

The carbon capture, storage and utilisation industry has finally arrived. Across the world - US, Canada, Europe, Middle East, Malaysia, Japan, Australia - we are seeing projects finally getting built.

But it is not an easy technology. The main challenge is managing capex and energy consumption; other challenges include ensuring promised capture rates are achieved, avoiding hydrate formation and managing impurities, and ensuring construction continues as initial government funding levels are not sustained. These are the challenges Carbon Capture Journal addresses.

Our magazine has been published continuously since 2008 under the same editor, and has seen many ups and downs in interest in CCUS during this time. In 2025 the interest should be sustained. But only if the technology can be demonstrated to work well at manageable costs.

In our magazine we share experiences building projects around the world. We share new technology developments. We address supplementary markets, including for CO<sub>2</sub> carriers (tankers) and direct air capture. People involved in

carbon capture and storage turn to our magazine for the best advice and assistance in making sure projects work well, and to keep up to date with technology and market developments.

Not everybody believes the world needs carbon capture. We believe carbon capture will be necessary until at least 2060, when there could be sufficient volumes of renewable energy available to replace it. And it also provides an insurance if renewable energy is not available by then, or if large volumes of direct air capture (perhaps combined with solar energy) are required to get CO<sub>2</sub> in the atmosphere back to healthy levels.

If your company provides products and services for the carbon capture market, we offer an unbeatable access to a focussed international market of potential buyers. We offer full page advertising in our print magazine, which is available as a pdf download on our website, the latest issue but one available free. We also offer banner advertising in our weekly e-mail newsletter, and sponsored webinars.

PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP

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## 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.



## Calendar

### Issue 103 - January/February 2025

- Leaders: review of 2024
- Special topics: focus on UK & additional section on Japan
- CCJ conference reports
- Storage capacity estimation
- Climate change policy

Booking deadline: Dec 4 2024

Ad copy deadline: Dec 11 2024

Publication date: Jan 1 2025

### Issue 104 - Mar/Apr 2025

- 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 2025

Ad copy deadline: Feb 16 2025

Publication date: Mar 1 2025

### Issue 105 - May/June 2025

- 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

Booking deadline: Apr 13 2025

Ad copy deadline: Apr 20 2025

Publication date: May 1 2025

### Issue 106 - July/August 2025

- Leaders: focus on Australia
- Special topic: CCS in industrial applications
- Latest developments with amines
- CCS technical and economic modelling
- CO<sub>2</sub> capture retrofit

Booking deadline: June 8 2025

Ad copy deadline: June 15 2025

Publication date: July 1 2025

### Issue 107 - Sept/Oct 2025

- Leaders: focus on US
- Special topic: CO<sub>2</sub> compression technology review
- Improving CO<sub>2</sub> capture efficiency
- CCS in developing countries and the Clean Development Mechanism
- CCS project financing - quantifying risks

Booking deadline: Aug 10 2025

Ad copy deadline: Aug 17 2025

Publication date: Sept 1 2025

### Issue 108 - Nov/Dec 2025

- Leaders: focus on Asia
- Special topic: CO<sub>2</sub> re-use technology
- Revenue streams from CO<sub>2</sub> use
- CCS with hydrogen or syngas production
- Boiler technologies including oxyfuel and CFB

