

**Carbon Capture Journal tells the story of the enormously exciting CO2 capture and storage business around the world. The world of CO2 capture and sequestration is now unfolding in front of our eyes after many years of waiting. We see big projects finally under construction, particularly in NW Europe / UK, US and Canada, and Australia.**

People knocked carbon capture for decades and some still do, saying it did not work and was not 'commercially viable'. We can see now that commercially viable depends on the costs of the alternative - which until now has been (mainly) free unabated emission. But now there are increasingly costs to emitting carbon around the world.

More and more people, including policy makers and the public, recognise that putting CO2 into the ground makes sense while we are taking fossil fuels out of the ground, and the existence of a carbon capture industry is not hindering the development of renewables. And it is needed for industries which emit CO2 as part of their core processes, not just from fuel consumption, such as cement and steel.

The developments so far are already opening up new business models and products, including capture equipment in modular form, direct air capture, providing storage as a service, CO2 transport, producing blue ammonia / hydrogen, and managing pipelines.

The Global CCS Institute's report, "Global Status of CCS 2021", the most recent available at time of writing, say that the CCS project pipeline grew from 75m tonne a year CO2 sequestration at the end of

2020, to 110m tonnes

## Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

Print / pdf advertising - large printed (or pdf ) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading e-mail. Print advertising can have a long shelf-life, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.

Banner advertising (on website or newsletter) - fast results - book an ad on Monday, it can go online on Monday, to our global audience.

Event sponsorship - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event which attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

**The next few pages will explain our offerings in more detail.**



**Our print magazine, Carbon Capture Journal, founded in 2008, is read by people who might make or influence purchase decisions about carbon capture projects, including in government, power companies and oil and gas companies.**

Each issue has sections on policy, projects, capture and storage, and we have a program of regional updates through the year (UK, EU, Canada, Australia, US and Asia).

Here is a guide of some of the companies who have employees who have requested and receive the print magazine.

## **Europe**

Austria - Andritz AG

Belgium - IOGP

Finland - Neste Jacobs

France - Ecole des Mines de Paris, INERIS, IFP Energies Nouvelles, Air Liquide, Prosernat, SPX

Germany - GE Carbon Capture, BASF, Forschungsinstitut der Zementindustrie, HeidelbergCement Technology Center, MAN Diesel & Turbo, MAN Turbo

Greece - DNV Research and Innovation

Luxembourg - BQUE Europ Investissem

Netherlands - NAM, Shell Downstream Services, Shell Global Solutions, Shell International Exploration and Production, TNO PID Dept., European Commission Joint Research Centre

Norway - GassTek Mobile, Oljedirektoratet, TCM DA, Aker Clean Carbon AS, Det Norske Veritas, Ross Offshore

## Calendar

### Issue 91 - January/February 2023

- Leaders: review of 2021
- Special topics: focus on UK & additional section on Japan
- CCJ conference reports
- Storage capacity estimation
- Climate change policy

Booking deadline: Dec 4 2023

Ad copy deadline: Dec 11 2023

Publication date: Jan 1 2023

### Issue 92 - Mar/Apr 2023

- Leaders: focus on Canadian projects, policy and research
- Special topic: CO<sub>2</sub>-EOR
- Developments with non-amine capture
- Materials for CO<sub>2</sub> capture
- Policy of CO<sub>2</sub> emissions management

Booking deadline: Feb 9 2023

Ad copy deadline: Feb 16 2023

Publication date: Mar 1 2023

### Issue 93 - May/June 2023

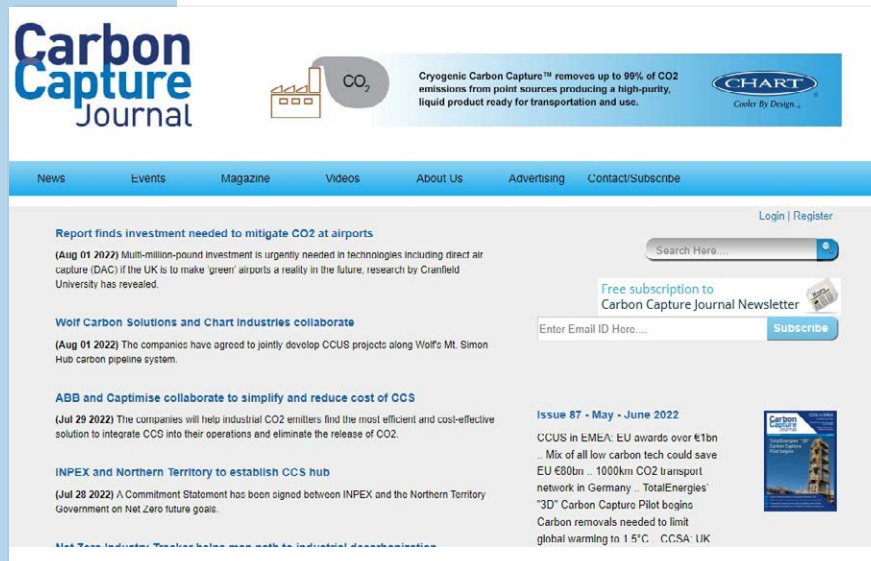
- Leaders: focus on EU, Middle East and Africa
- Special topic: CO<sub>2</sub> monitoring and verification
- CO<sub>2</sub> capture from air
- CO<sub>2</sub> shipping
- Pipeline safety and reliability
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# Email and website banner advertising

