Carbon Capture Journal

Media planning guide and editorial calendar 2019

Finding new solutions to carbon capture and storage since 2008

Carbon Capture Journal exists to help the carbon capture industry solve the problem of developing commercial models for carbon capture, utilisation and storage. If you have products and services in this sector, we can help connect you with your market.

The carbon capture industry is evolving very differently to how it was anticipated. 10 years ago, we thought it would mainly be on coal power stations, financed by a carbon price, and mainly in Europe, perhaps with UK in a leading role, and China as a laggard. The US seemed to be losing interest in fighting climate change.

But today, we have 18 large scale carbon capture plants in operation, according to Global CCS Institute analysis, with momentum being kept up - 2 projects on stream in both 2017 and 2018, and 3 expected in 2019. A major driver is expected to be US carbon tax credits.

Carbon capture is just about all for either enhanced oil recovery or sequestering natural CO2 which comes to surface as part of a gas production stream, primarily in the US and Canada, also Norway, Brazil, Saudi Arabia, UAE, China and Australia. Our own country, UK, is not off the starting blocks.

The first carbon capture project related to power production and industry, rather than gas production and EOR, still looks likely to be in Norway.

And there are still plenty of problems to solve. India is still investing more in coal power. Europe has plenty of coal power, although it may be phased out over the next few years. Europe has plenty of CO2 emission from cement manufacturing and other industries. Apart from enhanced oil recovery, preventing natural CO2 from wells entering the atmosphere, and US tax credits, CCS still appears to have no business model.

Perhaps the biggest driver of change will come from the oil and gas industry, which does have a large business model to support, and is seeing increased pushback from investor groups over carbon reasons. The oil and gas industry has the competence and resources to do CCS. But it has been clear that financial concerns outweigh environmental concerns (some would say that as public companies, it has an obligation to act in this way). In other words, for oil and gas industry to invest in carbon capture, investors need to make it worthwhile.

The oil and gas industry also has other carbon related concerns, such as demonstrating that it is keeping methane leaks from gas production at a very level, with methane having greater global warming power than CO2. And CO2 utilisation remains a big question mark. An increasing amount of talk, but not so much evidence - yet - of a viable business model.

But all of this makes for a lively community and large potential market - and if you have products and services for it, we can help you meet the market.

Our classic product is print advertising, in our bi-monthly magazine, sent on print and pdf, giving you a large space for your message.

We also have banner advertising in our newsletter and website, with around 2,000 monthly users. We also have opportunities in our events, planned for 2019 in Mumbai (together with Indian Institute of Technology) and planned for London (together with Finding Petroleum).

Further information about what we offer is contained in this Media Planning Guide.

PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP
Contact David Jeffries
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Your choice

Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

Print / pdf advertising - large printed (or pdf) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading e-mail. Print advertising can have a long shelf-life, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.

Banner advertising (on website or newsletter) - fast results - book an ad on Monday, it can go online on Monday, to our global audience.

Event sponsorship - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event which attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

The next few pages will explain our offerings in more detail.

Carbon Capture Journal Print and PDF Magazine

Our print magazine, Carbon Capture Journal, founded in 2008, is read by people who might make or influence purchase decisions about carbon capture projects, including in government, power companies and oil and gas companies.

Each issue has sections on policy, projects, capture and storage, and we have a program of regional updates through the year (UK, EU, Canada, Australia, US and Asia).

Here is a guide of some of the companies who have employees who have requested and receive the print magazine.

Europe

Austria - Andritz AG

Belgium - IOGP

Finland - Neste Jacobs

France - Ecole des Mines de Paris, INERIS, IFP Energies Nouvelles, Air Liquide, Prosernat, SPX

Germany - GE Carbon Capture, BASF, Forschungsinstitut der Zementindustrie, HeidelbergCement Technology Center, MAN Diesel & Turbo, MAN Turbo

Greece - DNV Research and Innovation

Luxembourg - BQUE Europ Investissemt

Netherlands - NAM, Shell Downstream Services, Shell Global Solutions, Shell International Exploration and Production, TNO PID Dept., European Commission Joint Research Centre

