

# carbon capture journal

[www.carboncapturejournal.com](http://www.carboncapturejournal.com)

## Media planning guide and editorial calendar

September 2010 to December 2011



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# carbon capture journal



AMEC - developing the CCS cluster strategy in the UK  
Julzer - lifetime cost analysis of post-combustion CO<sub>2</sub> capture  
CO<sub>2</sub> shipping - the business case  
Carbon financing of CCS in the developing world  
Research at Scottish Carbon Capture and Storage



Carbon Capture Journal is read on print and pdf by about 7,000 people – most of the world’s carbon capture and storage industry.

The carbon capture and storage industry is likely to soon be one of the fastest growing industries in the world.

If you want to secure your company’s position in the industry, we offer you the means to do it, with full page advertising in our widely read print and pdf magazine, and banner advertising on our e-mail newsletter, busy website and social network.

We cover both carbon capture technology (at power stations), carbon transport and carbon underground storage - and the associated policy developments.

Carbon Capture Journal is edited by Keith Forward, a London industrial journalist for 12 years, and a graduate in physics from Imperial College, London. Keith also studied image processing at University College, London.

To get a feel for the seniority and purchasing power of our readers, and how we are constantly refreshing and renewing our mailing list, see this list of ‘new subscribers this week’ which we publish in our e-mail newsletter. These are people who have filled in the form on our website to explicitly request to receive the magazine, unprompted by us.

## EDITORIAL CALENDAR

### Issue 19 - September/October 2010

- Focus on US
- CCS and the Oil and Gas companies
- The CCS-EOR debate
- Influencing public opinion
- Retrofitting existing plant
- Ionic membrane technology

**Booking deadline: Sep 3 2010**

**Ad copy deadline: Sep 5 2010**

**Publication date: Sep 12 2010**

### Issue 20 - November/December 2010

- Focus on Canada
- Implementing CCS in the Oil sands
- Gas to liquids and CCS
- Shipping CO<sub>2</sub> – opportunities and challenges
- Liabilities for CO<sub>2</sub> storage

**Booking deadline: Nov 5 2010**

**Ad copy deadline: Nov 7 2010**

**Publication date: Nov 14 2010**

### Issue 21 - January/February 2011

- Doing commercial scale carbon capture
- Monitoring CO<sub>2</sub> storage
- Clean coal technology
- The economics of industrial scale CCS
- The EU's CCS strategy

**Booking deadline: Jan 5 2011**

**Ad copy deadline: Jan 7 2011**

**Publication date: Jan 14 2011**

### Issue 22 - March/April 2011

- The FutureGen project
- CO<sub>2</sub> storage in depleted gas fields
- Chilled ammonia capture technology
- Oxycoal demonstration project
- Coal to liquids with carbon capture

**Booking deadline: Mar 5 2011**

**Ad copy deadline: Mar 7 2011**

**Publication date: Mar 14 2011**

### Issue 23 - May/June 2011

- Carbon Capture in Saskatchewan
- Gasification and CCS
- How fast does CCS need to be implemented
- Steps to roll out CCS in different regions

**Booking deadline: May 5 2011**

**Ad copy deadline: May 7 2011**

**Publication date: May 14 2011**

### Issue 24 - July/August 2011

- Focus on Australia
- The Gorgon LNG project
- Financing CCS projects
- The regulatory framework

**Booking deadline: Jul 5 2011**

**Ad copy deadline: Jul 7 2011**

**Publication date: Jul 14 2011**

### Issue 25 - September/October 2011

- Focus on US
- CCS and the Oil and Gas companies
- The CCS-EOR debate
- Influencing public opinion
- Retrofitting existing plant
- Ionic membrane technology

**Booking deadline: Sep 5 2011**

**Ad copy deadline: Sep 7 2011**

**Publication date: Sep 14 2011**

### Issue 26 - November/December 2011

- Focus on Canada
- Implementing CCS in the Oil sands
- Gas to liquids and CCS
- Shipping CO<sub>2</sub> – opportunities and challenges
- Liabilities for CO<sub>2</sub> storage

**Booking deadline: Nov 5 2011**

**Ad copy deadline: Nov 7 2011**

**Publication date: Nov 14 2011**

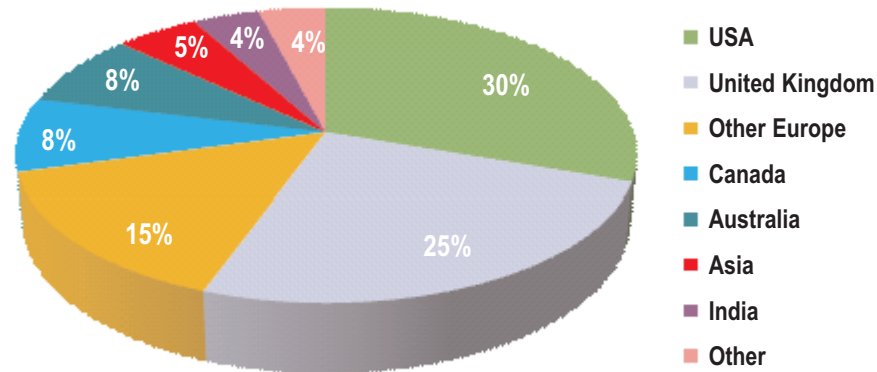
*\* Dates for 2011 have yet to be finalised and are therefore subject to change*



