

PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP

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## 2015 could be a great year for finding new customers and growing your business in the carbon capture, storage and utilisation sector.

Governments in the US, China, UK, Norway and Canada have made strong commitments to implement carbon capture and storage plants; projects are moving beyond the 'demonstration' stage towards full scale deployment; and CCS networks are emerging.

According to some estimates, over 40 large scale projects will be developed by 2020, worth over \$54bn.

There is a growing interest in using CO<sub>2</sub> for enhanced oil and gas recovery and lower cost technologies are close to reaching the market.

There is also a growing CO<sub>2</sub> utilisation sector using CO<sub>2</sub> as a feedstock.

All this means business opportunities for oil and gas companies, power companies, engineering companies, consultancies, research organisations, chemical suppliers, risk management companies, solvent suppliers, compressor suppliers, pump suppliers, pipeline suppliers, oilfield operators, geophysical service suppliers and subsurface expertise, training companies, public relations companies and others.

Kind regards

Karl Jeffery, publisher  
Carbon Capture Journal, London  
[www.carboncapturejournal.com](http://www.carboncapturejournal.com)

Published by Future Energy Publishing, 39-41 North Road, London, N7 9DP, UK -  
Tel 44 208 150 5292

Carbon Capture Journal offers a platform for service companies in this sector to meet and engage with your audience and potential customers.

With our magazine, events and newsletter, we have the attention of people likely to make or influence purchasing decisions in this space.

2015 could have great business development opportunities for your company - contact us now to discuss how we can best help you share what you do with your target customers.



## 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.

**Our print magazine, Carbon Capture Journal, first published 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.**

As an example of our readership, people who have requested and receive copies of Carbon Capture Journal include employees of BASF SE, BP Alternative Energy, Chevron Information Technology Company, Costain, Crown Estate (UK), Denbury Resources (USA), Department of Resources, Energy and Tourism (RET) Library (Australia), Doosan Babcock, E.ON New Build & Technology, Ecopetrol, Energy Technologies Institute (UK), ENGL Minerals DMCC (UAE), Environment Canada, ExxonMobil, Gas Natural Fenosa, HeidelbergCement Technology Center GmbH, Hess Corporation, Indian oil, Laborelec (GDF Suez), Lafarge Cement, Maersk Oil, Ministry of Environment (Chile), National Grid (UK), Nippon Steel & Sumikin Engineering Co.,Ltd (Japan), PETROBRAS (Brazil), Petronas (Malaysia), Považská Cementáre (Slovakia), Premier Oil (UK), Procter and Gamble, Qatar Petroleum, Reliance Industries Limited, Repsol, SA, RWE npower, Saipem Limited, Sasol New Energy, Shell Global Solutions International, Statoil, Shell Technology Centre Amsterdam, Strategic Center for Coal (USA), Sumitomo Chemical Europe, The Coal Authority (UK), Total (France), Total E&P Canada, Total Petrochemicals China, US EPA.

Countries where we regularly send copies include Australia, Austria, Belgium, Brazil, Canada, Chile, china, Colombia, Finland, France, Germany, Greece, India, Indonesia, Ireland, Italy, Japan, Kenya, Korea, Malawi, Malaysia, Mexico, Netherlands, New Zealand, Norway, Philippines, Qatar, Romania, Russia, Singapore, Slovakia, South Africa, Spain, Sweden, Switzerland, Turkey, U.A.E., U.K, USA, Venezuela.

Our print circulation is 27% UK, 19% USA, 8% Australia, 6% Canada, 5% France, the rest to others. Total European circulation is 54%.

To increase exposure for our advertisers, two months after mailing the magazine to paying subscribers, we make each magazine available free on the internet for 2 months, e-mailing links to our list of 10,000 people. We typically see 1,500 - 4,000 further downloads per issue.

**We believe a full page advertisement in Carbon Capture Journal print magazine offers an unrivalled way to share your message with the global carbon capture and storage industry - reserve your position now!**

## Calendar

### Issue 43 - January/February 2015

- Review of 2012
- Focus on UK
- Special topic: CO2 storage and transportation
- CO2 enhanced oil recovery
- Geological storage safety
- Storage capacity estimation
- Monitoring and verification

*Booking deadline: Dec 12 2014*

*Ad copy deadline: Dec 15 2014*

*Publication date: Dec 19 2014*

### Issue 44 - March/April 2015

- Focus on EU
- Special topic: Equipment including pumps and valves, scrubbers
- Developments with non-amine capture
- Materials for CO2 capture
- Influencing public opinion

*Booking deadline: Feb 13 2015*

*Ad copy deadline: Feb 16 2015*

*Publication date: Feb 20 2015*

### Issue 45 - May/June 2015

- Focus on Canada
- Special topic: Co2 transport
- CCS in the oilsands
- CO2 shipping
- Pipeline integrity

*Booking deadline: Apr 10 2015*

*Ad copy deadline: Apr 13 2015*

*Publication date: Apr 17 2015*

### Issue 46 - July/August 2015

- Focus on Australia
- Special topic: boiler techniques including oxyfuel and CFB
- Latest developments with amines
- Ionic membranes
- CO2 capture retrofit