Norway - GassTek Mobile, Oljedirektoratet, TCM DA, Aker Clean Carbon AS, Det Norse Veritas, Ross Offshore

Slovakia - Povaûsk· cement·ren

Spain - Gas Natural, Repsol, Centro de Desarollo de Technologios de CO2 captura

Switzerland ALSTOM (Schweiz), Sulzer Chemtech

United Kingdom - BP Alternative Energy International, Dresser-Rand Company, Energy Technologies Institute, Fugro NPA, Process Systems Enterprise, Progressive Energy, SCCS, School of GeoSciences, Grant Institute, Senergy Alternative Energy, Shell Global Solutions UK, Shell UK Exploration & Production, SPE, TWI, University of Edinburgh

North America

Canada - Alberta Government Library, University of Regina, Cansolv Technologies, Eco-Tec, IPac-CO2, Sulzer Chemtech Canada, The Canadian Institute, HTC CO2 Systems, University of Regina, Environment Canada

United States - Carbon Solutions Team, Chevron, Chevron Energy Technology Company, Chevron Information Technology Company, Dresser-Rand Company, ECOCENTRI, FLUOR, Gasification Technologies Council, Halliburton, Membrane Research, Mustang Engineering, Neumann Systems Group, Optimised Gas Treating, Ramgen Power Systems, Setaram, Stebbins Engineering & Manufacturing, Strategic Center for Coal, University of Wyoming, US Dept of Energy, NETL

Asia Pacific / Middle East

Australia - CO2CRC Limited, Construction, Forestry, Mining & Energy Union

CSIRO, ESD Simulation Training, QER Pty Ltd

India - Carbon Clean Solutions

DNV

Iran - Alborz Energy

Japan - JGC Corporation

Korea - KEPRI

Malaysia - Society of Petroleum Engineers

Qatar - Qatar Petroleum

UAE Abu Dhabi National Oil Company (ADNOC), Maersk Oil Middle East, ENGSL Minerals

Carbon Capture Journal Print + PDF magazine

Calendar

Issue 67 - January/February 2019

- Leaders: review of 2017
- Special topics: focus on UK & additional section on Japan
- CCJ conference reports
- Storage capacity estimation
- Climate change policy

Booking deadline: Dec 4 2018
Ad copy deadline: Dec 11 2018
Publication date: Jan 1 2019

Issue 68 - Mar/Apr 2019

- Leaders: focus on Canadian projects, policy and research
- Special topic: CO2-EOR
- Developments with non-amine capture
- Materials for CO2 capture
- Policy of CO2 emissions management

Booking deadline: Feb 9 2019
Ad copy deadline: Feb 16 2019
Publication date: Mar 1 2019

Issue 69 - May/June 2019

- Leaders: focus on EU, Middle East and Africa
- Special topic: CO2 monitoring and verification
- CO2 capture from air
- CO2 shipping
- Pipeline safety and reliability

Booking deadline: Apr 13 2019
Ad copy deadline: Apr 20 2019
Publication date: May 1 2019

Issue 70 - July/August 2019

- Leaders: focus on Australia
- Special topic: CCS in industrial applications
- Latest developments with amines
- CCS technical and economic modelling
- CO2 capture retrofit

Booking deadline: June 8 2019
Ad copy deadline: June 15 2019
Publication date: July 1 2019

Issue 71 - Sept/Oct 2019

- Leaders: focus on US
- Special topic: CO2 compression technology review
- Improving CO2 capture efficiency
- CCS in developing countries and the Clean Development Mechanism
- CCS project financing - quantifying risks

Booking deadline: Aug 10 2019
Ad copy deadline: Aug 17 2019
Publication date: Sept 1 2019

Issue 72 - Nov/Dec 2019

- Leaders: focus on Asia
- Special topic: CO2 re-use technology
- Revenue streams from CO2 use
- CCS with hydrogen or syngas production
- Boiler technologies including oxyfuel and CFB

Booking deadline: Oct 11 2019
Ad copy deadline: Oct 18 2019
Publication date: Nov 1 2019

** Dates are subject to change*

Email and website banner advertising

The Carbon Capture Journal e mail newsletter is sent every Monday to around 7,000 people and typically sees about 1500 opens and 500 clicks.

