



# PELLET MILL MAGAZINE

2025 MEDIA KIT

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

Business Magazine  
**Pellet Mill**  
MAGAZINE

**BBI INTERNATIONAL**  
**MEDIA & EVENTS**

Follow Us



# WHO WE ARE Biomass Magazine's Pellet Mill MAGAZINE

*Pellet Mill Magazine* is the No. 1 source for wood pellet industry news, trends and statistics. Through our print publication and website, we deliver both daily news and in-depth features to our audience of producers, service providers and vendors. *Pellet Mill Magazine* delivers the well-organized information that producers need to keep their operations on pace with the rest of the industry.

Our quarterly print magazine offers readers thoroughly researched, staff-written feature articles, contributions from the industry's most well-known names, and opinion pieces from the advocates the pellet sector looks to for support. They cover finance, policy, regulations, equipment innovations, export markets, operational efficiency, staffing and more. Meanwhile, the [www.biomassmagazine.com](http://www.biomassmagazine.com) website delivers the breaking and spot news our readers want to digest daily. It's all sent out in the newsletter the first and third Tuesday of each month.

Readers also can stay on top of the layout of their industry, using the annual *U.S. & Canada Fuel Pellet Producer Map*. Through incredible effort by our team, we possess the most up-to-date, accurate information on pellet plant sizes, locations and operational statuses. The map hangs on control room walls all across the country.

Our reach hits all corners of the world, and the global industry converges each year for *Biomass Magazine's* International Biomass Conference & Expo. Boasting 900+ attendees and 140 trade show vendors, it's the industry's largest event. Informational webinars and the biomass industry directory round out the industry coverage provided by *Pellet Mill Magazine*. We don't miss a thing.

## Contributing

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

**Anna Simet**, Editor, *Pellet Mill Magazine*

[asimet@bbiinternational.com](mailto:asimet@bbiinternational.com) or call 866-746-8385

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PELLET MILL  
MAGAZINE IS THE  
**PREMIER  
SOURCE**

OF NEWS AND INFORMATION  
FOR PELLET PRODUCERS AND  
INDUSTRY PROS.

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# MULTICHANNEL MARKETING

## WHO WE REACH

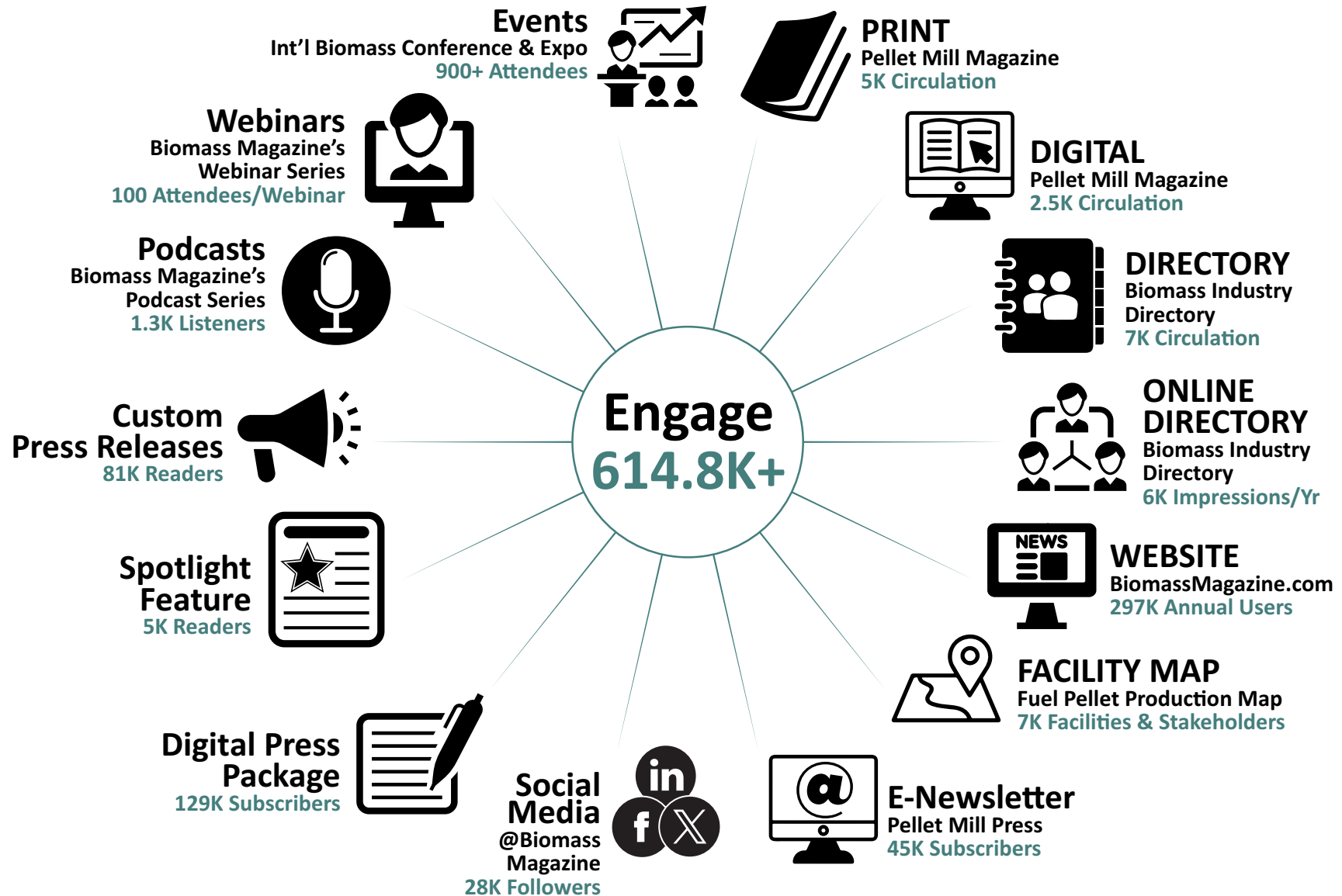
### Why B2B Multichannel Marketing is Important:

