



BIODIESEL MAGAZINE

2025 MEDIA KIT

ONLINE < E-NEWSLETTER < DIRECTORY < JOBS < PODCASTS < PRINT < DIGITAL < WEBINARS < EVENTS

BIODIESEL
MAGAZINE

BBI INTERNATIONAL
MEDIA & EVENTS

Follow Us



WHO WE ARE **BIODIESEL** MAGAZINE

Biodiesel Magazine is a trade journal dedicated to objective, independent coverage of biodiesel, renewable diesel and sustainable aviation fuel (SAF) production, news and information vital to the industry.

With an editorial focus on U.S. and international manufacturing, trade, distribution, markets, use and feedstock, *Biodiesel Magazine* has provided valuable insight into this growing segment of the renewable fuels industry for 20 years.

Since 2004, *Biodiesel Magazine* has thoroughly covered the biodiesel sector from its fledgling industrial roots in a recalcitrant market to full-scale commercialization and mainstream acceptance. In the midst of a swiftly evolving energy landscape focused on green fuels and decarbonization, *Biodiesel Magazine* has incorporated the exciting and fast-growing renewable diesel and SAF sectors into its online and print coverage.

From in-depth feature articles written by our editorial staff to technical contributions from respected industry stakeholders, *Biodiesel Magazine* is the most trusted and relied upon trade journal in this field—valued for its accuracy, subject matter knowledge and ability to dive deep into the important, timely issues facing biodiesel producers and distributors.

Contributing

To contribute, send a brief summary or abstract of the article to:

Anna Simet, Editor, *Biodiesel Magazine*

asimet@bbiinternational.com or call 866-746-8385

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BIODIESEL MAGAZINE IS THE **PREMIER SOURCE**

OF NEWS AND INFORMATION
ABOUT BIODIESEL PRODUCERS
AND INDUSTRY PROS.

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MULTICHANNEL MARKETING

WHO WE REACH

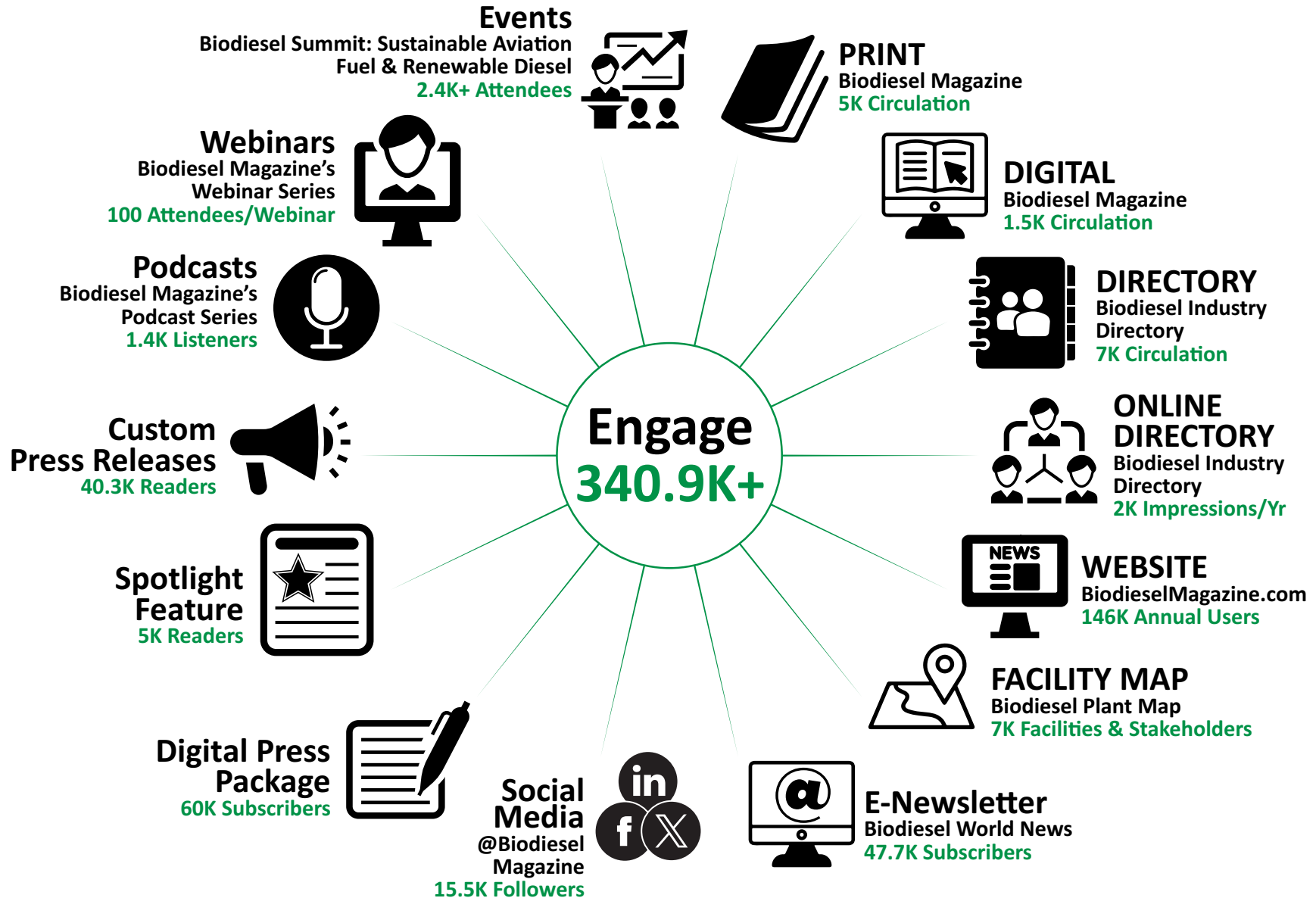
Why B2B Multichannel Marketing is Important:

