



# SAF MAGAZINE

2026 MEDIA KIT

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



**BBI INTERNATIONAL  
MEDIA & EVENTS**

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# 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.

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## Contributing

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

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

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SAF  
MAGAZINE IS THE  
**PREMIER  
SOURCE**

OF NEWS AND INFORMATION  
ABOUT THE SUSTAINABLE  
AVIATION FUEL INDUSTRY

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COO

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# MULTICHANNEL MARKETING

## WHO WE REACH

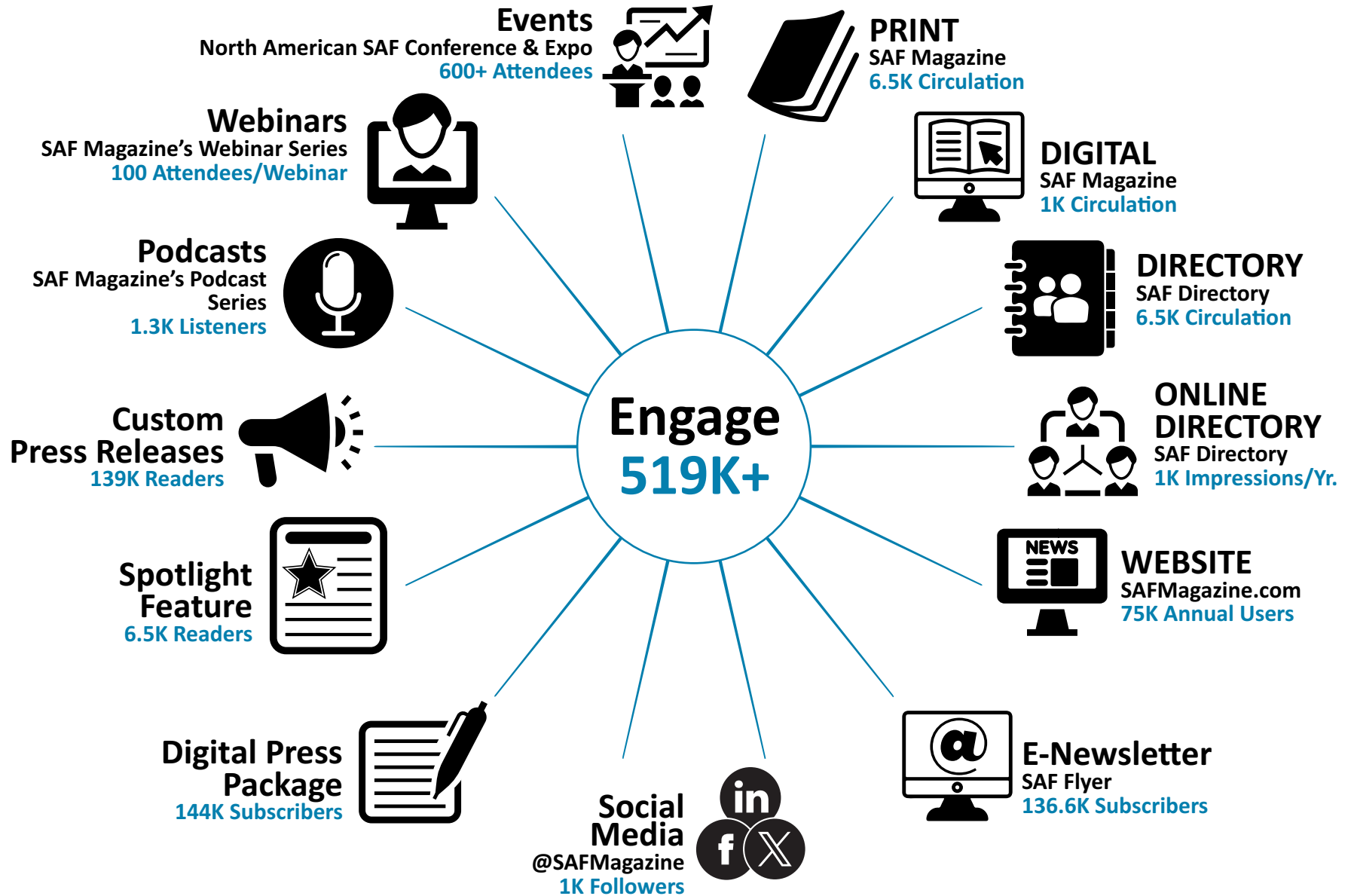
### Why B2B Multichannel Marketing is Important:

**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**  
ALLIANCE AMERICA

The benefits keep growing.  
cleanfuels.org

**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. Keep your cash cow flowing with reliable pre-treatment of your catalyst feed. Beef up your filtration system. And eliminate unplanned shutdowns.

