



SAF MAGAZINE

2025 MEDIA KIT

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



**BBI INTERNATIONAL
MEDIA & EVENTS**

Follow Us

WHO WE ARE



SAF Magazine is a print and online news and data source designed specifically for companies, organizations and other stakeholders working to advance the sustainable aviation fuel (SAF) industry. Our online news source gathers top stories, research, data, trends and information regarding all aspects of SAF production and consumption, with the goal of helping companies build knowledge, connect with others, and better understand the market.

SAF Flyer is a biweekly newsletter covering the SAF industry's day-to-day and most pressing news, with the ultimate focus on the global push to tackle the reduction of GHG emissions as it relates to the aviation industry.

Contributing

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

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SAF
MAGAZINE IS THE
**PREMIER
SOURCE**

OF NEWS AND INFORMATION
ABOUT THE SUSTAINABLE
AVIATION FUEL INDUSTRY

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MULTICHANNEL MARKETING

WHO WE REACH

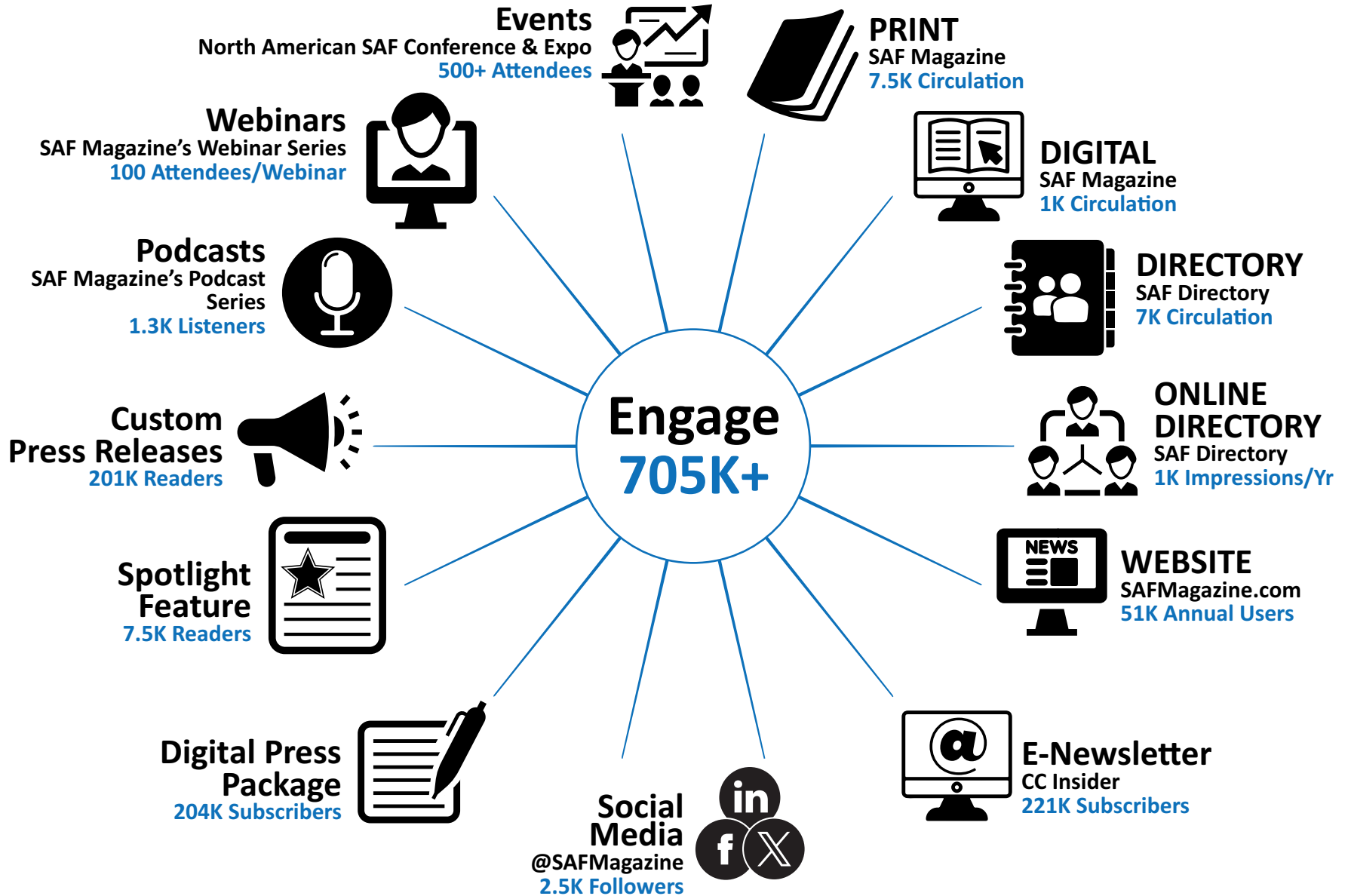
Why B2B Multichannel Marketing is Important:

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.

