

Media Planner 2011



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Reach the Biorenewables Community Worldwide

Essential information for scientists and professionals

Biofuels, Bioproducts and Biorefining is the leading source of information on sustainable fuels, chemicals and energy. Under the **Biofpr** brand, we publish news, comment, analysis, peer-reviewed articles. This information is published in a range of formats designed to maximise online and print media channels:

1. Global web knowledge environment:

www.biofpr.com

2. Peer-reviewed journal: **Biofuels, Bioproducts and Biorefining**

Online and print formats

Emphasis on quality

- Wiley has a strong reputation for publishing high quality scientific and technical information.
- Partnership with Society of Chemical Industry (SCI) brings a unique commercial insight to our publications.
- Editors from industry: companies leading the energy and chemical industries.



Reach the Biorenewables Community Worldwide

Target by industry sector

Feedstock production

- Non-food crops
- Agricultural and forest residues
- Organic waste
- Algae and other new feedstocks

Biofuels

- Bioethanol and biobutanol
- Biodiesel
- Biogas and hydrogen
- Synthetic gasoline and diesel

Energy and power

- Heating fuels
- Electric power

Chemicals and bioproducts

- Fine and bulk chemicals
- Pharmaceuticals
- Lubricants and fuel additives
- Biopolymers and other bioproducts

Process technology

- Chemical engineering
- Industrial biotechnology
- Analytical instrumentation
- Biorefinery design and operation

Sustainable processes

- Environmental science and technology
- Life cycle analysis

Target by job function

Reach those influencing and making the buying decisions.

- Scientists, engineers and managers in industry
- Scientists and engineers in universities and research institutes
- Scientists and engineers in government research laboratories
- Societies and professional organizations
- Policy makers in government

Journal subscribers in 2010

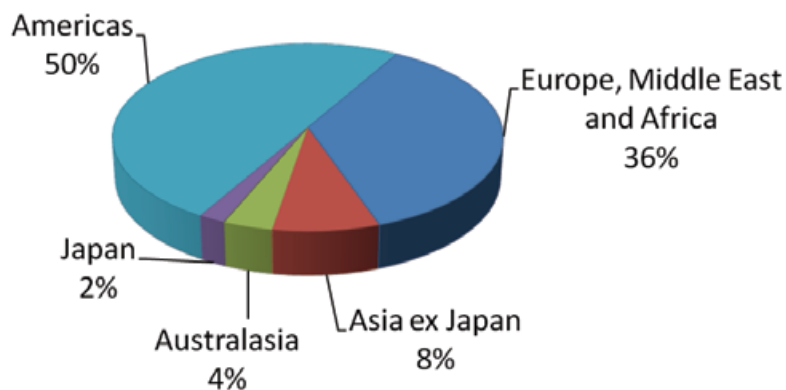
Print Circulation

Over 1,200 academic and corporate subscribers penetrating the biorenewable community worldwide.

Customers by sector

Academic	52%
Corporate	32%
Government	8%
Other	8%
TOTAL	100%

Subscribers by geographic region



Website users in 2010

Industry sectors

Oil and petrochemicals • Chemicals • Biofuels • Feedstock production • Biotechnology
 Process technology or equipment • Pharmaceuticals • Pulp and paper • Lubricants and fuel additives

Types of organization

Sector	Type of organization	Percentage of users (%)
Research institutions (42%)	University	23
	Academic research institute	14
	Government research laboratory	5
Private and public corporations (37%)	Private corporation	32
	Public corporation	5
Organizations/societies (10%)	Non-government organizations	5
	Government	4
	Scientific societies	1
	International government organizations	trace
Other (11%)	Other	11

Job function

Category	Job function	Percentage of users (%)
Researchers (37%)	Research leaders	7
	Research scientists	30
Managers and Executives (28%)	CEO	6
	Senior managers	5
	Managers	5
	Consultants	9
	Marketing executives	2
	Sales executives	1
Engineers (14%)	Engineers	14
Other (21%)	Government policy advisors	1
	Other	20

User interests

Our users are mainly interested in biofuels and bioenergy. Specific topics of interest include:

- biological conversion processes • biomass feedstock production
- biorefinery process integration • sustainability
- chemical conversion processes • product separation and analysis
- industrial and commercial issues • chemicals and materials

User locations

Top 10 countries:

- USA • UK • India • Netherlands
- Canada • Germany • Australia
- China • Japan • Spain

Biofuels, Bioproducts and Biorefining

Editorial calendar 2011

Issue 1	January/February	Bonus Distribution
Publication 26 January	Advanced biofuels: starting out the right way Biofuels in India Advancements in catalysts Levulinic acid	AIChE Spring Meeting 13-17 March 2011. Chicago, USA World Biofuels Markets 22-24 March 2011. Rotterdam, The Netherlands SCI: Funding Agri-Innovation/Identifying opportunities and financing new ventures in technologies for food security and biorenewables 22 March 2011. London, UK American Chemical Society Spring Meeting 27-31 March 2011. Anaheim, USA
Issue 2	March/April	Bonus Distribution
Artwork due: 26 January Publication: 21 March	Cellulosic ethanol Torrefaction Parallel production of biodiesel and bioethanol from palm oil	33rd Symposium on Biotechnology for Fuels and Chemicals 2-5 May 2011. Seattle, USA SCI: Digestate use and Disposal Options and the Associated Opportunities May 2011. London, UK BIO International Convention 27-30 June 2011. Washington DC, USA
Issue 3	May/June	Bonus Distribution
Artwork due: 24 March Publication: 20 May	Regular issue	19th European Biomass Conference and Exhibition 6-10 June 2011, Berlin, Germany Renewable Resources and Biorefineries 8-10 June 2011. Bruges, Belgium
Issue 4	July/August	Bonus Distribution
Artwork due: 26 May Publication: 21 July	Special issue: Water	American Chemical Society Fall Meeting 28 August – 1 September 2011. Denver, USA 8th European Congress of Chemical Engineering 25-29 September 2011. Berlin, Germany
Issue 5	September/October	Bonus Distribution
Artwork due: 28 July Publication: 22 September	Regular issue	EFIB 2011 October 2011. Amsterdam, The Netherlands.
Issue 6	November/December	Bonus Distribution
Artwork due: 30 September Publication: 24 November	Regular issue	November and December 2011 -tbc