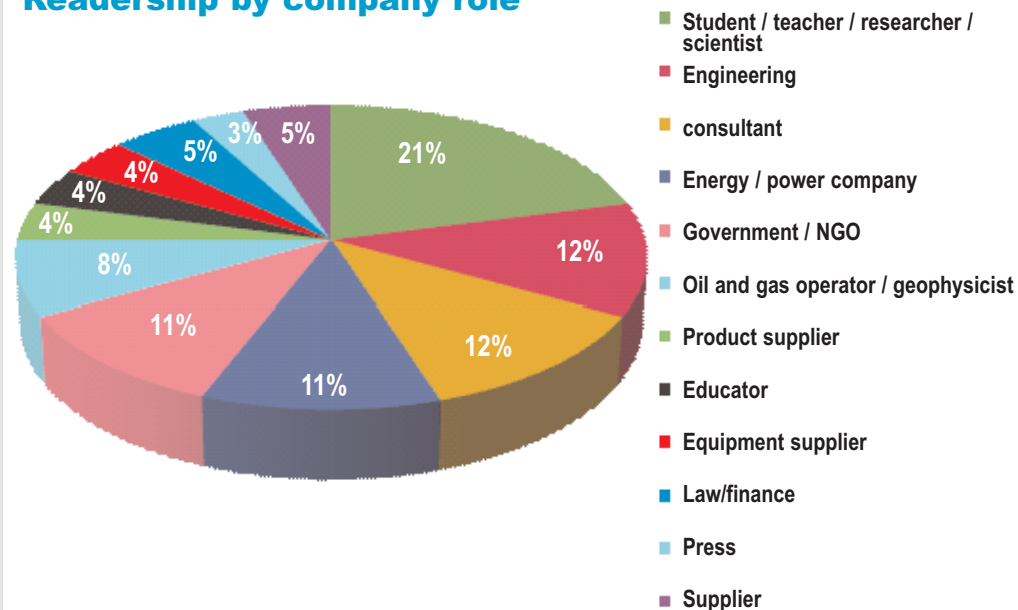
## CIRCULATION BREAKDOWN

### Requested copies

#### Readership by geography



#### Readership by company role



### Total circulation: 7,000

Our readers include consultants, engineers, researchers, company executives, students, professors, geologists, geophysicists, lawyers, journalists, scientists, environmental managers, business development managers, policy advisors, project managers.

## MAGAZINE - OPTIONS AND MATERIAL SPECIFICATIONS

The magazine is A4 and full colour throughout.

### Preferred file formats

Our preferred format is high resolution PDF, the files should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300 dpi.

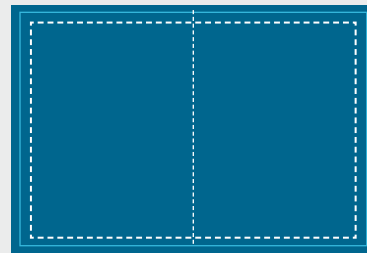
### E-mail

Email artwork to:  
Keith Forward at  
lordsidcup@hotmail.com  
(if less than 15mb)

### FTP site

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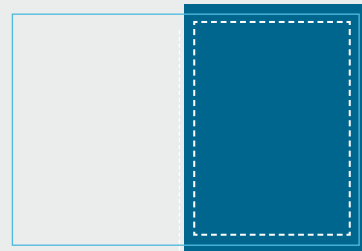


### RATES

**Double page spread:**  
£6,995

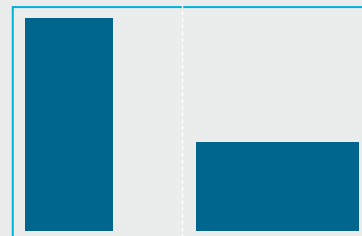
### DIMENSIONS

	Height x width
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



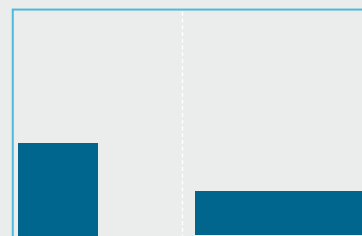
**Full page:**  
£3,995

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



**Half page:**  
£2,995

<b>Landscape:</b>	
Type area	130 x 190mm
<b>Portrait:</b>	
Type area	260 x 92mm



**Quarter page:**  
£1,995

<b>Landscape:</b>	
Type area	62 x 190mm
<b>Portrait:</b>	
Type area	130 x 92mm

## ONLINE OPTIONS

As well as advertising in our magazine, we can offer advertising in our website, newsletter and online social network.

In the newsletter, we can offer a large banner advert (350 x 150)\* which appears right at the top, beneath our logo but before the news, which links directly to your website. We can also offer small banner adverts (180 x 60) at the side.

On our website, we can offer a large banner advert (468 x 60) across the top of our home page and small banner adverts (180x60) at the side. The same advert will also appear whenever anyone reads a full news story (clicking on the headline in our e-mail newsletter), and on many other pages of the site

*\* All measurements are in pixels*