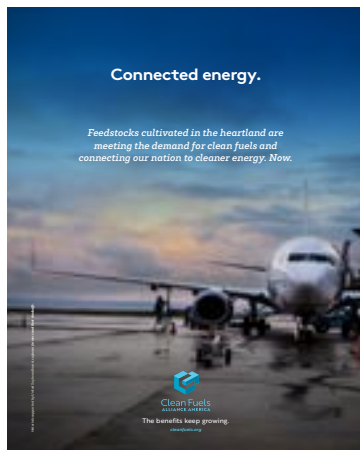
Brand Consistency: Ensures a unified brand message across all channels, strengthening brand identity.



TOP COMPANIES RELY ON SAF MAGAZINE TO REACH KEY INDUSTRY DECISION-MAKERS

Connected energy.

Feedstocks cultivated in the heartland are meeting the demand for clean fuels and connecting our nation to cleaner energy. Now.



Clean Fuels
ASSOCIATES ENERGY

The benefits keep growing.



DESIGN-BUILD EXPERTS

Define your projects. A start-up project has lots of components from financing, locating equipment and construction, and managing the day-to-day operations. REAC offers complete construction management services to take the stress out of the process. We have unparalleled wisdom and two decades of experience in the process built feedstocks sector. Keep your project on track with a regular that will keep you from passing to the next.

E-P-C-M TURN-KEY SOLUTIONS

- Manufacturers of the VIBRACON™ line of vibratory conveyors. Works in conjunction with the SMART™ system. Designed to sort, separate and move bulky materials from receiving storage to distribution.
- Construction of facility operations building
- Basic rock and concrete machinery foundations
- Finished access roads and work area access paths
- Supply of electrical components, controls and machinery
- Electrical construction from tender to installation and start-up
- Training of all applied machinery
- CMMS maintenance program
- Technical support

STORAGE-RECLAIM
FEEDER/SURGE BIN
SMART CONVEYOR
SMART FLOOR

1-877-820-0884

100% USDA PRIME



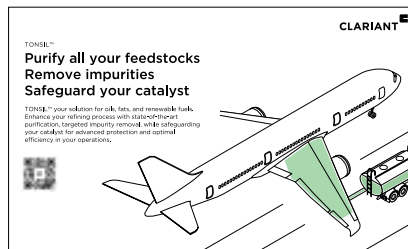
FTC filtration keeps your cash cow flowing

FTC filters provide consistent effluent quality with the most predictable filtration of impurities as feedstocks change in renewable fuel production. Maximize yields and reduce waste while you invest in your catalyst bed. Dial up your filtration system. And eliminate unplanned shutdowns.