Carbon Capture Journal has a website and weekly e-mail newsletter, which all offer advertising opportunities.

The website sees average sessions per month of about 2,700, and average pages per session of 1.57. The top 10 countries for traffic are France 29%, UK 15%, US 15%, Canada 5%, Australia 4%, Norway 3%, India 3%, Germany 3%, Japan 3%, South Korea 3%.

The e-mail newsletter is typically sent to 6400 people (calculated as "sent" minus "bounces"), with about 1500 opens.

On the website, we offer a 728 x 90 pixel banner at the top of the page (leaderboard) for £1950 per month, or a banner in the right hand column, 375 x 100 pixels, for £1250 per month.

On the newsletter, we offer a 375 x 100 pixel banner, £2,000 per month (4 insertions)

Sample publishing package options - display + banner adverts

Carbon Capture Journal

Front cover full page advertisement + masthead citation
+ full page inside advertisement
£4,500

Full page advertisement + 4 weeks leaderboard banner on website
£4,000

Leaderboard banner on 4 issues of newsletter + e-mail blast
£5,000

Contact us to request a package relating to your specific interests


Projects & Policy

Norway Industrial CCS – Budget 2018. Research to continue, Government to proceed with at least one facility but investment decision deferred

On Tuesday 15th May the Norwegian Government presented its revised Budget proposal to Parliament. The proposal sees new funding announced for the Full Scale CCS project and allows detailed engineering work to continue on CO2 capture facilities at the Norcem cement factory in Brevik and on the Europe's first CO2 transport and storage terminal.
By Bellona Europa

The Norwegian budget will allocate €29.2 million to continued development to industrial CO2 capture, transport and offshore geologic storage.

Minister of Petroleum and Energy, Terje Søviknes, aims to have at least one project fully prepared for a final investment decision by 2020 – 2021, a postponement of two years over the initial timeline.

Industrial emissions

Norcem, Norway's only cement production company, will receive €8 million to continue development, with work on engineering and design of a capture facility in Brevik. The cement plant is still in line to be the first of its kind in the world. The production and use of cement is responsible for approximately 5% of global greenhouse gas emissions, with some calculating the total to be closer to 8% of total emissions. This is greater than the climate impact of air travel. At present CO2 capture is the only known way of deeply reducing emissions from traditional cement production.

Klemetsrud, a district heating and waste management plant on the outskirts of Oslo, is also in the running to proceed to the engineering and design phase. The Norwegian government has requested some time to qualify assure numbers and calculations of costs for the plant before deciding. District heating and waste management plants have a significant climate footprint, Klemetsrud alone makes up 15% of Oslo carbon footprint. However, with the addition of CO2 capture and storage these facilities have the potential to permanently remove greenhouse gasses from the atmosphere.

Yara Porsgrunn, a large Norwegian fertiliser factory, will not continue development of a CO2 capture project. Ammonia fertiliser production contributes about 1% to global emissions.

CO2 Transport and Storage

A central CO2 shipping terminal, subsea pipeline and offshore geologic storage will continue with engineering and design. Three oil companies Statoil, Shell and Total will collaborate to in the development of Europe's first CO2 storage terminal on the west coast of Norway.

Bellona's view on delay of Industrial CCS

It has been 5 years since Norway announced to the world that it would it would pursue a new industrial CCS strategy, avoiding the mistakes of a previous attempt. The previous attempt, managed by Statoil at the Mongstead refinery was beset by mismanagement, a lack of cost control and year upon year of delays without ever proceeding past the study stage.

Olav Øye, Senior CCS Advisor "The Government has already delayed a decision on CCS and its new proposal will delay it even further, potentially deferring a final decision until after elections in 2021.

"Thanks to this proposal, we may have to wait until 2024, or even later, before industrial CCS is up-and-running in Norway. The industries involved in this process have so far done a great job of adapting to the inconsistencies and uncertainties thrown up by Government, but they won't do this forever. It's incredibly risky behaviour from Government and smacks of politicians trying to abdicate responsibility."

"This is a project for Norway, Europe and the rest of the world. It is vital that Government starts to step-up and turn its strong words on CCS into firm commitments. If it doesn't, it's not just Norwegians that will suffer, it will be the whole world."