*Booking deadline: June 12 2015*

*Ad copy deadline: June 15 2015*

*Publication date: June 19 2015*

### Issue 47 - September/October 2015

- Focus on US
- Special topic: CO2 compression technology review
- Improving post-combustion efficiency
- CCS in developing countries
- CCS in the Clean Development Mechanism

*Booking deadline: Aug 14 2015*

*Ad copy deadline: Aug 17 2015*

*Publication date: Aug 21 2015*

### Issue 48 - November/December 2015

- Focus on Asia
- Special topic: CO2 re-use technology
- Revenue streams from CO2 use
- Carbon mineralisation technology
- CO2 industrial re-use

*Booking deadline: Oct 16 2015*

*Ad copy deadline: Oct 19 2015*

*Publication date: Oct 23 2015*

*\* Dates are subject to change*



## Preferred file formats

Our preferred format is high resolution PDF, the files should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300 dpi.

## E-mail

Email artwork to:  
Keith Forward at  
lordsidcup@hotmail.com  
(if less than 15mb)

## FTP site

Upload onto:  
FTP name: ftp.doag.net  
Username: fryeb1476  
Password: stuar942  
Put files in the folder marked  
“www” inform Keith Forward  
at lordsidcup@hotmail.com

## The magazine is A4 and full colour throughout

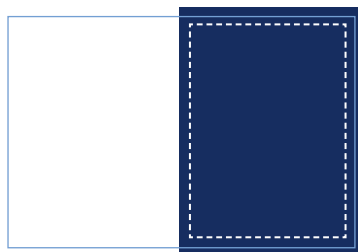


### RATES

**Double page spread:**  
£6,995

### DIMENSIONS

	<b>Height x width</b>
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



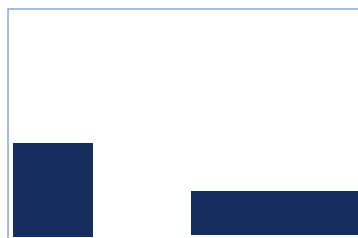
**Full page:**  
£3,995  
**Outside Back/Inside Front Cover:**  
£4,995  
**Inside Back Cover:**  
£4,500

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



**Half page:**  
£2,995

<b>Landscape:</b>	
Type area	130 x 190mm
<b>Portrait:</b>	
Type area	260 x 92mm



**Quarter page:**  
£1,995

<b>Landscape:</b>	
Type area	62 x 190mm
<b>Portrait:</b>	
Type area	130 x 92mm

## 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.

- The Carbon Capture Journal website sees around 3,300 user sessions per month from around 2,300 unique users (Google Analytics data). The top 10 countries are UK (22%), US, Canada, Germany, Australia, India, Norway, South Korea and France (3%).
- 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)

## Technical advice on banners

- Rotating and flash banners are fine for website use - for e-mail newsletters we recommend a static banner because not all e-mail software (including Microsoft Outlook) will rotate banner ads.
- We have no file size limit but recommend keeping file sizes low (around 50kb) - the longer it takes your banner to download, the more likely people are to click to another web page before they see it.



**Carbon Capture Journal conferences are typically a half day or three quarter day, inexpensive to attend, and geared around the challenges of getting carbon capture and storage projects moving, maintaining momentum and interest, and sharing experiences and new technology.**

- We attract a broad range of carbon capture and storage decision makers, including representatives of government, oil and gas companies and power companies. With our shorter event format, our events are more attractive to people who do not work full time in the carbon capture and storage sector - and many CCS decision makers are in this group.
- We run two events a year in London (March and November), one event in Rotterdam (November) and one in Warsaw (also in November).
- All of our event have sponsorship options, usually exhibition options, and (subject to relevance) sponsored speaker slot options.
- Up to date information about upcoming events is on our website at [www.carboncapturejournal.com/AllFutureEvent.aspx](http://www.carboncapturejournal.com/AllFutureEvent.aspx)





## **A** Coffee Break Sponsors

2 Inclusive Delegate Tickets for employees or clients  
**£1,000.00**

## **B** Exhibition Stand

3 Inclusive Delegate Tickets for employees or clients  
**£1,500.00**

## **C** Lunch Break Sponsors

Exhibition Stand, 4 Inclusive Delegate Tickets for employees or clients  
**£1,600.00**

## **D** Conference Sponsors

Exhibition Stand, 5 Inclusive Delegate Tickets for employees or clients  
**£1,850.00**

The precise offering at each event varies, please contact David Jeffries on [Djeffries@onlymedia.co.uk](mailto:Djeffries@onlymedia.co.uk) to request a proposal for a specific event.

**Note:** all packages may include a presentation slot subject to agreement by conference chairman that your proposed talk will increase appeal of the conference to delegates.

**Carbon Capture Journal was founded in 2008. We publish a bi-monthly print magazine, a weekly e-mail newsletter, and events each year in London, Netherlands and Warsaw.**

- 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.

