equipment provider Crown has unveiled its new global headquarters and innovation centre, located in Blaine, Minnesota in the US. Following years of planning and eight months of construction works, the new 68,000 square foot facility, which cost \$12 million (€10.8 million), is able to accommodate more staff. The company's state-of-the-art innovation... [Read More]

NEWS SECTION BANNER  
290 x 290 pixels  
Another prime position spot, above all the top news

BIODIESEL NEWS Sep 11, 2019  
**Norwegian city rolls out biogas, biodiesel buses to reduce carbon footprint**

POLL  
Do you think RED II is a good thing?  
 Yes  
 No  
Vote  
View Results

BIODIESEL NEWS Sep 11, 2019  
**Norwegian city rolls out biogas, biodiesel buses to reduce carbon footprint**

biofuels international CONFERENCE & EXPO  
BRUSSELS | 22-23 OCTOBER 2019

BIODIESEL NEWS Sep 11, 2019  
**Norwegian city rolls out biogas, biodiesel buses to reduce carbon footprint**

TWITTER

	1 month	3 months	6 months	1 year
<b>Top Banner 728 x 90 pixels</b>	€850/\$960	€2,165/\$2,450	€3,570/\$4,035	€6,120/\$6,915
<b>News section banner 290 x 290 pixels</b>	€550/\$620	€1,400/\$1,580	€2,310/\$2,600	€3,960/\$4,465
<b>Right side banner 300 x 300 pixels</b>	€850/\$960	€2,165/\$2,450	€3,570/\$4,035	€6,120/\$6,915
<b>Right side banner 300 x 100 pixels</b>	€400/\$450	€1,020/\$1,150	€1,700/\$1,890	€2,900/\$3,250

## Advertise on our e-newsletter

**biofuels international ONLINE**

For daily updates and all the very latest biofuels news log on to our website [www.biofuels-news.com](http://www.biofuels-news.com) Thursday 12 September 2019

**Norwegian city rolls out biogas, biodiesel buses to reduce carbon footprint**  
The third largest city in Norway, Trondheim, has been operating almost 200 MAN Lion's City buses fuelled with either biogas or biodiesel. The 189 green buses from MAN Truck & Bus offer an efficient and clean solution for inner-city traffic in the Norwegian city. The new buses have been in operation since the start of August; MAN Truck & Bus delivered 105 city...  
[>> click here for more](#)

**USGC data: ethanol exports are fastest growing US agricultural export.**  
New research carried out by the US Grains Council (USGC) has found that non-beverage ethanol has been the fastest growing US agricultural export over the past five years. In 2018, American ethanol export totalled over 6.1 billion litres, equal to 609 million bushels of corn, with an estimated value of \$2.7 billion (€2.4 billion). The USGC used trade data on 47... [>> click here for more](#)

**I'M SPEAKING**  
Victor Allemandou  
Founder  
Biofuels  
**biofuels international**  
CONFERENCE & EXPO  
BRUSSELS | 22-23 OCTOBER 2019  
Listen, learn and network

**Valero Energy proposes new renewable diesel plant in Texas, US**  
Valero Energy, together with Darling Ingredients, has initiated an engineering and development cost review for a new renewable

**biofuels international**  
Flying high  
Wind and land  
Regional News Network in Africa

Every week we send out the latest biofuels news to over 12,000 subscribers who have requested this information.

**LEADERBOARD**  
468 x 60 pixels  
€915/\$1,090 month

**BANNER**  
120 x 60 pixels  
€515/\$610 month

**BANNER**  
120 x 120 pixels  
€750/\$890 month



# Dedicated emails

## Dedicated emails using our database

We send a limited number of dedicated email shots on products and services to our extensive contact list of over 10,000 biofuels specialists. These are proven to be highly effective and unique. All electronic advertising is tracked, so we can provide regular feedback on number of opens and click throughs, although some companies prefer to use their own third party tracking cookies.

Details and prices available on request.


SCION Instruments has the experience and know-how to provide pre-configured gas chromatographs that are ready at power up to handle your key applications. SCION has more than 50 standard, pre-configured systems available to meet a wide variety of applications, such as Biofuels (biodiesel, bioethanol), SIMDIST, DHA, RGA, BTU and others. If you have an analytical challenge to solve then our long experience in designing, configuring and manufacturing complete systems, with all their analytical benefits, ensures you get the solution that's right for you.

**GCMS analysis for quality and environmental standards**



## Webinars

Products can be technical and complicated with solutions difficult to put into words. Webinars allow you to interact directly with your audience – look at it like an online exhibition where you're the only exhibitor. By booking your webinar through Biofuels International we'll promote your webinar through all our channels – print, digital and social media. Contact us for more details.





## Biofuels International Conference & Expo

**Biofuels International Conference & Expo is the leading event for all those involved in the biofuels sector to network, learn and trade.**

Exhibitors and sponsors benefit from unrivalled contact with biodiesel and bioethanol producers (both first and second generation), advanced technology providers, plant contractors, oil majors, regulators, feedstock suppliers, storage terminal operators and industry associations.

The show is a great opportunity to network with experts, sharpen knowledge, influence peers and improve skills.

To discuss our bespoke packages, please contact

**Claire Smith**  
**claire@woodcotemedia.com,**  
**+44 (0)203 551 5751**

More information on this year's and previous events can be found by visiting our dedicated website

**[www.biofuels-news.com/conference](http://www.biofuels-news.com/conference)**

“Commenting on the conference, Kevin McGeeney, CEO at SCB Group, said: “The reason I keep coming back is that the event attracts an audience of people who are very active in the biofuels space.”

Jari Tielinen, head of business development, Finpro, Invest in Finland, said: “The conference [gives] me the chance to talk to many well-informed people across the biofuels sector, getting their input on how the market is developing and their views on how it is likely to progress in the future.”

“The Biofuels International Conference provided excellent delegates from around the world and was a great success for us. The speakers covered a wide range of biofuel-related topics keeping us updated with key changes in the industry,” added Scaba. Csaba Zsótér, Product & Renewables Trading Manager, MOL Group.



*12 years of biofuels networking at its best*

# biofuels international



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