Broader Reach: Engages audience across various platforms, increasing visibility.

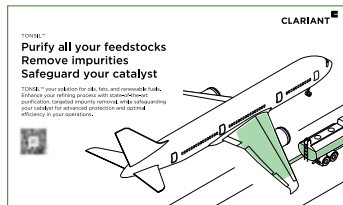
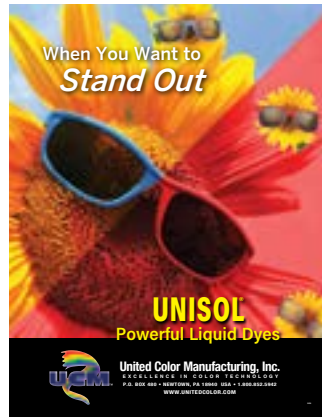
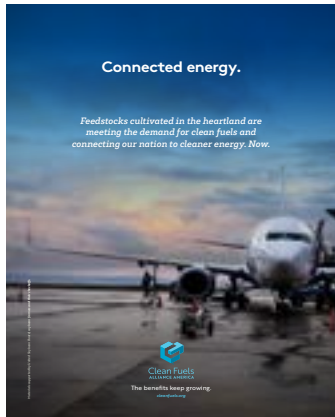
Targeted Messaging: Delivers personalized content to your audience, enhancing relevance.

Increased Engagement: Encourages interaction through multiple channels, fostering deeper connections.

Brand Consistency: Ensures a unified brand message across all channels, strengthening brand identity



TOP COMPANIES RELY ON BIODIESEL MAGAZINE TO REACH KEY INDUSTRY DECISION MAKERS



Larger ads and premium positions create **stronger awareness.**

52%
RECALL A PRODUCT OR SERVICE

62%
OF READERS
ACT AFTER SEEING A PRINT AD



ONLINE ADVERTISING

BiodieselMagazine.com

[Click & See Example](#)

BiodieselMagazine.com



12,000 avg. overall users/mo.
146,000 avg. overall users/yr.



26,000 avg. overall page views/mo.
312,000 avg. overall page views/yr.