**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 PELLET MILL MAGAZINE TO REACH KEY INDUSTRY DECISION-MAKERS



**KESCO ENGINEERING**

**CHOOSE KESCO**  
FROM CONCEPT  
TO REALITY

**CUSTOMER FIRST  
PROBLEM  
SOLVING**

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At KESCO, our commitment is to surpass customer expectations. Our team of project engineers brings years of plant operations and maintenance experience to provide precise solutions. We have three offices nationwide. Our goal is to deliver efficient systems on time and within budget. Working is a pleasure to us.

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Process Engineering • Project Management • Construction Management •  
P&ID Development & Evaluation • Turnkey Projects

WWW.KESCOENGINEERING.COM  
SALES@KESCOENGINEERING.COM

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Upgrade your ACE or LMI Series Pellet Mill and benefit from the features of our newest machines but at the lowest cost of ownership by reducing maintenance and downtime. And when you trade in your current ACE or LMI Series Mill that you get a credit towards your upgrade.

Alternatively, you can extend the life of a mature mill with ANDRITZ maintenance services. This will be performed with the most trusted technicians designed by ANDRITZ, safety focused, and returned to your plant for years of additional service.

For ACE or LMI Pellet Mills



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From size reduction to the perfect finished pellet, our Schutte Hammermill and Vemac partnership has you covered.

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Explosion Protection • Explosion Prevention • Explosion Mitigation



**NESTEC**

**EXPERIENCE FOR SMART PELLET MILL  
AIR EMISSION CONTROL SOLUTIONS**

NESTEC's nearly four decades of key staff experience with BTCL, BCL, thermal oxidation, and system optimization design, fabrication and installation, provides the knowledge, actual participation, and insight into new, unique innovative solutions to offer the best and most reasonable approach for your pellet mill application.

NESTEC is presently providing an emission control system for pellet plants in Alabama, Georgia, and one new project in North Carolina and Michigan. Several alternative with total system approach which is <https://www.nestec.com/press/2023/03/01> is right at [nestec@nestec.com](mailto:nestec@nestec.com)

800.323.7679  
nestec.com  
nestec@nestec.com

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

BiomassMagazine.com

[Click & See Example](#)