Booking deadline: Oct 11 2025

Ad copy deadline: Oct 18 2025

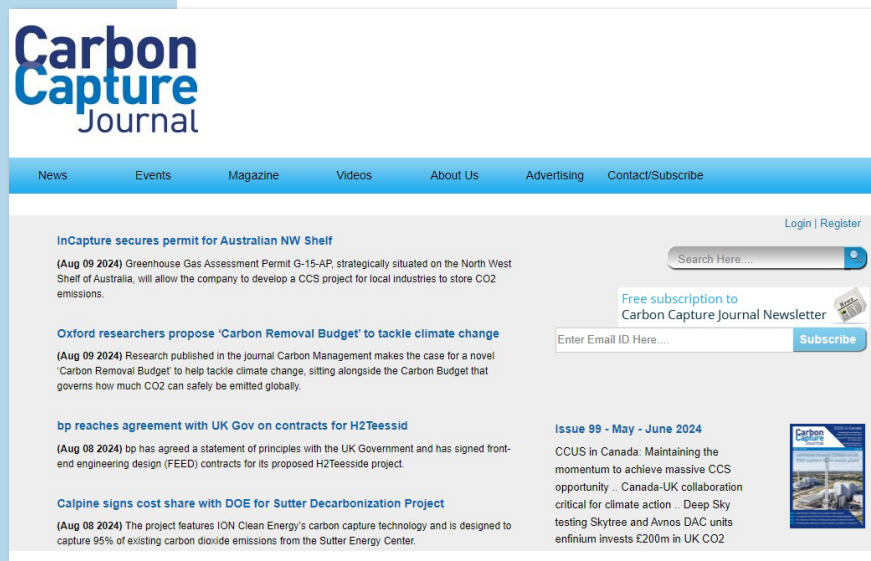
Publication date: Nov 1 2025

*\* Dates are subject to change*

**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 (leaderboard) for £1950 per month, or a banner in the right hand column, 375 x 100 pixels, for £1250 per month.

On the newsletter, we offer a 375 x 100 pixel banner, £2,000 per month (4 insertions)

**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 together with its sister company, Finding Petroleum. The team have also produced 150 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

**Projects & Policy**

## ECO-AI workshop and hackathon fuels innovation in CCS

From March 11th to March 15th, 2024, Heriot-Watt University hosted a novel collaborative event aimed at harnessing the power of artificial intelligence (AI) to tackle the challenges of achieving Net Zero through CCS, underpinning the importance of collaboration, innovation, and determination in building a more sustainable world for future generations.

The ECO-AI Workshop and hackathon brought together a diverse array of researchers, professionals, and students from across the world to explore the potential of AI in CCS. The event was held at Heriot-Watt University in Edinburgh, Scotland, and was supported by the Scottish Government and the UK Government.

Professor Ahmed H. Elshahhat from the School of Energy, Geosciences, Infrastructure and Society at Heriot-Watt University is the project lead. "The ECO-AI Workshop and Hackathon signifies a significant stride forward towards Net Zero goals," he said. "By integrating AI, we're delving into promising territory for sustainability. It's a reminder that with concerted effort and persistence, we can achieve tangible progress in tackling the complexities of carbon capture and storage."

The two-day workshop kicked off with an evening lecture from the ECO-AI project team at Heriot-Watt University and Imperial College London. Participants delved into a wide range of topics during the AMNZ pre-joint talks and academic presentations. These included discussions on digital twins and data science making for Net Zero order accuracy, as well as incorporating emerging and large-scale demonstration opportunities for CCS in integrated decision-making in complex systems.

Academic talks covered topics such as Hybrid AI and physical modelling for accurate and rapid environmental prediction and management, optimising carbon capture using machine learning, and machine learning for CCS process design and optimisation.

The event provided opportunities for networking and collaboration, allowing participants to connect with leading experts, professionals, and industry experts in the field of environmental science. Through discussion and networking sessions, attendees gained insights into AI's role in achieving Net Zero.

**More information**  
Read more at: [www.hw.ac.uk](http://www.hw.ac.uk)

**Projects & Policy**

## CCUS: Accelerate deployment to keep 1.5°C alive

With the world again heading for record yearly greenhouse gas emissions in 2024, the need for accelerating a just energy transition has never been greater.  
By Tegan Norster, Rotating Machinery Engineer, DNV.

Research from the EU's Copernicus Climate Change Service made for a sobering read in 2024. According to the scientific body, 2023 was the hottest year on record, with global temperatures averaging over 15°C, putting the odds of the Paris Agreement being met at 2.2%.

It's a prediction backed up by DNV's latest UK Energy Transition Outlook (ETO) report, which highlights a worsening trend towards 2.2°C global warming scenario.

**Fossil fuels aren't going anywhere**

As it stands, close to 80% of all UK primary energy supply comes from fossil fuels, as shown in Figure 1. Fossil fuels include oil, coal and gas, of which gas now 50% to produce in the UK and the remainder imported. Even with expected build-out of renewables, the ETO forecasts that fossil fuels are expected to continue as the primary energy supply for the next decade, accounting for 70% of the UK's primary energy in 2030.

By the middle of the century, the picture will change significantly and DNV predicts an uptake in low-carbon energy sources, such as hydrogen, nuclear energy, wind and solar photovoltaics (PV). Despite this strong shift, a third of the UK primary energy supply will still be fossil fuels, dominated by their remaining substantial use in household heating and aviation. Hydrogen and their electrical carbon dioxide (CO<sub>2</sub>) emissions even likely to feature in UK energy systems for decades to come.