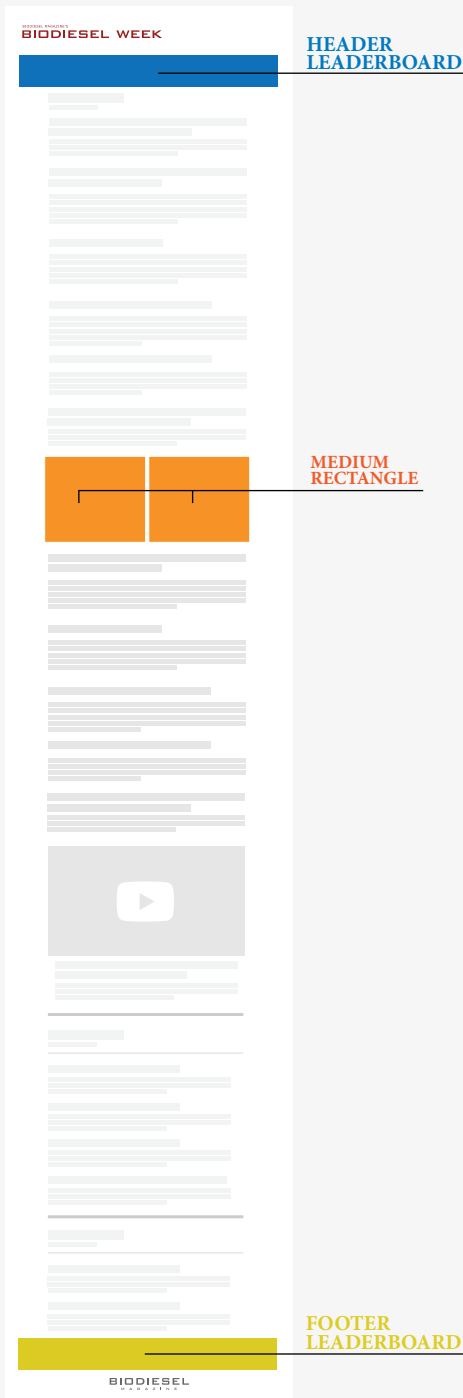
Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	5,856	6,408	9,227	2,359	na
Price/Mo.	\$899	\$999	\$699	\$395	\$5,995
Size (w x h) 40 KB	970 x 250 40 KB	300 x 600 40 KB	300 x 250 40 KB	728 x 90 40 KB	956 x 500 100 KB
Position	Top of every page	Right-hand side on every page	Home page, within content or right-side of a page	Bottom of every page	Visible for 25 seconds, taking over homepage
Availability	4 ad slots rotate randomly/month	4 ad slots rotate randomly/month	10 ad slots rotate randomly/month	10 ad slots rotate randomly/month	1 ad slot

File Format: JPG, GIF, PNG or animated GIF*

*Animated GIFs not available for Takeover Ads

Note: Average monthly impressions for each ad in this position



EMAIL ADVERTISING

BIODIESEL MAGAZINE'S **BIODIESEL WEEK**

[Click & See Example](#)

Biodiesel Week E-Newsletter Example

Newsletter Stats

Collected Jan 1 - June 30, 2024

SUBS

44,000
 Subscribers

12.23%
 Open Average

1.19%
 CTR Average

Distributed every other Wednesday.
 Artwork due 1 week prior to the scheduled newsletter

	Header Leaderboard	Medium Rectangle	Footer Leaderboard
Weekly Impressions (average)	6,071	7,199	7,210
Price/Newsletter	\$495	\$495	\$199
Size (w x h)	728 x 90 40 KB	300 x 250 40 KB	728 x 90 40 KB

File Format: JPG, GIF, or PNG



Customize and Sponsor Your Own Webinar

Contact us today for more information | service@bbiinternational.com | 866-746-8385

Gain Maximum Exposure & Contact Info

Sponsor logo is featured on:

- Website
- All emails and marketing materials
- Webinar page on BiodieselMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *Biodiesel Magazine* webinars allow you to maximize your advertising impact, while gaining access to hundreds of contacts focused on your niche market.