*BiomassMagazine.com*



**24,750** avg. overall users/mo.

**297,000** avg. overall users/yr.



**48,800** avg. overall page views/mo.

**586,000** avg. overall page views/yr.

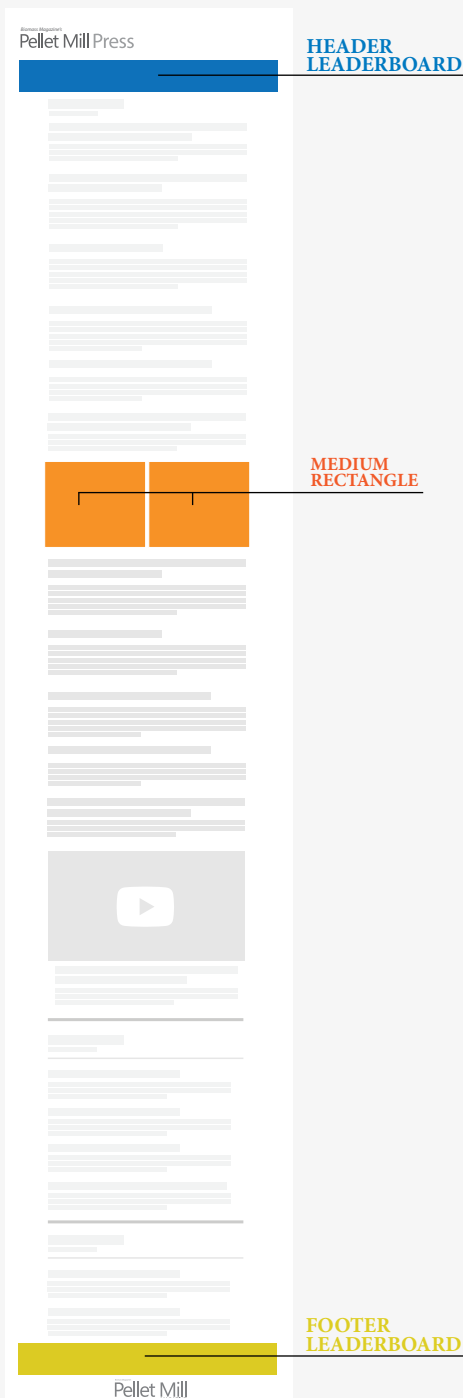
Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	10,379	10,607	20,085	4171	na
Price/Mo.	\$1,695	\$1,795	\$995	\$395	\$7,995
Size (w x h)	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

Biomass Magazine's  
**Pellet Mill Press**


[Click & See Example](#)  
*Pellet Mill Press E-Newsletter Example*

## Newsletter Stats

Collected Jan 1 - June 30, 2024

**SUBS**  
  
**45,000**  
Subscribers

  
**10.6%**  
Open Average

  
**2.37%**  
Click-Through Rate Average

**Distributed every other Tuesday**  
**Artwork due** 1 week prior to the scheduled newsletter

	Header Leaderboard	Medium Rectangle	Footer Leaderboard
Weekly Impressions (average)	18,256	16,368	10,208
Price/ Newsletter	\$695	\$595	\$345
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](mailto: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 BiomassMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *Pellet Mill 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



## Customize and Sponsor Your Own Podcast

Contact us today for more information | [service@bbiinternational.com](mailto: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 biweekly e-newsletter (63,000+)
- Sent on all social media channels (27,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

#### Engagement:

- 1,366 YouTube Impressions
- 226 Views
- 190 Unique Views
- 24 Hours Viewed

Metrics above are averages per podcast, from 30 days



# CUSTOM CONTENT

## ADVERTISING OPTIONS

### Custom Designed Reprint Just \$699

#### Were You Featured with Pellet Mill Magazine?

Showcase your article and expertise to potential customers!

##### Includes:

- Pellet Mill 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](#)

### Press Release \$1,195

#### Showcase Your Product or Service

Send a press release to our news list

##### Includes:

- Personal press release sent to Pellet Mill Magazine's industry news email list (81K+)
- 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  
Pellet Mill Magazine*

[Click & See Example](#)

### Digital Press Package \$1,900 (a \$2,400 value)

Click Rates and/or Reports  
Delivered for Each Medium

##### Includes:

###### • Press Release

**Press release sent to 81,000 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

### Spotlight Feature \$3,495

#### Product & Services Spotlight Feature *Limited Availability*

##### As a Spotlight Feature You Will Receive the Following:

- A custom story written in the Products and Services Spotlight feature article containing info about your company
- The feature article mailed to 5,000 readers
- Print article posted on Pellet Mill Magazine's website and distributed via our social media suite with ability to track views
- A custom digital reprint of the article which you can use for promotional purposes

##### Book an Ad and Be a Part of the Products & Services Spotlight Section

The spotlight article will be about select companies that provide equipment, products and services to the pellet industry.

