



PELLET MILL MAGAZINE

2026 MEDIA KIT

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

BBI International Property
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 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:

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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.





ONLINE ADVERTISING

BiomassMagazine.com

[Click & See Example](#)

BiomassMagazine.com



19,300 avg. overall users/mo.

231,900 avg. overall users/yr.



44,080 avg. overall page views/mo.

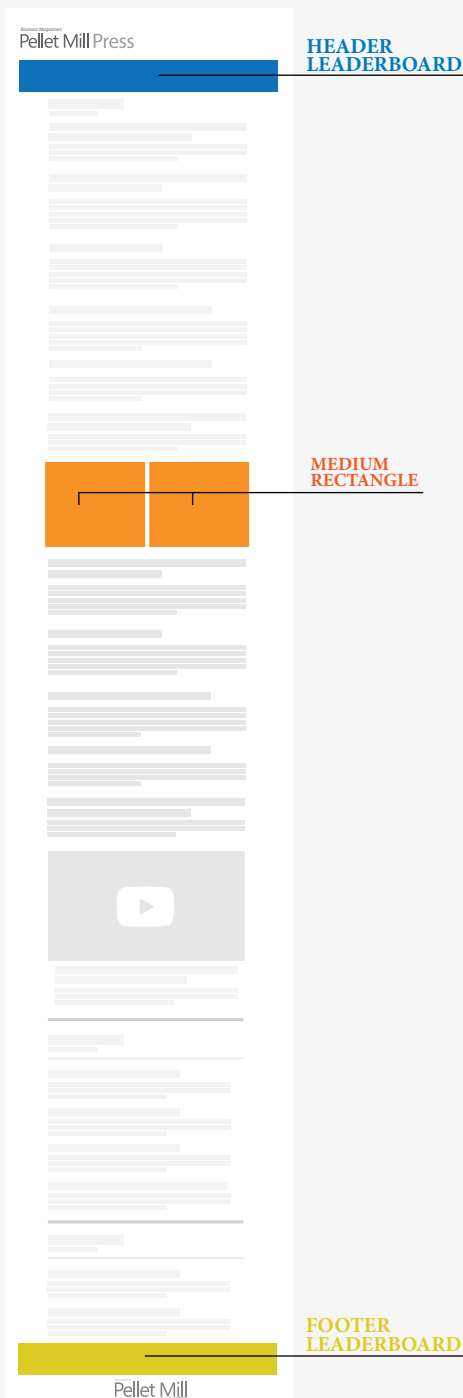
528,900 avg. overall page views/yr.

Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	25,814	26,426	50,371	10,418	na
Price/Mo.	\$1,779	\$1,885	\$1,045	\$415	\$8,395
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*

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 July 1, 2024 - June 30, 2025

SUBS

43,300
Subscribers


12.8%
Open Average


2.91%
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)	6,981	6,880	6,861
Price/ Newsletter	\$729	\$625	\$359
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 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 \$7,875

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 | 866-746-8385

Company Interview \$1,569/podcast Podcast Sponsor \$519*

*Includes 15-second script read twice during the podcast

Benefits Include:

Reach:

- Dedicated email sent promoting the podcast (85,000+)
- Included on the weekly or biweekly e-newsletter (69,000+)
- Sent on all social media channels (28,900+ followers)
- 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 \$1,249

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 (85K+)
- 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 \$2,305 (a \$3,395 value)

Click Rates and/or Reports
Delivered for Each Medium

Includes:

• Press Release

Press release sent to 85,000 subscribers

Posting press release to national press wire

• Online Advertising

Medium Rectangle Ad

- 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 \$3,669

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

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
Issue 1	FIBER & PRODUCT LOGISTICS <ul style="list-style-type: none"> • Fiber Procurement and Handling • Sizing, Drying and Conveying • Material Processing and Densification • Product Quality Control, Storage and Transport 	2/9/2026	2/16/2026	International Biomass Conference & Expo- In all attendee bags
Issue 2	PROJECT DEVELOPMENT <ul style="list-style-type: none"> • Plant Design/Engineering • Finance, Insurance and Permitting • Policy and Incentives • Emerging and Expanding Markets • Coproducts and Product Diversification • Supply Chain Partners 	4/20/2026	4/27/2026	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
Issue 3	OPERATIONS & EQUIPMENT <ul style="list-style-type: none"> • Plant Optimization and Process Efficiencies • Machinery and Equipment Advancements • Automation and Technology • Bagging, Pallets & Other Ancillary Resources 	7/20/2026	7/27/2026	Rcon The USIPA Conference Wood Pellet Association of Canada Conference
Issue 4	PLANT MAINTENANCE & PROTECTION <ul style="list-style-type: none"> • Hazard Identification and Incident Prevention Strategies • Hotspot and Spark Detection • Venting, Suppression and Isolation • Dust and Emissions Control • Predictive and Reactive Maintenance 	10/5/2026	10/12/2026	International Biomass Conference & Expo 2027 - Hotel Room Drop