Specifications for print advertising

Sizes

Trim size	279.4 x 215.9mm
Full page (including 3mm bleed)	285.4 x 221.9mm
Full page (non bleed)	249.4 x 185.9mm
Half page horizontal (non bleed)	111 x 183mm
Half page vertical (non bleed)	228 x 90mm

Other sizes are available on request

Display print advertising rates

	Dollar Rates (\$)			Sterling Rates (£)		
	1	3x	6x	1	3x	6x
4 Colour						
DPS	7195	6430	5810	4170	3785	3420
Whole Page	4260	3860	3485	2505	2280	2045
Half Page	2965	2690	2425	1760	1575	1435

Supply of advertisements as PDF files

Each advertisement should be supplied as a single-page PDF file, by email or on CD-ROM (do not submit application files or film). PDFs for monochrome advertisements should not contain colours; those for 4-colour advertisements should only contain colours defined in the CMYK colour space (no spot/Pantone colours or RGB). All fonts must be embedded. Ideal minimum resolutions for images are 800dpi for line drawings and 300dpi for halftones. You are advised run a software pre-flight check to ensure these specifications are met (compliance with the PDF/X-1a:2001 standard is advised - see www.pdf-x.com). Replacement PDFs may be requested if problems are detected that may affect the printed result. Typesetting for monochrome advertisements can be arranged on request. Printing is sheet-fed offset litho.

Rates apply to advertisements placed opposite the editorial or within the business news and analysis section. 20% premium charged for special positions: IFC, IBC, OBC. Prices for other sizes are available on request.

Online Media Channels

Webinars, podcasts and company directory

- Are you looking for interactive, online marketing in different media? Reach new customers with our webinars, podcasts and company directory. These new media channels are the best way to stand out from the competition and generate concentrated sales leads. Biofpr.com is the perfect partner for your new media marketing, allowing you to use the latest technology to connect with our global community. To find out more, please contact Julian Wakefield (jwakefield@wiley.com; tel: +44 1243 770272).

Advertorials

- Advertorial banner located on the home page
- Clicks through to a solus advertorial page
- All layout of the dedicated page and home page text included in the price
- Dedicated page can be up to 1000 words plus unlimited graphics, and can be a company profile, featured product, or technical article.



Advertorial pricing

Banner size	Number available	Delivered on	Price per month
Up to 50 words plus one graphic (65x65)	1 per month	Home page	\$1600 / €1300 / £900

E-newsletters

- Solus position at the head of the e-newsletter
- Clicks through to a web page on your own site
- Only sent to registered readers of the website



E-newsletter sponsorship pricing

Format	Number available	Delivered to	Price per 1000
Banner (250x1000) or editorial text, up to 50 words	One sponsor per e-newsletter, one e-newsletter per month.	Registered website visitors	\$475 / €400 / £275

Banner advertising

- Appears on all pages (run of site)**
- Can be static or animated GIF files, up to a maximum size of 35kb
- Delivered by an independent agency (DoubleClick) to ensure independent reporting
- Clicks through to a page of your choice on your site
- Clients can use up to three separate banners, and also serve different banners to discrete geographical regions, clicking through to different pages if required



Banner pricing

Banner size	Number available	Delivered on	Price per month
468x60	Solus	All pages**	\$1600 / €1300 / £900
120x60	9 maximum	All pages**	\$800 / €650 / £450*

* Side banners are for a minimum of three months

** Except on Article PDF downloads or on Advertorial detail pages

Online company directory

Join the global online community of Biofpr.com to find new business partners and customers!
Get your company listed by emailing Julian Wakefield: jwakefield@wiley.com.

Print and online packages

Achieve maximum visibility among a global audience of research scientists and policy makers in industry, academia and government.

What does a package include?

Package	Offering
Platinum	<ul style="list-style-type: none">• 468x60 banner for 4 months• 120x60 banner for 8 months• Advertorial for 1 month• 2 e-newsletter sponsorships• 4 full page colour print display ads in premium locations (back cover, inside front cover etc)
Gold	<ul style="list-style-type: none">• 120x60 banner for 12 months• 1 e-newsletter sponsorship• 4 full page colour print display ads
Silver	<ul style="list-style-type: none">• 120x60 banner for 12 months• 1 e-newsletter sponsorship• 2 full page colour print display ads
Bronze	<ul style="list-style-type: none">• 120x60 banner for 12 months• 1 full page print colour display ad

What are the costs?

Package	Offering	
Platinum	3 maximum	\$18700 / €14500 / £10000
Gold	5 maximum	\$11250 / €8700 / £6000
Silver	5 maximum	\$7500 / €5800 / £4000
Bronze	8 maximum	\$4675 / €3625 / £2500

Contact information:

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