*\* Call for Full-Page Spotlight Feature Rates*

*Spotlight Feature*

# EDITORIAL CALENDAR

## PELLET MILL MAGAZINE

[Click & See Example](#)

[BiomassMagazine.com](http://BiomassMagazine.com)

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>Issue 1</b>	FEEDSTOCK & PRODUCT MANAGEMENT <ul style="list-style-type: none"> <li>• Fiber Procurement, Handling, Preparation and Processing</li> <li>• Product Quality Control, Storage and Transport</li> <li>• Coproducts/Product Diversification</li> </ul>	2/3/2025	2/10/2025	International Biomass Conference & Expo- In all attendee bags SWANA SOAR 2025 International Biomass Congress & Expo - digital distribution Grain Elevator and Processing Society Exchange (GEAPS)
<b>Issue 2</b>	FIRE & EXPLOSION PROTECTION <ul style="list-style-type: none"> <li>• Hazard Identification and Protection Strategies</li> <li>• Hotspot and Spark Detection</li> <li>• Venting, Suppression and Isolation</li> <li>• Safety and Regulatory Compliance</li> <li>• Employee Training and Awareness</li> </ul>	4/21/2025	4/28/2025	International Biomass Conference & Expo - mailed to all attendees Argus Biomass Conference - digital distribution International Fuel Ethanol Workshop & Expo Pellet Fuels Institute Annual Conference American Society of Agricultural & Biological Engineers (ASABE) Annual Meeting
<b>Issue 3</b>	OPERATIONS & MAINTENANCE <ul style="list-style-type: none"> <li>• Plant Efficiencies and Optimization</li> <li>• Emissions Control and Carbon Reduction Strategies</li> <li>• Predictive and Reactive Maintenance</li> <li>• Supply Chain Partners</li> </ul>	7/21/2025	7/28/2025	WASTECON 2025 The USIPA Conference Wood Pellet Association of Canada Conference
<b>Issue 4</b>	PROJECT DEVELOPMENT <ul style="list-style-type: none"> <li>• Plant Design/Engineering, Construction and Expansion</li> <li>• Policy &amp; Incentives</li> <li>• Global Markets</li> </ul>	9/29/2025	10/6/2025	International Biomass Conference & Expo 2026 - Hotel Room Drop

# PRINT RATES & SPECS

## Magazine Issues

Issue 1		<b>ADS CLOSE</b> 2/3/2025	<b>ART DUE</b> 2/10/2025
<b>Bonus Distribution</b>	1. International Biomass Conference & Expo - in all attendee bags 2. International Biomass Congress & Expo - digital distribution	3. Grain Elevator & Processing Society Exchange (GEAPS)	
Issue 2		4/21/2025	4/28/2025
<b>Bonus Distribution</b>	1. International Biomass Conference & Expo - mailed to all attendees 2. International Fuel Ethanol Workshop & Expo 3. American Society of Agricultural & Biological Engineers (ASABE) Annual Mtg	4. Argus Biomass Conference - digital distribution 5. Pellet Fuels Institute Annual Conference 6. CONVEY '25	
Issue 3		7/21/2025	7/28/2025
<b>Bonus Distribution</b>	1. RCon 2025 2. Wood Pellet Association of Canada Conference	3. The USIPA Conference	
Issue 4		9/29/2025	10/6/2025
<b>Bonus Distribution</b>	1. International Biomass Conference & Expo 2026 - hotel room drop		

## Display Advertising Rates & Sizes

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

\*Box ad start at \$2,145 - combine for a larger ad - call for sizes; premium positions are available

Ads	Rates			Sizes (w x h; inches)		Guideline (w x h; inches)		Products	
	1x	3x	4x	No Bleed	With Bleed	Trim Size	Live Area	Magazine	Map
Two-Page Spread	\$6,999	\$6,097	\$5,145	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375	✓	x
Half-Page Spread	\$3,981	\$3,460	\$2,941	16 x 4.625	17 x 5.375	17 x 5.125	16.5 x 4.875	✓	x
Full Page	\$3,810	\$3,311	\$2,790	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375	✓	x
1/2 Page H	\$2,045	\$1,777	\$1,509	7.5 x 4.625	9 x 5.375 h	8.5 x 5.125	8 x 4.875	✓	x
1/3 Page H	\$1,427	\$1,241	\$1,056	7.5 x 3.375	9 x 4.125 h	8.5 x 4.125	8 x 3.625	✓	x
2/3 Page V	\$2,615	\$2,275	\$1,935	5 x 9.875	5.75 x 11.375	5.5 x 10.875	4.75 x 10.375	✓	x
1/2 Page V	\$2,045	\$1,777	\$1,509	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375	✓	x
1/3 Page V	\$1,427	\$1,241	\$1,056	2.5 x 9.875	3.25 x 11.375	3 10.875	2.25 x 10.375	✓	x
1/2 Page Island	\$2,045	\$1,777	\$1,509	5 x 6.875	NA	NA	NA	✓	x
1/3 Page Island	\$1,427	\$1,241	\$1,056	5 x 5.125	NA	NA	NA	✓	x
Marketplace	\$899	\$899	\$899	3.7 x 3.23	NA	NA	NA	✓	x
Box Ad (Map)*	\$2,145 - \$2,650*			3.25 x 3.25*	NA	NA	NA	x	✓

[Click & See Example](#)

Pellet Mill Magazine

## 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 on the outside edge, horizontal ads are placed at the bottom of pages.