PRINT

RATES & SPECS

Magazine Issues

Issue 1		ADS CLOSE	ART DUE
Bonus Distribution	1. International Biomass Conference & Expo - in all attendee bags	2/9/2026	2/16/2026
Issue 2		4/20/2026	4/27/2026
Bonus Distribution	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		
Issue 3		7/20/2026	7/27/2026
Bonus Distribution	1. RCon 2025 2. Wood Pellet Association of Canada Conference 3. The USIPA Conference		
Issue 4		10/5/2026	10/12/2026
Bonus Distribution	1. International Biomass Conference & Expo 2027 - hotel room drop		

Display Advertising Rates & Sizes

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

*Box ad start at \$2,249 - 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	\$7,349	\$6,399	\$5,399	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375	✓	x
Half-Page Spread	\$4,179	\$3,629	\$3,089	16 x 4.625	17 x 5.375	17 x 5.125	16.5 x 4.875	✓	x
Full Page	\$3,999	\$3,475	\$2,929	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375	✓	x
1/2 Page H	\$2,145	\$1,865	\$1,585	7.5 x 4.625	9 x 5.375 h	8.5 x 5.125	8 x 4.875	✓	x
1/3 Page H	\$1,499	\$1,299	\$1,109	7.5 x 3.375	9 x 4.125 h	8.5 x 4.125	8 x 3.625	✓	x
2/3 Page V	\$2,745	\$2,389	\$2,029	5 x 9.875	5.75 x 11.375	5.5 x 10.875	4.75 x 10.375	✓	x
1/2 Page V	\$2,145	\$1,865	\$1,585	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	\$1,499	\$1,299	\$1,109	2.5 x 9.875	3.25 x 11.375	3 10.875	2.25 x 10.375	✓	x
1/2 Page Island	\$2,145	\$1,865	\$1,585	5 x 6.875	NA	NA	NA	✓	x
1/3 Page Island	\$1,499	\$1,299	\$1,109	5 x 5.125	NA	NA	NA	✓	x
Marketplace	\$945	\$945	\$945	3.7 x 3.23	NA	NA	NA	✓	x
Box Ad (Map)*	\$2,249 - \$2,779*			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 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: 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 with-out 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

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. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or 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.

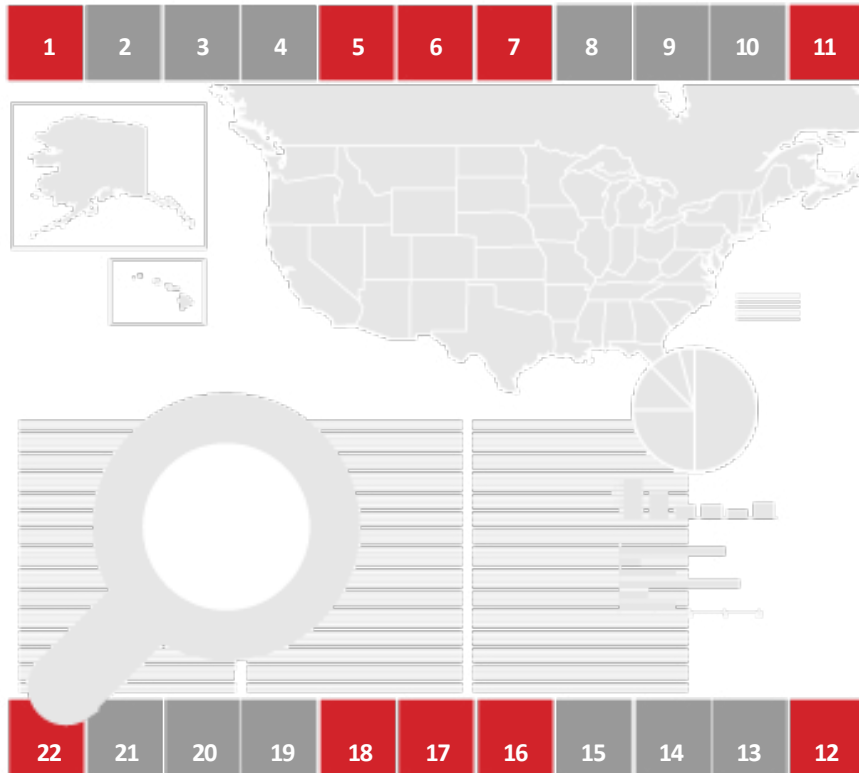
Bellybands

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 Red

Sent to 7,000+ Producers & Biomass Professionals

Pellet Mill Magazine's 2027 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	10/14/2026	10/14/2026
Artwork Due	10/21/2026	10/21/2026
Price	\$2,779	\$2,249
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 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

Biomass Magazine's
Pellet Mill
MAGAZINE

BiomassMagazine.com

Carbon
Capture
MAGAZINE

CarbonCaptureMagazine.com

SAF
MAGAZINE

SAFMagazine.com

UAS
MAGAZINE

UASMagazine.com

INTERNATIONAL
FEW
FUEL ETHANOL
WORKSHOP® & EXPO

FuelEthanolWorkshop.com

INTERNATIONAL
BIOMASS
CONFERENCE & EXPO

BiomassConference.com

CARBON
CAPTURE &
STORAGE
SUMMIT

CarbonCaptureStorageSummit.com

NORTH AMERICAN
SAF
CONFERENCE & EXPO

SAFConference.com

**SUSTAINABLE
FUELS
SUMMIT**
SAF • Renewable Diesel • Biodiesel

SustainableFuelsSummit.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.