



PELLET MILL MAGAZINE

2027 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 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

Regarding editorial contributions, 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

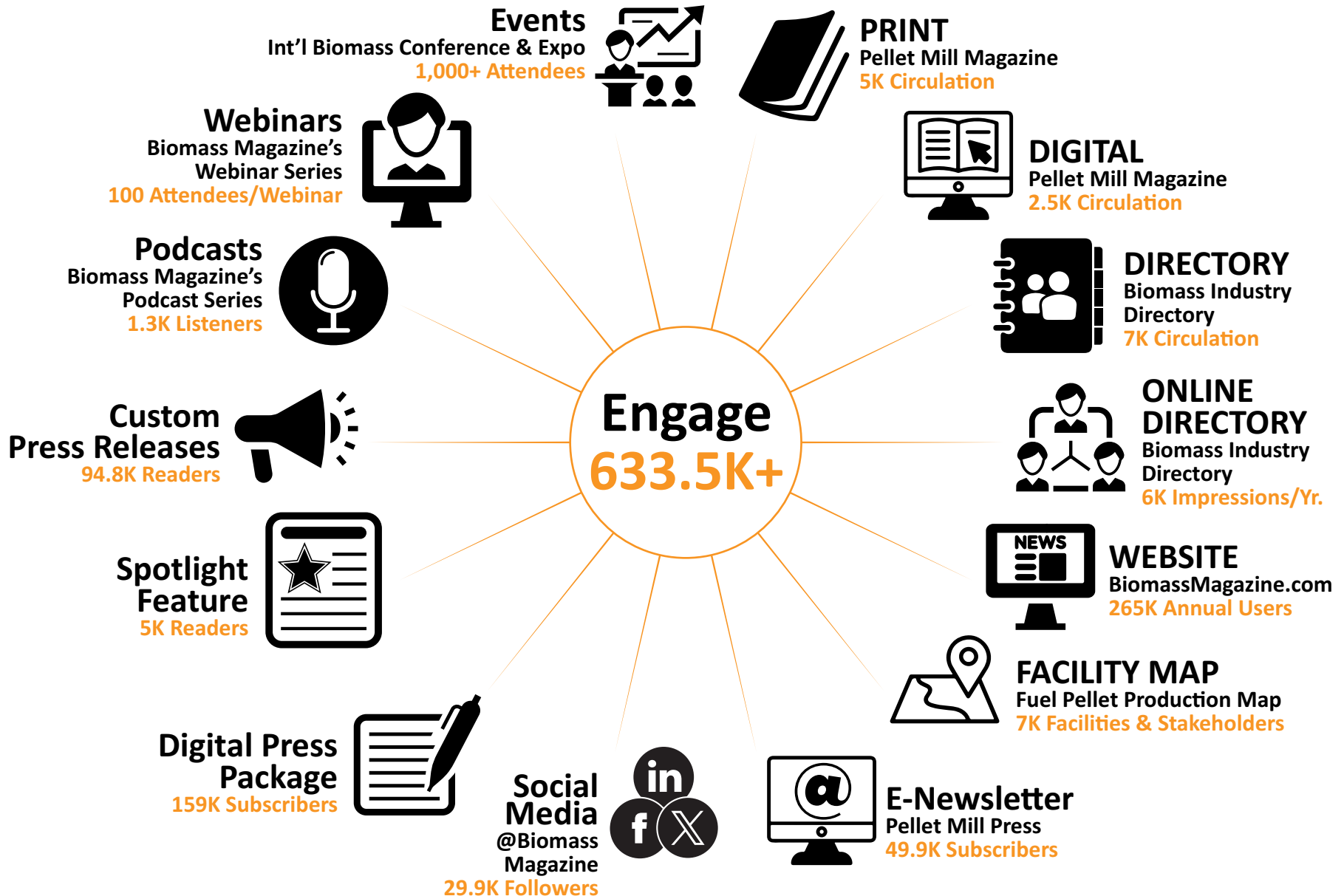
Why B2B Multichannel Marketing is Important:

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.





