

Media Planner 2015



Wiley Online Library



www.biofpr.com

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 offering a range of online advertising channels:

1. Global web knowledge environment:

www.biofpr.com

2. Peer-reviewed journal: **Biofuels, Bioproducts and Biorefining**
Online via Wiley Online Library

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.

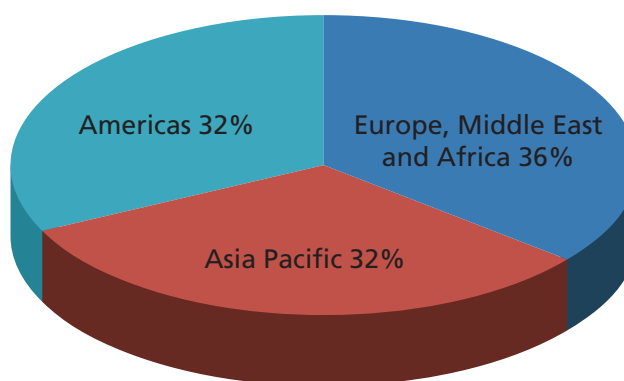
- Scientists, engineers and managers in industry
- Scientists and engineers in universities and research institutes
- Scientists and engineers in government research laboratories
- Societies and professional organizations
- Policy makers in government

Biofuels, Bioproducts and Biorefining Wiley Online Library Users 2015

Users by sector

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

Users by geographic region



User locations

Top 10 countries: • USA • UK • Japan • India • Canada • Germany • Brazil • Netherlands • France • Spain

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

Online Media Channels via www.biofpr.com

Webinars

- 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 Tracie Rose-Neale. Tracie's contact details are: email - troseneale@wiley.com Tel - +44 (0)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

- Released third week of each month (or timing to suit sponsor)
- Solus position at the head of the e-newsletter
- Clicks through to a web page on your own site
- Sent to active subscribers (industry professionals)



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.	Over 3000 industry professionals worldwide	\$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
- Served by 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 booking 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 Tracie Rose-Neale: troseneale@wiley.com

Special 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	• 468x60 banner for 6 months • 120x60 banner for 12 months • Advertorial for 3 months • 3 e-newsletter sponsorships
Gold	• 120x60 banner for 12 months • 2 e-newsletter sponsorships • Advertorial for 2 months
Silver	• 120x60 banner for 12 months • 1 e-newsletter sponsorship • Advertorial for 1 month
Bronze	• 120x60 banner for 6 months • Advertorial for 1 month

What are the costs?

Package	Offering	
Platinum	2 maximum	\$18700 / €14500 / £10000
Gold	6 maximum	\$11250 / €8700 / £6000
Silver	6 maximum	\$7500 / €5800 / £4000
Bronze	12 maximum	\$4675 / €3625 / £2500

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Advertising sales

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