Proofs: We do not supply proofs

Storage of Advertisements: 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: All materials must be 300 dpi; submitted at 100% size.

Bleed: Refer to SIZES for the different bleed-side ads. A ¼" 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.

## CREATING ARTWORK

In-house Production: Pellet Mill Magazine will create advertisements for clients (3 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

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

Call: 866-746-8385 for assistance

## REGULATIONS

Agency Discounts: Due to the affordable rates offered by Pellet Mill Magazine, 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 Pellet Mill 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. Pellet Mill 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. Pellet Mill 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

Subscription Prices: Subscriptions to Pellet Mill 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.PelletMillMagazine.com](http://www.PelletMillMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)

## 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

## Additional Advertising Options

Call for pricing. Prices vary by issue.

## Coverwraps

Cover wraps are attached to the front of the magazine.

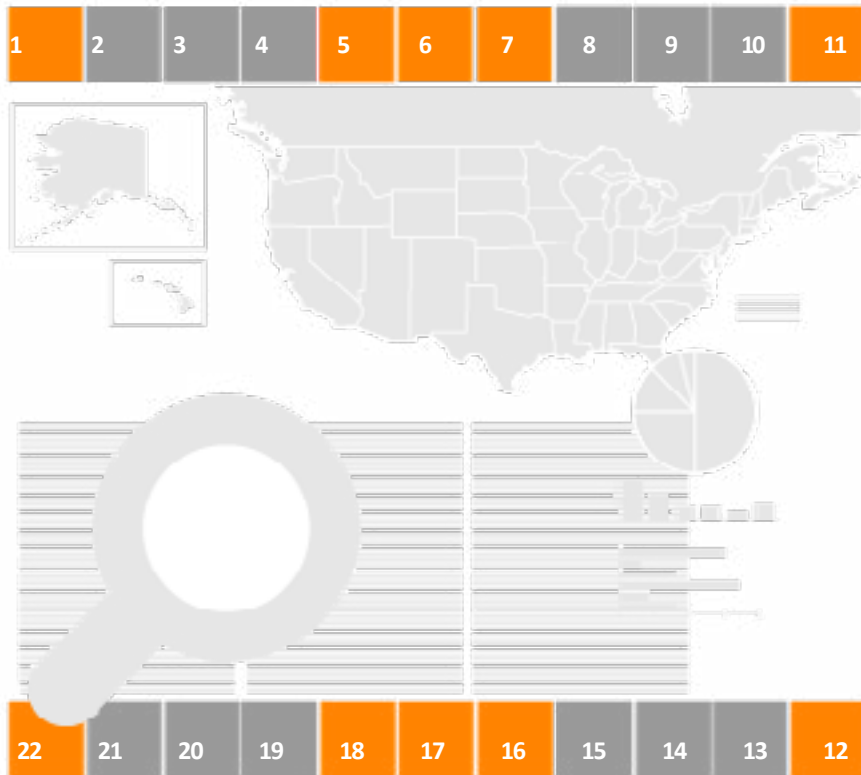
## Bellybands

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.



Actual Size: 40" x 29"  
Premium Positions Indicated in Orange

## Sent to 7,000+ Producers & Biomass Professionals

*Pellet Mill Magazine's* 2026 U.S. & Canada Fuel Pellet Producer Map identifies dedicated pellet producers in the U.S. and Canada. All facilities are conveniently color coded (by status) for quick reference. Listings include Facility name, city and state, capacity and feedstock.

	Premium Ads	Standard Ads
Ads Close	10/22/2025	10/22/2025
Artwork Due	10/22/2025	10/22/2025
Price	\$2,650	\$2,145
Size (w x h) Inches	1 Box - <b>3.25 x 3.25</b> 2 Box - <b>6.675 w x 3.25</b> 3 Box - <b>10.125 x 3.25</b>	

File Format: High Resolution PDF  
Send Artwork to: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

### Distribution

**Mailed to 7,000+ facilities and industry stakeholders**

- All Biomass Magazine Subscribers
- All Pellet Mill Magazine Subscribers
- Mailed to all pellet plant owners, operators & management

### Following Industry Events:

- International Biomass Conference & Expo (in bags)
- Pellet Fuels Institute Conference
- The USIPA Conference

# 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

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SustainableFuelsSummit.com

**CARBON  
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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.