FTC 713.845.0849
ftc-houston.com

CLARIANT

TONEL™
Purify all your feedstocks
Remove impurities
Safeguard your catalyst

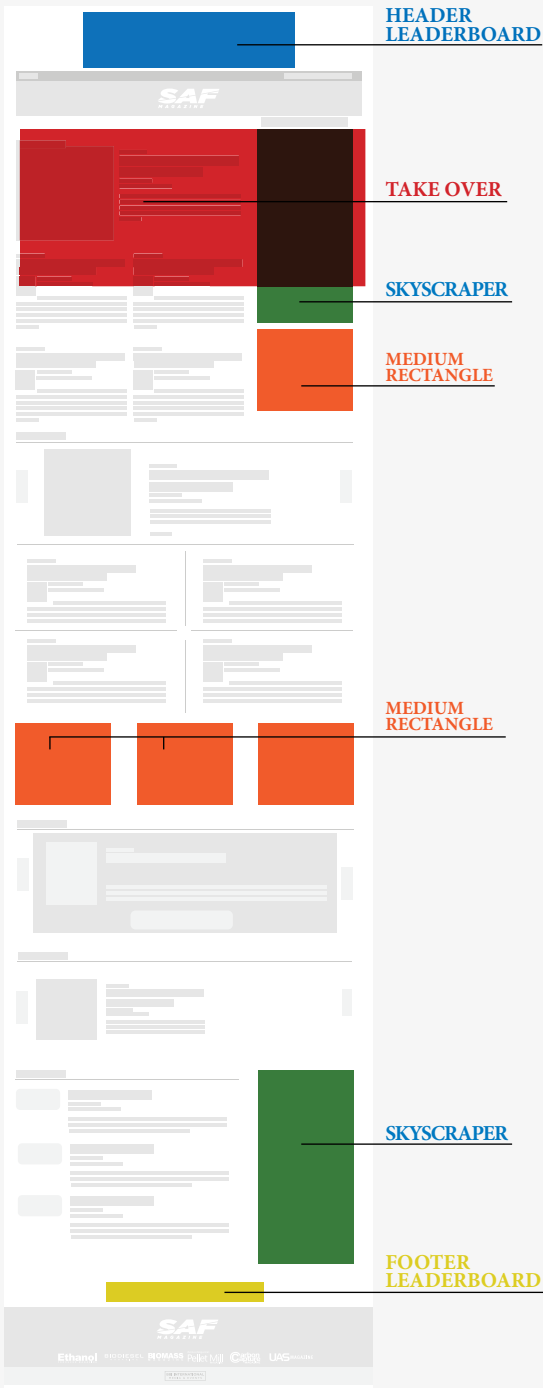


TONEL™ your solution for oil, fats, and renewable fuels. Enhance your refining process with state-of-the-art purification. Targeted impurity removal will be safeguarding your catalyst for advanced protection and optimal efficiency in your operations.

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 SAFMagazine.com

[Click & See Example](#)

SAFMagazine.com



4,250 avg. overall users/mo.
51,000 avg. overall users/yr.



7,500 avg. overall page views/mo.
90,000 avg. overall page views/yr.

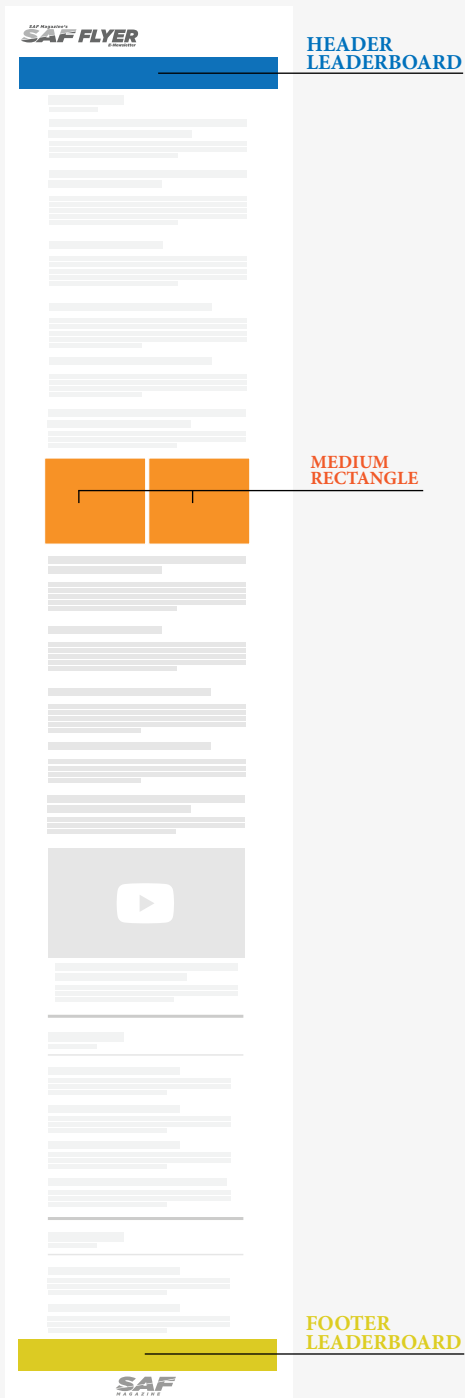
Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	2,043	2,271	2,967	820	na
Price/Mo.	\$349	\$349	\$195	\$95	\$4,995
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



[Click & See Example](#)