**FTC** 713.849.0849  
ftc-houston.com

**VP BE**  
VIBRAPP BE & E

**DESIGN-BUILD EXPERTS**

Define your projects. A start-up project has lots of components from financing, locating equipment and contractors, and managing the day-to-day operations. BE&E offers complete construction management services to take the risk out of this process. We have prequalified vendors and two decades of experience in the biomass bulk handling sector. Keep your project on track with a supplier that will take you from planning to startup.

**E-P-C-M TURN-KEY SOLUTIONS**

- Manufacturers of the **VIBRAPP**™ line of vibratory conveyors. Works in conjunction with the **SMART**™ system. Designed to sort, separate and move bulky materials from receiving stage to distribution.
- Construction of facility operations building
- Base rock and concrete machinery foundations
- Finished access roads and work area access pads
- Supply of all electrical components, controls and machinery
- Electrical connections from transformer
- Installation and startup
- Training on all supplied machinery
- CMMS maintenance program
- Technical support

**STORAGE/RECLAIM**  
**FEEDER/SURGE BIN**  
**SMART™ CONVEYOR**  
**SMART™ FLOOR**

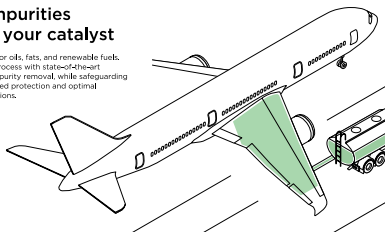
1-813-320-0864 info@vibromech.com

**CLARIANT**

**TONSIL™**

**Purify all your feedstocks  
Remove impurities  
Safeguard your catalyst**

TONSIL™ your solution for oils, fats, and renewable fuels. Enhance your refining process with state-of-the-art purification, targeted impurity removal, while 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



**8,476** avg. overall users/mo.

**101,715** avg. overall users/yr.



**12,244** avg. overall page views/mo.

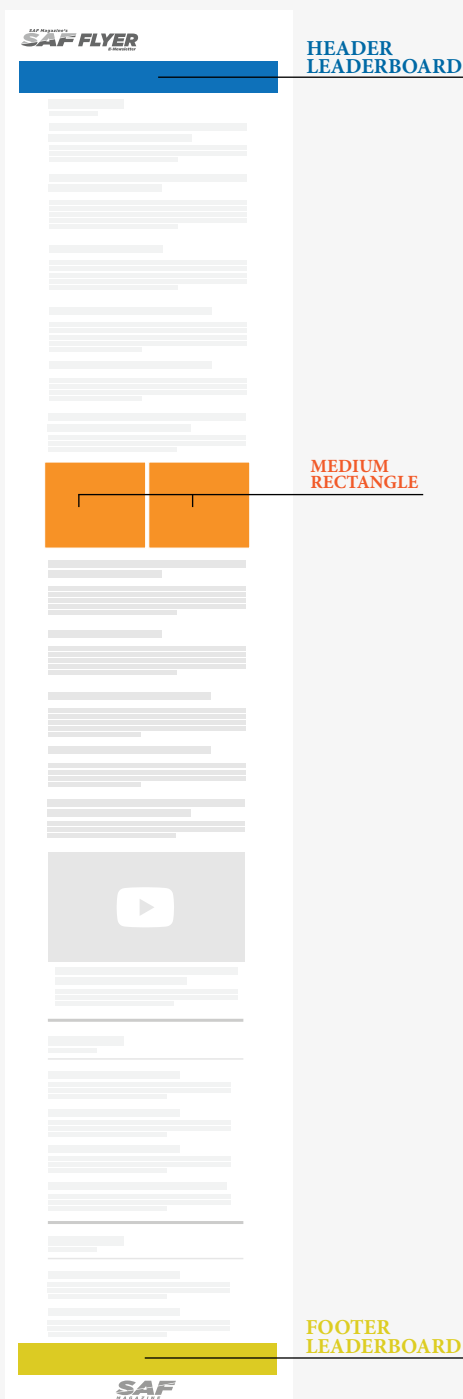
**146,928** avg. overall page views/yr.

Artwork due 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
Monthly Impressions (average)	3,494	3,943	5,424	1,403	na
Price/Mo.	\$369	\$369	\$205	\$99	\$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\*

Note: Average monthly impressions for each ad in this position



# EMAIL ADVERTISING



[Click & See Example](#)

SAF Flyer E-Newsletter Example

## Newsletter Stats

Collected July 1, 2024 - June 30, 2025

**SUBS**  
  
**136,600**  
Subscribers

  
**11.74%**  
Open Average

  
**3.31%**  
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)	19,784	18,797	19,939
Price/ Newsletter	\$415	\$415	\$105
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



[Click & See Example](#)