Webinar Package \$7,500

Includes:

- All registrant contact data, including emails
- Contact information will include attendee interest ranking and time on webinar
- Reserved speaking opportunity on the webinar
- Top placement of logo with URL on all webinar marketing emails (150,000+)
- Top placement of logo with URL on magazine website
- Logo displayed on webinar presentation
- Two-minute commercial at the beginning of the webinar (slide size 16:9 or 16"x9")
- Dedicated slide on webinar promoting company
- Webinar becomes free to attendees (more registrants)
- Ongoing leads generated from OnDemand

PODCAST SPONSOR



[Click & See Example](#)

*Biodiesel Magazine
Podcast Series*



Customize and Sponsor Your Own Podcast

Contact us today for more information | service@bbiinternational.com | 866-746-8385

Company Interview \$1,195/podcast Podcast Sponsor \$495*

*Includes 15-second script read twice during the podcast

Benefits Include:

Reach:

- Dedicated email sent promoting the podcast (81,000+)
- Included on the weekly or bi-weekly e-newsletter (63,000+)
- Sent on all social media channels (13,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

Engagement:

- 1,476 YouTube Impressions
- 158 Views
- 132 Unique Views
- 17 Hours Viewed

Metrics above from 30-days. Average per podcast.

CUSTOM CONTENT

ADVERTISING OPTIONS

Press Release

\$1,299

Showcase Your Product or Service

Send a press release to our news list

Includes:

- Personal press release sent to Biodiesel Magazine's industry news email list (40K+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom*

* Press release must be 300 to 400 words in length

*Press Release from
Biodiesel Magazine*

[Click & See Example](#)

Custom Designed Reprint

Just \$599

Were You Featured with Biodiesel Magazine?

Showcase your article and expertise to potential customers!

Includes:

- *Biodiesel Magazine* masthead
- Featured article
- Contact info inserted after article
- Delivered to you in a digital PDF format

Ways to utilize your reprint:

- Mail to potential customers (direct mail piece)
- Frame the article and showcase in your company's lobby or office
- Post PDF on your website
- Send PDF to all potential customers via emails
- Use as trade show handouts at conferences
- Add credibility for potential investors

Designed Reprint Example

[Click & See Example](#)

Digital Press Package

\$1,995 (a \$2,400 value)

Click Rates and/or Reports Delivered for Each Medium

Includes:

- **Press Release**
Press release sent to 40,000 subscribers
Posting press release to national press wire
- **Online Advertising**
Medium Rectangle Ad
 - 2 on homepage, 2 inside articles.
 - ROS with max of 10 advertisers.
- **Social Media**
Press Release Package
Posting of a Press Release to three of our social media platforms

EDITORIAL CALENDAR

BIODIESEL MAGAZINE

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Biodiesel Magazine

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
Issue 1 w/Directory	BIODIESEL, RENEWABLE DIESEL AND SUSTAINABLE AVIATION FUEL (SAF) <ul style="list-style-type: none"> • Project Development • Construction, Expansion and Conversions • Process Technology and Plant Innovation 	11/18/2024	11/25/2024	Iowa Renewable Fuels Summit 2025 Clean Fuels Conference Int'l Biomass Conference & Expo Biofuels International Conference & Expo - digital distribution Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel - session seat drop Int'l Fuel Ethanol Workshop & Expo
Issue 2	BIODIESEL, RENEWABLE DIESEL AND SUSTAINABLE AVIATION FUEL (SAF) <ul style="list-style-type: none"> • Feedstock Supply, Sourcing, Pretreatment and Processing • Supply Chain Logistics • Low-Carbon Fuel Markets and NetZero 	5/5/2025	5/12/2025	2025 Clean Fuels Conference - mailed to all attendees Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel - mailed to all attendees Int'l Fuel Ethanol Workshop & Expo - mailed to all attendees ASABE Annual International Meeting North American SAF Conference & Expo - in all attendee bags
Issue 1 w/Directory	BIODIESEL, RENEWABLE DIESEL AND SUSTAINABLE AVIATION FUEL (SAF) <ul style="list-style-type: none"> • Project Development • Construction, Expansion and Conversions • Process Technology and Plant Innovation 	11/17/2025	11/24/2025	Int'l Biomass Conference & Expo 2026 Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel- session seat drop 2026 Int'l Fuel Ethanol Workshop & Expo 2026 Iowa Renewable Fuels Summit 2026 Clean Fuels Conference 2026 Biofuels International Conference & Expo - Digital Distribution



Create a Listing = Receive 1 print & 1 online for FREE

Online Listings = Live for 1 year & Print Listing = Insertion Closes 10/30/25

Sign-up for Listings at directory.BiodieselMagazine.com.