**The Carbon Capture Journal e mail newsletter is sent every Monday to around 7,000 people and typically sees about 1500 opens and 500 clicks.**

Carbon Capture Journal has a website and weekly e-mail newsletter, which all offer advertising opportunities.

The website sees average sessions per month of about 2,700, and average pages per session of 1.57. The top 10 countries for traffic are France 29%, UK 15%, US 15%, Canada 5%, Australia 4%, Norway 3%, India 3%, Germany 3%, Japan 3%, South Korea 3%.



The e-mail newsletter is typically sent to 6400 people (calculated as "sent" minus "bounces"), with about 1500 opens.

On the website, we offer a 728 x 90 pixel banner at the top of the page

**A sponsored webinar provides your company with an opportunity to tell its story and engage directly with the audience.**

Carbon Capture Journal has run a number of webinars during 2021-2022 together with its sister company, Finding Petroleum. The team have also produced 50 webinars on maritime decarbonisation and digitalisation together with its sister company Digital Ship / Vessel Performance Optimisation.

**Our standard webinar package includes:**

Your company as sole sponsor of a webinar

Working with you to develop a compelling title and story which would appeal to carbon capture and storage specialists

Promotion of the webinar to our entire e-mail list, including mention of the sponsorship

Operating the webinar with our skilled moderators



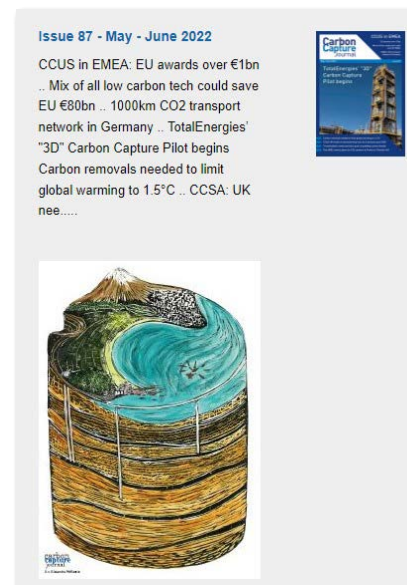
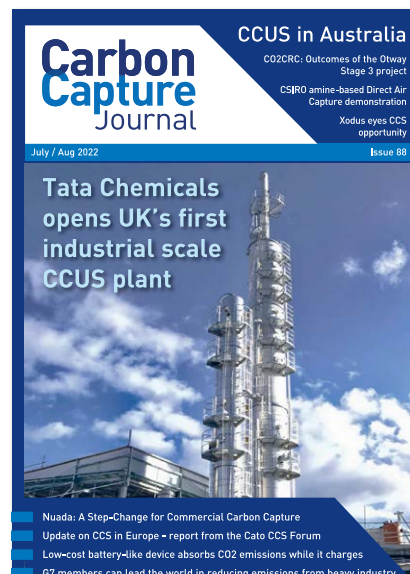
# Sample publishing package options - display + banner adverts

Front cover full page advertisement + masthead citation  
+ full page inside advertisement  
**£4,500**

Full page advertisement + 4 weeks leaderboard banner on website  
**£4,000**

Leaderboard banner on 4 issues of newsletter + e-mail blast  
**£5,000**

Contact us to request a package relating to your specific interests



# About Carbon Capture Journal

Carbon  
Capture  
Journal

**Carbon Capture Journal was founded in 2008. We publish a bi-monthly print magazine, a weekly e-mail newsletter.**

It is edited and co founded by Keith Forward, who has 20 years' experience as a journalist in energy and shipping, and studied physics at Imperial College, London.

It is published by Karl Jeffery, who also edits Digital Energy Journal and publishes Tanker Operator magazine, and studied chemical engineering in Nottingham University, UK.

Carbon Capture Journal is published by Future Energy Publishing Ltd, based in London. We also publish Digital Energy Journal (about digital technology in upstream oil and gas), Tanker Operator (about deep sea tanker operations), and organise 30 conferences a year. Our focus is keeping energy supplies and climate sustainable and affordable.

## PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP

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**Future  
Energy**  
PUBLISHING LTD.

**Advanced Manufacturing to Drive Down Capture Costs**  
Improving Performance Through Additive Manufacturing