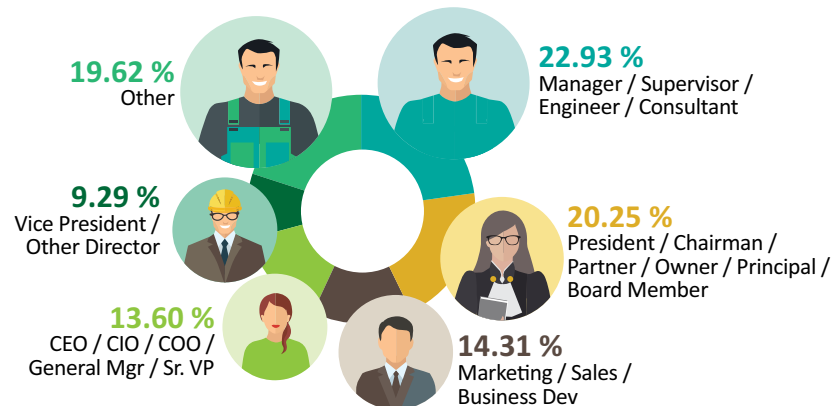
Biomass Magazine's
Pellet Mill
MAGAZINE

BBI INTERNATIONAL
MEDIA & EVENTS

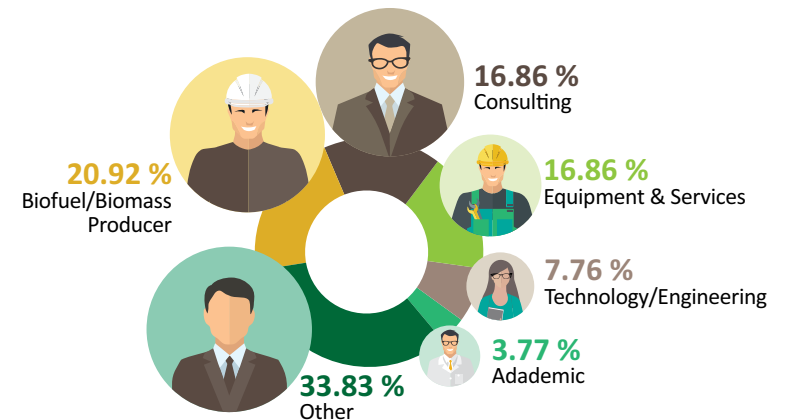
Subscriber Profile

BiomassMagazine.com

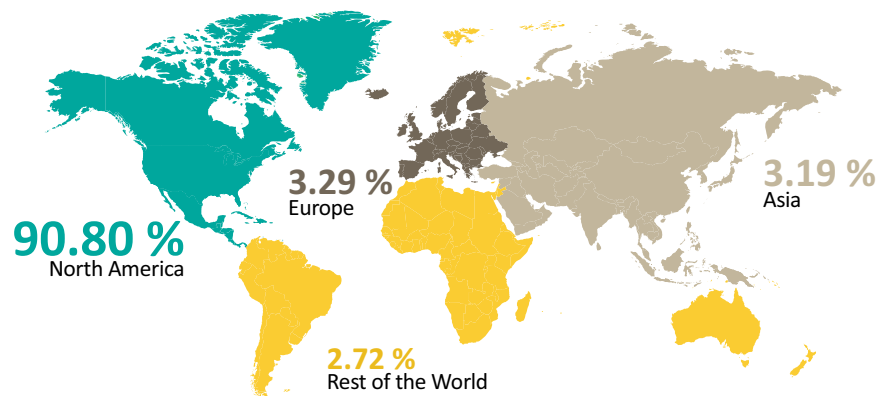
Top 5 Subscriber Positions



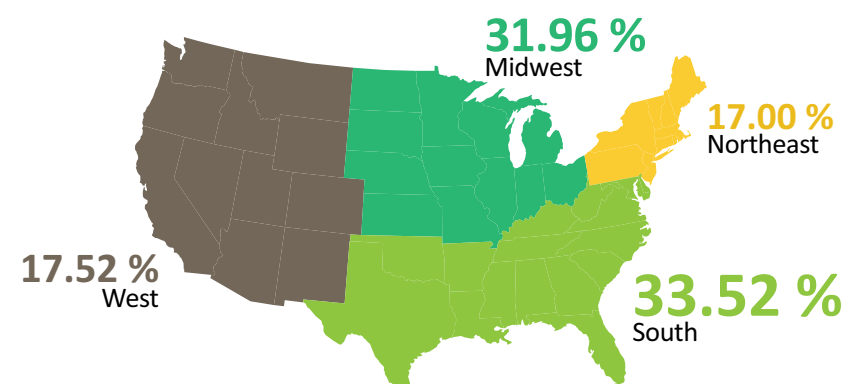
Top 5 Industries of Subscribers



Global Geographics



US Geographics



ONLINE Advertising

BiomassMagazine.com



22,150 avg. overall users/mo.
265,800 avg. overall users/yr.



