

BIOENERGI

tema:

**FJÄRR- OCH
KRAFTVÄRME**

EL & VÄRME
Blokraften ökar –
Ny biokrafttarta
följer med tidningen

NYA PROJEKT
Fakun bygger
pelletskombinat

BIOENERGI I LANTBRUKET
Halm vanligt bränsle i Skåne
och Danmark

FJÄRRVÄRME
Populärt bland
villägare i Kalmar

**MEDIA KIT AND
PRICELIST FOR 2012**

SEE YOU IN BIOENERGI 2012!

In 2012, we plan to increase circulation of the magazine Bioenergi significantly. We will do this by selecting new emerging target groups sending them the magazines with the most relevant themes. The goal is to greatly increase the magazine's baseline circulation!

Bioenergi continues to be the leading magazine in the Nordic countries within the bioenergy field. We cover all aspects of the industry, we follow the development and present a number of overviews and summaries showing the actors in the industry.

In 2012, we will continue with our supplement feature Bioenergi Fastighet, which comes out twice a year in Bioenergi No. 2 and No. 4. Here we focus on robust solutions and convenient systems for heating of houses, buildings and industries.

Between 2009 and 2010 the total use of bioenergy in Sweden increased with more than ten percent, or 14 TWh, to 141 TWh. It is the fastest increase in bioenergy use to date. If you want to ensure that you will be a part of this continued growth on the Swedish market you need to be seen in Bioenergi during 2012.

See you!

Anders Haaker, Editor in Chief

PS. BIOENERGI + BIOENERGY INTERNATIONAL = TRUE

We are now both under the same roof, ask us for good package deals.



Photo: Mikael Dankler

Anders phone. +46 (0)8-441 70 95
anders.haaker@bioenergidningen.se

REACH AN INTERESTED AND QUALIFIED AUDIENCE WITH BIOENERGI!

Here is a selection of results from the reader survey conducted by Ardeo on Bioenergi in 2010.

The essential characteristic findings of this survey when comparing with other journals are:

- A large number of readers read every single edition
- The average reading time is unusually long
- It is a very qualified audience that reads Bioenergi
- The average income is relatively high

The total score for Bioenergi is 3.9 on a 5-point scale. 14% rate it 5 = very good and 64% rated it 4. Nobody gives Bioenergi the lowest rating and only a few (2%) gives it grade 2.

SECTORS

- Nearly 20% are working in forestry, which is the most common industry for our readers.
- Heat and/or power utilities 12%
- Biofuels incl. the pellet industry 12%
- Municipalities and other public bodies 11%
- Manufacturing industry 10%
- Energy 8%

Other industries: sawmills, other wood processing industries, agriculture, construction, real estate, transportation, fuel, government agencies, education, research & development

OCCUPATION / JOB FUNCTION

- 17% are CEO / president of their organisation
- 16% department/section managers
- 10% self-employed
- 8% consultants
- 8% project managers
- 6% head of marketing/sales
- 6% operational staff
- 4% engineers

Other categories: Energy advisor, dealers / installers, purchasers, administrators, foresters

READING HABITS

- 94% of respondents said that they read or look at all six issues.
- 20% of respondent stated that they read everything or almost everything in the magazine whereas 75% that they read about half, or single items. A few say that they only browse through the magazine.
- Almost 25% of respondents spend over 1 hour reading the magazine, 1 of 3 devotes between 30 minutes and 1 hour to the magazine.
- More than half of the respondents say that more staff within the company read their copy of the magazine. As much as 15%, more than 4 people, are reading it!

Please contact us if you want to know more about readership survey.

TERMS AND CONDITIONS

All prices are excluding VAT.

Prices are valid only upon delivery of complete, digital, material to our specifications.

We offer our loyal customers a discount. Booking of three ads will receive 15% discount.

Booking in all the numbers gives 20% discount.

TECHNICAL DATA

Circulation: 4 000 copies

Paper format: 220 x 280 mm

Full page area: 220 x 280 + 3 mm bleed

Type area: 185 x 250 mm

Printing technique: Offset

Digital material: Digital material as a high resolution pdf, everything included, images 300 dpi, CMYK. Please use the current job options and ICC profiles. These can be found at www.bioenergitidningen.se.

Bioenergi is a member of the Swedish Magazine Publishers Association.

AD DELIVERY

Send your ad material to Malin Fredriksson:
annons@bioenergitidningen.se

We can help you with ad work against cost.
Contact Ilias Varzakakos for more information.