Receive 1 listing free. Add a logo for an additional cost.

*Listings **do not** automatically renew.*

Listing & Advertising Options

LISTING 1 FREE \$95/additional listing

As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the biodiesel industry.

- FREE - 1 text listing
- \$95 - Add additional text listings

LOGO + LISTING \$240/logo

Increase your organization's presence in the directory without having to largely increase the budget. Listings with logos are displayed at the top of each category.

- \$145 - Add a logo to your free listing
- \$240 - Add additional logo+listings

Directory Display Advertising

Standout even more with a display ad in the directory section. Each listing will reference and direct readers to your ad.

+ Online Bonus Ad

BONUS: Receive 1 year **FREE** medium rectangle ad on Biodiesel Magazine's Directory homepage with the purchase of a display ad. (size: 300x250, format JPG, GIF, PNG)

To Be Included in the 2026 Print Directory

Listing Deadline (print deadline)	10/30/25
Insertion (Display Ads)	10/30/25
Artwork (Logos & Ads)	11/6/25

**Listings can be added anytime, they are live for 1 year. If the listing is added after the print deadline, it will be included in the next print directory issue.*

PRINT RATES & SPECS

[Click & See Example](#)

Biodiesel Magazine

Magazine Issues

	ADS CLOSE	ART DUE	BONUS DISTRIBUTION
Issue 1 2025	11/18/2024	11/24/2024	1. Iowa Renewable Fuels Summit 2. 2025 Clean Fuels Conference 3. Int'l Biomass Conference & Expo 4. Biofuels International Conference & Expo 5. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel 6. Int'l Fuel Ethanol Workshop & Expo
Issue 2 2025	5/5/2025	5/12/2025	1. 2025 Clean Fuels Conference 2. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel 3. Int'l Fuel Ethanol Workshop & Expo 4. ASABE Annual International Meeting 5. North American SAF Conference & Expo
Issue 1 2026	11/17/2025	11/24/2025	1. Iowa Renewable Fuels Summit 2. 2026 Clean Fuels Conference 3. Int'l Biomass Conference & Expo 4. Biofuels International Conference & Expo 5. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel 6. Int'l Fuel Ethanol Workshop & Expo

PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875" (Live Area: 8" x 10.375")
 Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover
 Method of Printing: Web press, 150 lpi, process color
 Binding: Saddle-Stitched Applications: Publication is created in Adobe InDesign. PC files.
 Ad Placement: Apart from Premium Ads, vertical ads are placed at the outside edge, horizontal ads are placed at the bottom of pages.
 Proofs: We do not supply proofs (unless we create the ads)
 Storage of Advertisement: 24 months

ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**
 All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.
 Fonts: Outline or embed all fonts in the PDF
 File Format: High-Res PDF
 Resolution: Materials must be 300 dpi; submitted at 100% size.
 Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.**
 Live Area: To prevent info being trimmed off, all text, logos, etc., must be 1/2" in from the edge of the ad. Registration marks preferred.
 PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see "Sizes" for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.
 Color Profiles: Whenever possible – do not embed or include color profiles.

Display Advertising Rates & Sizes

Rates depend on Regular or Premium Position (see Premium Placement)

*Box ad start at \$1,645 - combine for a larger ad - call for sizes; premium positions are available

Premium Placement

All display ad rates: per insertion/U.S. dollars **ALL PRICES NET**

+25% **Inside Front Cover** +25% **Opposite Contents Pg**
 +25% **Inside Back Cover** +50% **Back Cover Size: 1/2pg H ONLY**