99,750 avg. overall page views/mo.
1,197,000 avg. overall page views/yr.

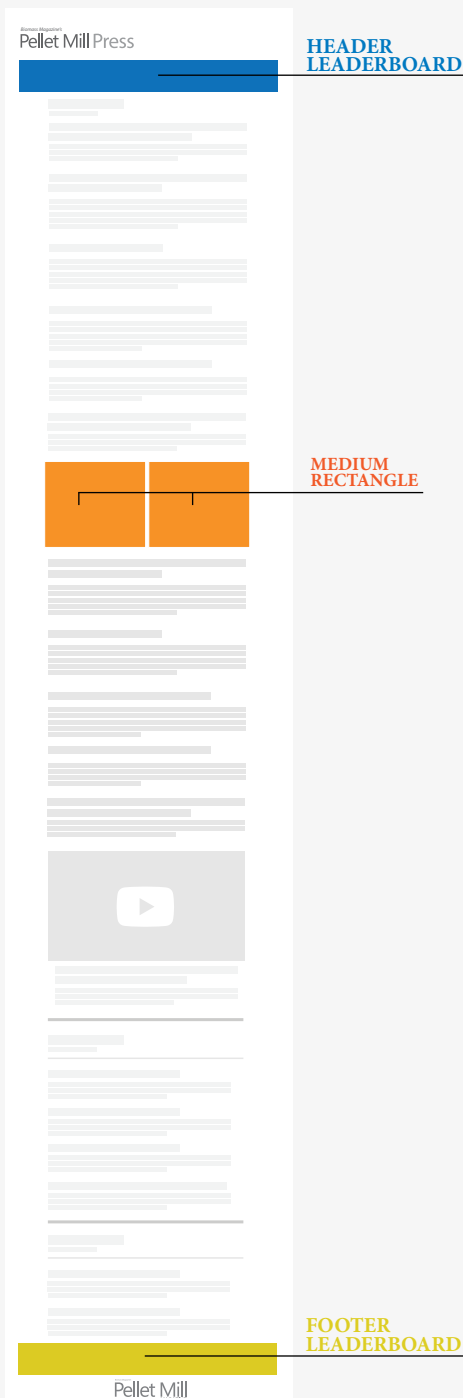
Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	38,736	39,345	81,213	15,598	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 Newsletter Advertising

View Pellet Mill Press E-Newsletter Example

Biomass Magazine's

Pellet Mill Press

Newsletter Stats

Collected January 1, 2026 - June 30, 2026

SUBS

49,900
 Subscribers


11.7%
 Open Average


.87%
 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)	8,307	8,251	8,153
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

WEBINAR Sponsor

Example of Biomass Magazine Webinar Series



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

PODCAST Sponsor

View Biomass Magazine Podcast Series



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 (94,000+)
- Included on the weekly or biweekly e-newsletter (79,000+)
- Sent on all social media channels (29,900+ 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

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 (94,000+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom*

* Press release must be 300 to 400 words in length

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 94,000 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::

- A custom story written 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 spotlight your company in the magazine that pellet industry professionals read most.

* Call for Full-Page Spotlight Feature Rates

EDITORIAL CALENDAR

Pellet Mill Magazine

View Biomass Magazine

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
Issue 1	MARKETS & END USERS • Emerging Markets & Market Outlook • Industrial, Energy & Consumer End-Use Applications • Product Quality, Specifications & Certification • Storage, Transportation & Export Markets • Market Access, Trade & Supply Chains • Product Diversification & Value-Added Opportunities	2/1/2027	2/8/2027	International Biomass Conference & Expo (In all attendee bags)
Issue 2	PROJECT DEVELOPMENT • Plant Design, Engineering & Construction • Financing, Insurance, Permitting & Risk Management • Policy, Incentives & Market Outlook • Emerging Markets & New Market Opportunities • Coproducts, Product Diversification & Value Creation • Site Selection, Infrastructure & Feedstock Assessment	4/19/2027	4/26/2027	International Biomass Conference & Expo (mailed to all attendees) International Fuel Ethanol Workshop & Expo Pellet Fuels Institute Annual Conference
Issue 3	OPERATIONS & EQUIPMENT • Plant Optimization & Throughput Improvements • Material Handling & Processing Equipment • Automation, Controls & Digital Technologies • Energy Efficiency & Process Performance • Plant Expansions, Retrofits & Equipment Upgrades	7/26/2027	8/2/2027	RCon 2027 ABWA Annual Conference Wood Pellet Association of Canada Conference
Issue 4	PLANT MAINTENANCE & PROTECTION • Predictive Maintenance, Monitoring & Plant Automation • Fire, Explosion & Hazard Mitigation Technologies • Dust, Emissions & Air Quality Control Systems • Wear Parts, Equipment Upgrades & Replacement Components • Inspection, Repair & Plant Performance Optimization	10/11/2027	10/18/2027	International Biomass Conference & Expo 2028 (Hotel Room Drop)