In review, some things seem mostly stay the same, year on year the concentration of green house gases in the atmosphere increase another notch. In return, the prospect of preventing our planetary climate system from tipping over into inhospitable becomes dimmer.

The Norwegian governments new delay and lack of urgency in providing climate solutions for its own industries will again ratchet up our global climate crisis. At this rate, we may just about have low carbon cement and industrial products in time to build dams to hold back rising sea levels.

More information
www.bellona.org

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Projects & Policy

How Total and Statoil plan the 'energy transition'

The opening debate at this year's EAGE annual event in Copenhagen in June, included senior representatives of Total and Equinor talking about how they see the role of gas in the "energy transition era", with some discussion of carbon capture.
By Karl Jeffery

The opening debate at this year's EAGE (European Association of Geoscientists and Engineers) 80th annual meeting in Copenhagen in June addressed the role of oil and gas in the "energy transition era". Senior representatives of Total and Equinor took part, along with Paul McConnell, research director Global Trends with Wood Mackenzie.

The moderator was Danish journalist Martin Breum, author of a number of books on the future of the Arctic and global warming, among other projects.

Total

Arnaud Breuillac, President Exploration and Production, Total, said that the company plans for 20 per cent of its "production" in 20 years to be renewable, with $25bn to $30bn deployed in renewables by then.

Total has added a fourth main department of the company, "gas, renewable and power," to join its three traditional divisions of exploration and production, refining and petrochemical, trading and shipping.

This new fourth department should be grown as a profitable business, he said. In other words, the company will only invest in renewables if it believes the investment will be profitable.

Mr Breuillac is one of six people on the company's executive committee, the others being the CEO, the CFO, and the presidents of Total's other three divisions.

Mr Breuillac believes that the main switch in energy we will see over the next 20 years will be from coal to gas. So one of the biggest contributors an oil company can make to the climate debate is to increase gas production, thus helping keep gas prices low, because this means that the market share for gas can increase.

Total's forecasts of future oil production over the next few decades range from 70mbpd (millions barrels per day) to 120 mbpd, and the factors driving it "will depend on a lot of things we don't [yet] master," he said.

Overall, it is impossible to know where the disruption will be and where the value will be. "You can't make a lot of money with solar cells," he said.

Total believes in making it clear to all stakeholders about the need for oil and gas in today's society.

It is difficult to see how world overall energy demand will come down, with forecasts of a population of 9 billion people in 20 years, he said.

Total sees the need for "carbon neutrality" to make oil and gas production acceptable to society (so there are zero overall CO2 emissions). To do it, there is a need to develop solutions like carbon capture and storage, he said. To help get there, Total is currently spending 30 per cent of its total research and development budget on CCS, he said.

"Total is currently spending 30 per cent of its total research and development budget on CCS" - Arnaud Breuillac, President Exploration and Production, Total

It is possible that the world can limit CO2 emissions and global warming. But in many scenarios for the future, made by different analyst companies, that's not what happens, he said.

Today, there are mixed signals on what is happening, with carbon prices slowly increasing, booming sales of electric cars, record wind and solar generation, and decreasing re-

Equinor

Jez Averty, senior vice president Development & Production, Equinor (formerly known as Statoil), said that the company sees future oil supply and demand as very uncertain, with estimates that range between 60 and 120m bopd by 2050.

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About Carbon Capture Journal

Carbon Capture Journal was founded in 2008. We publish a bi-monthly print magazine, a weekly e-mail newsletter.

It is edited and co founded by Keith Forward, who has 20 years' experience as a journalist in energy and shipping, and studied physics at Imperial College, London.

It is published by Karl Jeffery, who also edits Digital Energy Journal and publishes Tanker Operator magazine, and studied chemical engineering in Nottingham University, UK.

Carbon Capture Journal is published by Future Energy Publishing Ltd, based in London. We also publish Digital Energy Journal (about digital technology in upstream oil and gas), Tanker Operator (about deep sea tanker operations), and organise 30 conferences a year. Our focus is keeping energy supplies and climate sustainable and affordable.

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