CONTACT ME FOR YOUR BOOKING:

Ilias Varzakakos: +46(0)8-441 70 76,
ilias@bioenergitidningen.se or

Nina Soliva: +46(0)8-441 70 75, nina@bioenergitidningen.se

MODULES

Ad modules are found in Bioenergi-guiden. This is a cost effective way to appear in every issue of the magazine. It is important to be available with contact information, logo and key words for the business. The contact cost is very competitive!

JOB POSTINGS

A job ad in Bioenergi spurs the recruitment process when you need to find qualified people with experience in the field of bioenergy. Contact Ilias Varzakakos or Nina Soliva for more information on our customized advertising solutions.

WE ARE WORKING WITH BIOENERGI

Anders Haaker, Editor in Chief

+46(0)8-441 70 95, anders.haaker@bioenergitidningen.se

Ilias Varzakakos, Marketing, advertising (substitute)

+46(0)8-441 70 76, ilias@bioenergitidningen.se

Sofie Samuelsson, Marketing, advertising, Editor Bioenergi Fastighet (parental leave)

+46(0)8-441 70 92, +46(0)708-81 97 01,
sofie@bioenergitidningen.se

Nina Soliva, Orders Bioenergi Fastighet, advertising

+46(0)8-441 70 75, nina@bioenergitidningen.se

Anna Åkerblom, Subscriptions, economy

+46(0)8-441 70 86, ekonomi@bioenergitidningen.se

Malin Fredriksson, Production

+46(0)8-441 70 98, malin@bioenergitidningen.se

HEAD OFFICE

Bioenergi, Torsgatan 12, floor 3, 111 23 Stockholm, Sweden
Ph. +46(0)8-441 70 95, Fax +46(0)8-441 70 89,
info@bioenergitidningen.se

BRANCH OFFICE

Bioenergi, Norra Torngatan 10 A, 531 30 Lidköping, Sweden
Ph. +46(0)8-441 70 92, +46(0)708-81 97 01
sofie@bioenergitidningen.se

GENERAL INFORMATION

Owner: Svenska Bioenergiföreningens Service AB
Contact: kjell.andersson@svebio.se

WE WELCOME YOUR FEEDBACK!

Contact us:
info@bioenergitidningen.se or call us on:
+46(0)8-441 70 95, www.bioenergitidningen.se

PUBLISHING PLAN FOR 2012

No	Deadline:	Release:	Main theme:			In every issue:
1	25 January	17 February (v.7)	FUEL SUPPLIERS	Education		SOLID BIOMASS - forest fuels - pellets - agrifuels - peat
2	7 March	30 March (v.13)	EQUIPMENT SUPPLIERS	Suppliers of services	Consultants	BIOFUELS & TRANSPORT
3	25 April	16 May (v.20)	BIOENERGY IN THE INDUSTRY	Economy	Export	HEATING AND ELECTRICITY - District heating/small scale and electricity - equipment - systems
4	22 August	14 September (v.37)	BIOGAS AND GASIFICATION	Bio oils	Bioenergy in the agricultural sector	NEW PROJECTS
5	3 October	26 October (v.43)	CHP AND DISTRICT HEATING	Biofuels & transport		PRICES & MARKETS RESEARCH & DEVELOPMENT
6	21 November	14 December (v.50)	WASTE FOR ENERGY	Trade	Distributed heat	LATEST NEWS - companies - politics - environment

MORE ABOUT THE CONTENT:

No 1. We present the Swedish suppliers of biomass fuels in a big overview and all courses at universities and colleges with a focus on bioenergy.

The map "Pellet factories in Sweden" is included and is also distributed as reprints in 7 500 copies.

No 4. The main theme of this edition is biogas and gasification, and we follow up the rapid development within this sector. We write about bioenergy in agriculture and publishes the second edition of Bioenergi Fastighet - focusing on pellets and solar for houses, buildings and industries.

No 2. We list suppliers of equipment and services in the bioenergy field. In a separate list, we present consultants with focus on bioenergy solutions. Bioenergi Fastighet is part of the magazine and is also distributed as reprints. It includes solutions with wood and wood chips for private homes, buildings and industries.

No 5. CHP and district heating is our main theme. The Biopower in Sweden-map, with all Swedish producers of biopower will follow suit and be distributed in 7 500 copies. We look at the production and use of biofuels such as bioethanol, biodiesel and biogas.

No 3. We give examples of production and use of bioenergy within forestry and wood industries, and solutions for other industries. We look at investment conditions and investments in bioenergy. We also list Swedish bioenergy operators who market themselves internationally.