Ads	Rates		Sizes (w x h; inches)		Guidelines (for bleed ads)		Products		
	1x	2x	No Bleed	With Bleed	Trim Size	Live Area	Magazine	Directory	Map
Two-Page Spread	\$5,779	\$5,201	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375	✓	✓	✗
Half-Page Spread	\$3,995	\$3,596	16 x 4.625	17 x 5.375	17 x 5.125	16.5 x 4.875	✓	✓	✗
Full Page	\$3,995	\$3,596	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375	✓	✓	✗
1/2 Page H	\$2,189	\$1,970	7.5 x 4.625	9 x 5.375 h	8.5 x 5.125	8 x 4.875	✓	✓	✗
1/3 Page H	\$1,458	\$1,312	7.5 x 3.375	9 x 4.125 h	8.5 x 4.125	8 x 3.625	✓	✓	✗
2/3 Page V	\$2,765	\$2,489	5 x 9.875	5.75 x 11.375	5.5 x 10.875	4.75 x 10.375	✓	✗	✗
1/2 Page V	\$2,189	\$1,970	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375	✓	✓	✗
1/3 Page V	\$1,458	\$1,312	2.5 x 9.875	3.25 x 11.375	3 10.875	2.25 x 10.375	✓	✓	✗
1/2 Page Island	\$2,189	\$1,970	5 x 6.875	NA	NA	NA	✓	✗	✗
1/3 Page Island	\$1,458	\$1,312	5 x 5.125	NA	NA	NA	✓	✗	✗
Marketplace	\$799	\$719	3.7 x 3.23	NA	NA	NA	✓	✗	✗
Box Ad (Map)*	\$1,645 - \$2,145*		3.25 x 3.25*	NA	NA	NA	✗	✗	✓

Additional Advertising Options Call for pricing. Prices vary by issue.

Coverwraps Cover wraps are attached to the front of the magazine.

Bellybands Bellybands wrap around the outside of the magazine.

Inserts/Outserts Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

CREATING ARTWORK

In-house Production: *Biodiesel Magazine* will create advertisements for clients (3 digital proofs for free, a fee will be charged for additional proofs needed). The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run. Call for applicable production fees.

Submitting Artwork

artwork@bbiinternational.com
866-746-8385 for assistance

REGULATIONS

Agency Discounts: Due to the affordable rates offered by *BiodieselMagazine*, we do not offer agency discounts.

Invoices: Rendered at time of issue mailing.

Short Rates/Rebates: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

Rate Protection: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

Publisher's Protective Clauses: Deliberate attempts to simulate editorial format in an advertisement is not permitted by *Biodiesel Magazine*. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. *Biodiesel Magazine* is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. *Biodiesel Magazine* is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

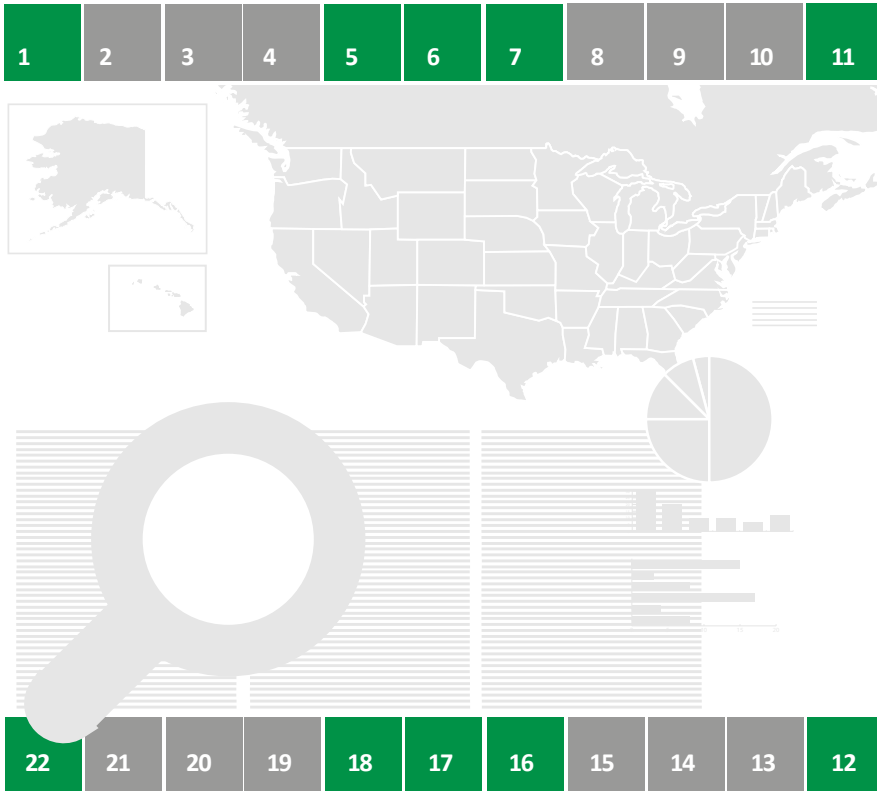
Cancellations: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (email or fax acceptable).