*Example of  
SAF Magazine  
Webinar Series*



## 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 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 \$7,875

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

Discover Upcoming Podcast Topics or Create Your Own

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Company Interview \$1,249/podcast Podcast Sponsor \$519\*

\*Includes 15-second commercial script read twice during the podcast

### Benefits Include:

#### Reach:

- Dedicated email sent promoting the podcast (201,000+)
- Included on the biweekly e-newsletter (136,000+)
- Sent on all social media channels (1,000+ followers)
- 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

### 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](#)

### Press Release \$1,049

#### 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 (139K+)
- 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](#)

### Digital Press Package \$1,995 (a \$2,349 value)

Click Rates and/or Reports  
Delivered for Each Medium

##### Includes:

###### • Press Release

**Press release sent to 139,000 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 \$3,145

#### Product & Services Spotlight Feature [Limited Availability](#)

**Spotlight Feature bookings include the following benefits:**

- A custom story containing info about your company, its products, services and/or industry insight
- The feature article mailed to 6,500 readers
- Print article posted on SAF 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**

\* Call for Full-Page Spotlight Feature Rates

*Spotlight Feature*

# EDITORIAL CALENDAR

## SAF MAGAZINE

[Click & See Example](#)

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

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>Issue 1</b>	PROJECT DEVELOPMENT <ul style="list-style-type: none"> <li>• Finance &amp; Permits</li> <li>• Policy &amp; Incentives</li> <li>• Plant Design &amp; Construction</li> <li>• Technology &amp; Equipment</li> </ul>	2/16/2026	2/23/2026	International Fuel Ethanol Workshop & Expo Sustainable Fuels Summit: SAF, Renewable Diesel & Biodiesel American Coalition for Ethanol Fly-In/Government Affairs Meeting 2026 Sustainable Aviation Fuels Summit European Biomass Conference - digital distribution
<b>Issue 2</b> with Directory	FEEDSTOCK & LOGISTICS <ul style="list-style-type: none"> <li>• Feedstock Supply, Sourcing, Collection &amp; Preparation</li> <li>• Pretreatment &amp; Production</li> <li>• Supply Chain Strategy &amp; Partners</li> <li>• Offtake Agreements &amp; End Markets</li> </ul>	7/27/2026	8/3/2026	North American SAF Conference & Expo 2027 Clean Fuels Conference 2027 Iowa Renewable Fuels Summit 2027 National Ethanol Conference 2027 Growth Energy Executive Leadership Conference

# PRINT RATES & SPECS With Directory

[Click & See Example](#)

SAF Magazine/Directory

## Magazine Issues

Issue 1	ADS CLOSE 2/16/2026	ART DUE 2/23/2026
<b>Bonus Distribution</b> <ol style="list-style-type: none"> <li>Int'l Fuel Ethanol Workshop &amp; Expo (in all attendee bags)</li> <li>Sustainable Fuels Summit: SAF, Renewable Diesel &amp; Biodiesel</li> <li>ACE Fly-In/Government Affairs Meeting</li> <li>2026 Sustainable Aviation Fuels Summit (in all attendee bags)</li> <li>European Biomass Conference (digital distribution)</li> </ol>		
Issue 2 w/ Directory	7/27/2026	8/3/2026
<b>Bonus Distribution</b> <ol style="list-style-type: none"> <li>North American SAF Conference &amp; Expo</li> <li>2027 Clean Fuels Conference</li> <li>2027 Iowa Renewable Fuels Summit</li> <li>2027 National Ethanol Conference</li> <li>2027 Growth Energy Executive Leadership Conference</li> </ol>		

## Display Advertising Rates & Sizes

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

\*Bonus 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
\$3,559	Two-Pg Sprd	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375
\$2,095	Half-Pg Sprd	16 x 4.625	17.5 x 5.375	17 x 5.125	16.5 x 4.875
\$2,095	Full Pg	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375
\$1,389	H 1/2 Pg	7.5 x 4.625	9 x 5.375	8.5 x 5.125	8 x 4.875
\$1,209	H 1/3 Pg	7.5 x 3.375	9 x 4.125	8.5 x 4.125	8 x 3.625
\$1,389	V 1/2 Pg	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375
\$1,209	V 1/3 Pg	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375
\$525	Directory*	3.7 x 3.23	NA	NA	NA

## Additional Advertising Options

Call for pricing

**Coverwraps**  
**Bellybands**  
**Inserts/Outserts**

Cover wraps are attached to the front of the magazine. Prices vary by issue.  
 Bellybands wrap around the outside of the magazine. Prices vary by issue.  
 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: 7/15/2026**

## 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](mailto: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).  
**Method of Distribution:** U.S. Postal Service  
**Subscription Prices:** Subscriptions to SAF 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.CarbonCaptureMagazine.com](http://www.CarbonCaptureMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)

# 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.