No 6. Processing and use of various forms of waste and recycled wood for energy. The theme of local heating in the range 300 kW to 3 MW contains a great overview of providers. An overview with equipment for cutting and sorting is also spread as reprint.

BIOENERGI FASTIGHET

Bioenergi Fastighet (buildings) will be published twice in 2012. It is also distributed as a reprint.

Bioenergi Fastighet, with Bioenergi No 2:

Wood and wood chips for private homes, buildings and industries.
- robust solutions

Bioenergi Fastighet, with Bioenergi No 4:

Pellets and solar in private homes, buildings and industries - convenient systems

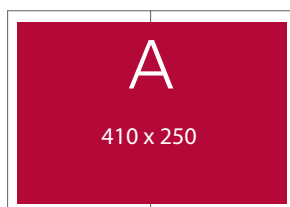
REPRINTS AND SPECIAL EDITIONS

During the year we produce several strong theme issue that we print as reprints and send out to targeted audiences.

- No. 1: Pellet factories in Sweden, map - 7500 copies
- No. 2: Bioenergi Fastighet - Wood and wood chips for private homes, buildings and industries.
- No. 4: Biopower in Sweden, map - 7500 copies
- No. 4: Bioenergi Fastighet - Pellets and solar in private homes, buildings and industries
- No. 6: Decomposition and sorting of fuels

Reprints/ attachments:	Distributed at the following exhibitions:	Extra circulation to:	Notes:
Pellet factories in Sweden – MAP	Energiutblick, 13-15 March, Gothenburg	High schools and universities. Forestry contractors and transport companies.	
Bioenergi Fastighet – Wood and wood chips		Property owners, selected industries; forestry, sawmills, wood products	
	World Bioenergy 2012 + World Pellets 2012 29-31 May, Elmia, Jönköping	Forestry, sawmills, wood industry, property owners, selected industries	
Bioenergi Fastighet – Pellets and solar for heating Bio power in Sweden – MAP		Farmers, property owners, selected industries	
	Årets Bioenergidagar	Transport companies, agriculture, forestry contractors	
Decomposition and sorting of fuels	Pellets 2013	Forest entrepreneurs, agriculture, transport companies	

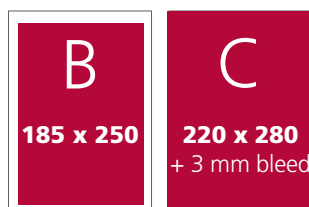
PRICES AND SIZES (mm)



Double page spread:
22 919 SEK

Placing demand:
+15 % on ad prize

Inserts up to 50 g:
13 640 SEK
(Excl. printing costs)



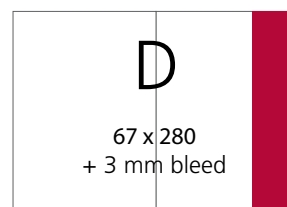
Full page: 15 987 SEK

Inside cover: 17 712 SEK

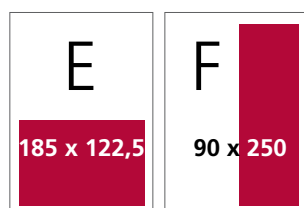
Back side: 18 712 SEK

Inside back: 17 712 SEK

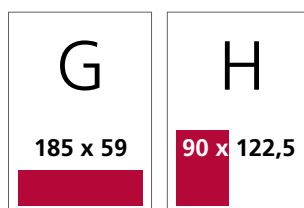
Page 6: 17 712 SEK



Unique ad on contents spread: 12 756 SEK



Half page: 9 874 SEK



Quarter page: 5 977 SEK

MODULES (1 year advertising):

Size:	Measurements (mm):	Prize:
1-module	42,5 x 27	7 922 SEK
2-module	90 x 27	11 879 SEK
	42,5 x 59	11 879 SEK
4-module	90 x 59	18 372 SEK

TAKING YOU FROM KNOW-HOW TO SHOW-HOW

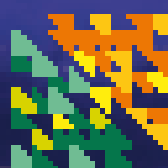
WORLD BIOENERGY 2012

29 - 31 MAY 2012

JÖNKÖPING, SWEDEN

WWW.WORLDBIOENERGY.COM

Register
your e-mail at
WWW.WORLDBIOENERGY.COM
KEEP UP TO DATE!



WORLD BIOENERGY 2012

Business & Exhibition Forum for Energy

11 - 13 MAY 2012, Jönköping - SWEDEN



BVEBIO