Method of Distribution: U.S. Postal Service-Periodical

Subscription Prices: Subscriptions to *Biodiesel Magazine* are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions are available online at www.BiodieselMagazine.com. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

[Click & See Example](#)

*Example of U.S. & Canada
Biodiesel and Renewable
Diesel/SAF Plant Map*



Actual Size: 40" x 29"
Premium Positions indicated in Green

Sent to 5,000+ Producers & Biofuels Professionals

Biodiesel Magazine's 2026 U.S. & Canada Biodiesel and Renewable Diesel/SAF Plant Map identifies existing and under construction biodiesel, renewable diesel and sustainable aviation fuel plants. Production facilities are conveniently color-coded by status for quick reference. Listings include plant name, city, state, size (installed capacity in millions of gallons per year, MMGy, for U.S. plants, and millions of liters per year, MMLy, for Canadian plants), and feedstocks used—whether it's soy or other virgin oils, waste vegetable oils, animal fats, trap grease, seed oil, or a combination. Plus, the map will include charts/graphs illustrating key items extracted from the data.

	Premium Ads	Standard Ads
Ads Close	10/15/2025	10/15/2025
Artwork Due	10/15/2025	10/15/2025
Price	\$2,145	\$1,645
Size (w x h) Inches	1 Box - 3.25 x 3.25 2 Box - 6.675 w x 3.25 3 Box - 10.125 x 3.25	

File Format: High Resolution PDF.
Send Artwork to: artwork@bbiinternational.com

Distribution

Mailed to 5,000+ facilities and industry stakeholders.

- All *Biodiesel Magazine* Subscribers
- All biodiesel production facilities

Following Industry Events:

1. Iowa Renewable Fuels Summit
2. Clean Fuels Conference
3. Int'l Biomass Conference & Expo
4. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
5. Int'l Fuel Ethanol Workshop & Expo
6. North American SAF Conference & Expo

ADDITIONAL OPPORTUNITIES

ADVERTISING: MEDIA & EVENTS

**BBI INTERNATIONAL
MEDIA & EVENTS**

Ethanol
PRODUCER MAGAZINE

EthanolProducer.com

BIOMASS
MAGAZINE

BiomassMagazine.com

BIODIESEL
MAGAZINE

BiodieselMagazine.com

Carbon
Capture
MAGAZINE

CarbonCaptureMagazine.com

Biomass Magazine's
Pellet Mill
MAGAZINE

BiomassMagazine.com

SAF
MAGAZINE
Serving the Global Sustainable Aviation Fuel Industry

SAFMagazine

UAS
MAGAZINE

UASMagazine.com

INTERNATIONAL
FEW
FUEL ETHANOL
WORKSHOP & EXPO

FuelEthanolWorkshop.com

INTERNATIONAL
BIOMASS
CONFERENCE & EXPO

BiomassConference.com

**BIODIESEL
SUMMIT**
Sustainable Aviation Fuel
& Renewable Diesel

BiodieselSummit.com

**CARBON
CAPTURE &
STORAGE**
SUMMIT

CarbonCaptureStorageSummit.com

NORTH AMERICAN
SAF
CONFERENCE & EXPO

SAFConference.com

UAS SUMMIT
& EXPO

TheUASSummit.com

Vision

BBI International is global leader in biofuels Media & Events, fostering energized growth, opportunity, and success for the industries we serve.

Mission

Our mission is to unite our customers through meaningful, reliable platforms, offering opportunities to educate, collaborate and grow.