SAF Flyer E-Newsletter Example

Newsletter Stats

Collected Jan 1 - June 30, 2024

SUBS

158,000
Subscribers

10.41%
Open Average

3.42%
Click-Through Rate Average

Distributed every other Wednesday

Artwork due 1 week prior to the scheduled newsletter

	Header Leaderboard	Medium Rectangle	Footer Leaderboard
Weekly Impressions (average)	18,256	16,368	17,590
Price/Newsletter	\$395	\$395	\$99
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 SAFMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *SAF 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 for Upcoming Podcast Topics or Create Your Own Topic

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 (201,000+)
- Included on the weekly or biweekly e-newsletter (166,000+)
- Sent on all social media channels (1,400+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

Engagement:

- 917 YouTube Impressions
- 118 Views
- 89 Unique Views
- 10 Hours Viewed

Metrics above are averages per podcast, from 30 days

CUSTOM CONTENT

ADVERTISING OPTIONS

Press Release \$999

Showcase Your Product or Service
Send a press release to our news list

Includes:

- Personal press release sent to SAF Magazine's industry news email list (201K+)
- 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
SAF Magazine*

[Click & See Example](#)

Custom Designed Reprint Just \$499

**Were You Featured with
SAF Magazine?**

Showcase your article and expertise to potential customers!

Includes:

- *SAF 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 \$1,900 (a \$2,400 value)

Click Rates and/or Reports Delivered
for Each Medium

Includes:

- **Press Release**
Press release sent to 201,000 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

SAF MAGAZINE

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SAFMagazine.com

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
Issue 1	PRODUCTION R&D, Policy, Technology, Project Development, Plant Construction	2/17/2025	2/24/2025	International Fuel Ethanol Workshop & Expo Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel American Coalition for Ethanol Fly-In/Government Affairs Meeting CAAFI Conference
Issue 2 with Directory	FEEDSTOCK Supply and Sustainability; Procurement, Transportation and Storage; Pretreatment and Processing	7/28/2025	8/4/2025	North American SAF Conference & Expo 2026 Clean Fuels Conference 2026 Iowa Renewable Fuels Summit 2026 National Ethanol Conference 2026 Growth Energy Executive Leadership Conference

PRINT

RATES & SPECS

With Directory

[Click & See Example](#)

SAF Magazine/Directory

Magazine Issues

Issue 1

- Bonus Distribution**
- Int'l Fuel Ethanol Workshop & Expo (in all attendee bags)
 - Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
 - ACE Fly-In/Government Affairs Meeting
 - CAAFI Conference

ADS CLOSE **ART DUE**

2/17/2025 **2/24/2025**

Issue 2 w/ Directory

- Bonus Distribution**
- North American SAF Conference & Expo
 - 2026 Clean Fuels Conference
 - 2026 Iowa Renewable Fuels Summit
 - 2026 National Ethanol Conference
 - 2026 Growth Energy Executive Leadership Conference

7/28/2025 **8/4/2025**

Display Advertising Rates & Sizes

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

¹Bonus Medium Rectangle Online Ad Available with Directory Ad Purchase

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: 1/2 Pg H ONLY**

Rates	Ads	Sizes (w x h; inches)		Guidelines	
		Non-Bleed Ads	Bleed Ads	Trim Size	Live Area for Bleed Ads
\$3,389	Two-Pg Sprd	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375
\$1,995	Half-Pg Sprd	16 x 4.625	17.5 x 5.375	17 x 5.125	16.5 x 4.875
\$1,995	Full Pg	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375
\$1,321	H 1/2 Pg	7.5 x 4.625	9 x 5.375	8.5 x 5.125	8 x 4.875
\$1,150	H 1/3 Pg	7.5 x 3.375	9 x 4.125	8.5 x 4.125	8 x 3.625
\$1,321	V 1/2 Pg	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375
\$1,150	V 1/3 Pg	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375
\$499	Directory ¹	3.7 x 3.23	NA	NA	NA

Additional Advertising Options

Call for pricing

- Coverwraps** Cover wraps are attached to the front of the magazine. Prices vary by issue.
Bellybands Bellybands wrap around the outside of the magazine. Prices vary by issue.
Inserts/Outserts Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

Print Directory Section

Issue 2, SAF Magazine

Listing deadline for print: 7/9/2025

Sign-Up - Free Listing

SAFMagazine.com

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 SAF 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 AD

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 SAF Magazine's Directory homepage with the purchase of a display ad.



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-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.

CREATING ARTWORK

In-house Production: SAF 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 SAF 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 SAF 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. SAF 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. SAF 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).
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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.