PRINT Rates and Specs

View Pellet Mill Magazine PRINT Issue

Magazine Issues

		ADS CLOSE	ART DUE
Issue 1		2/1/2027	2/8/2027
Bonus Distribution	1. International Biomass Conference & Expo - in all attendee bags		
Issue 2		4/19/2027	4/26/2027
Bonus Distribution	1. International Biomass Conference & Expo - mailed to all attendees 2. Pellet Fuels Institute Annual Conference 3. International Fuel Ethanol Workshop & Expo		
Issue 3		7/26/2027	8/2/2027
Bonus Distribution	1. RCon 2027 2. Wood Pellet Association of Canada Conference 3. ABWA Annual Conference		
Issue 4		10/11/2027	10/18/2027
Bonus Distribution	1. International Biomass Conference & Expo 2028 - 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	✓

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.

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).

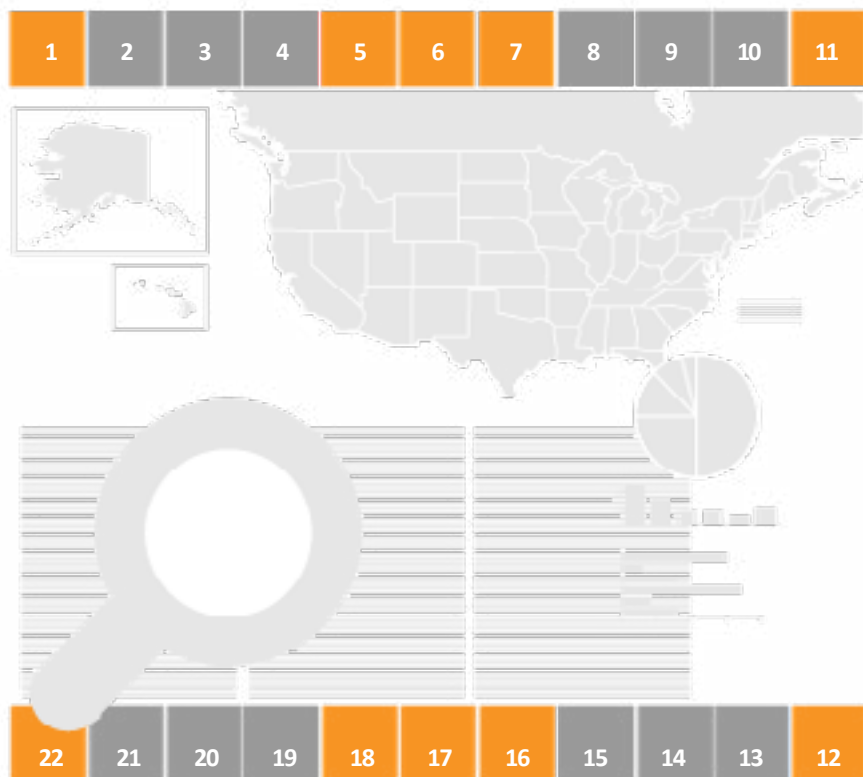
Method of Distribution: U.S. Postal Service

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

MAP Advertising

Example of U.S. & Canada Fuel Pellet Producer Map

U.S. & Canada Fuel
Pellet
PRODUCER MAP



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

Sent to 7,000+ Producers & Biomass Professionals

Pellet Mill Magazine's 2028 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	10/20/2027	10/20/2027
Artwork Due	10/20/2027	10/20/2027
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
- ABWA Annual Conference

ADDITIONAL OPPORTUNITIES

Advertising or Sponsor

**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

North American
BIOCARBON
CONFERENCE

BiocarbonConference.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

UASummit.com

TEAM
M3

TeamM3managers.com

Vision

BBI International is a 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.