As progress is slow towards a decarbonised energy system, there is responsibility to ensure that the energy transition is done in a way that is to be inclusive and equitable to people.

**Carbon capture and storage deployment in the UK**

Deploying carbon capture and storage (CCS) will be critical for meeting net zero by 2050. It is an indispensable tool, one that can be utilised in existing industrial sectors, enabling the decarbonisation of critical, hard-to-abate and hard-to-diversify industries. In some sectors, like cement manufacture, producing CCS is unavoidable, but in 2020 the UK still used cement. Here, CCS currently stands out as one of the few viable decarbonisation solutions and, pending a major technological breakthrough, is likely to remain so for some time.

Moreover, CCS infrastructure also paves the way for the large-scale rollout of Carbon Dioxide Removal (CDR) initiatives. Each tonne of CO<sub>2</sub> captured by CCS prevents that tonne of CO<sub>2</sub> from entering the atmosphere, reducing the net emissions of the sector. In the long term, CDR can be used to remove CO<sub>2</sub> from the atmosphere and store it in geological storage.

**UK primary energy supply by source**

Units: TWh/yr

Year	Nuclear	Other renewables	Variable renewables	Imported fossil fuel	UK-sourced fossil fuel
1960	1%	1%	1%	41%	54%
1970	2%	2%	2%	41%	53%
1980	3%	3%	3%	41%	50%
1990	4%	4%	4%	41%	47%
2000	5%	5%	5%	41%	44%
2010	6%	6%	6%	41%	41%
2020	7%	7%	7%	41%	38%
2030	8%	8%	8%	41%	35%
2040	9%	9%	9%	41%	32%
2050	10%	10%	10%	41%	29%

Percentages are rounded and might not add up to 100%. Historical data source: IEA WEO (2023).

**More information**  
Read the full report at: <https://www.dnv.com/energy-transition/uk-energy-outlook>

**Projects & Policy**

## CCUS in Canada

**Leaders**

**Conclusions**

The world shows that Canada has rich potential for large-scale carbon capture and storage (CCS) in its oil sands, natural gas processing, and pulp and paper mills. Canada's geology is proven to be able to support nearly 600 Gt of potential storage, 99% of which is in the deep Canadian sands spanning large parts of Alberta, Saskatchewan, and Manitoba.

The CCS opportunity varies significantly by province and then further by region at the provincial, rather than national, level. Alberta has a large CCS opportunity. It currently has the most developed carbon management infrastructure of all of the provinces. This infrastructure can support deployment of CCS for permanent carbon storage at a number of major point-source emission sites, as well as serve as the basis for expansion to other emission sources in relatively close proximity to these assets.

In Saskatchewan, which has 70% of Canada's proven oil reserves, CCS offers the potential to capture CO<sub>2</sub> from existing oil sands production and store it in the oil sands. This is a natural fit, as the oil sands are a natural sink for CO<sub>2</sub> and the CCS infrastructure can be built on existing oil sands infrastructure. However, the oil sands and related sectors have lower concentrations of CO<sub>2</sub> in their emissions streams, which means the cost of capture for existing facilities. For these facilities to be able to apply CCS most economically, lowering the cost of transportation and storage will be important to help balance these higher capture costs.

For Ontario, the limited base potential identified in this study — along with the lack of existing CCS infrastructure — suggests that the province may need a subsidy approach to CCS development that is coupled with additional measures to address large point-source emissions.

Although both provinces from these sectors are much lower than first oil sands and natural gas processing, analysis indicates that in some regions, developing CCS for these sectors may be of interest. We note, however, that capturing these emissions would require additional infrastructure, due to their distance from existing oil sands infrastructure.

Overall, there is significant untapped potential in Canada for CCS deployment with respect to infrastructure and geology — particularly for the oil sands and oil sands sectors. Development of new CCS would allow a greater consideration of costs, risks, and other factors at each specific location. Such work will help better inform the role of carbon capture in Canada's net-zero emissions reduction opportunities and net-zero future.

**More information**  
Read the full report at: <https://climatepolicy.ca>

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1980	3%	3%	3%	41%	50%
1990	4%	4%	4%	41%	47%
2000	5%	5%	5%	41%	44%
2010	6%	6%	6%	41%	41%
2020	7%	7%	7%	41%	38%
2030	8%	8%	8%	41%	35%
2040	9%	9%	9%	41%	32%
2050	10%	10%	10%	41%	29%

Percentages are rounded and might not add up to 100%. Historical data source: IEA WEO (2023).

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# 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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