

carbon capture journal

www.carboncapturejournal.com

Media planning guide and editorial calendar

2013



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Carbon capture and storage is a rapidly growing industry

According to the Global Carbon Capture and Storage Institute, there are currently 70 large scale integrated carbon capture projects happening around the world, with 32 in North America, 20 in Europe, 7 in Australasia, 5 in China, 3 in the UAE, in 2 in South Korea and 1 in Algeria

This means that if you sell products and services applicable to carbon capture, now is a good time to make your mark on the market - and there's no better way to do it than by advertising in Carbon Capture Journal.

Our magazine and newsletter arrive on the desks and desktops of 8,000 carbon capture professionals, all of whom have personally filled in our registration form. This means that everything we send is requested and our list is perhaps the best carbon capture and storage mailing list in the world.

By region, our circulation is 35% in North America, 24% in North Europe, 12% in West Europe, 9% in East Asia, 6% in Australasia, 4% in South Europe, 4% in Southern Asia, 2% in East Europe, 2% in South East Asia.

Our readers are in engineering 11%, energy industry 9%, oil companies 6%, students 14%, government 14%, vendors 11%, consulting 10%, research 4%, reaching 3%, press 2%, finance 2%, others 10%.

If you think carbon capture and storage market holds potential for your company, come and talk to us.

Capturing CO2 from the air

Capture and Conversion

In the search for potential approaches to tackle climate change policy makers have ignored the contribution that could be made from the implementation of methods that capture greenhouse gases (GHGs), particularly carbon dioxide (CO2), from the atmosphere. This article makes recommendations for climate change policy developments in this area.

By Tim Fox, Institution of Mechanical Engineers

At the core of international climate change mitigation policy is the notion that a global mean temperature rise will be kept below the 2°C threshold that many in the scientific community tell us is necessary to avoid dangerous climate change.

There is however, growing recognition in the meantime that global emissions continue to rise. It is therefore important that policy makers seek ways of accelerating emissions reduction while simultaneously utilising the full range of mitigation approaches available to them.

Climate change mitigation policy worldwide in relation to CO2 is based on three commonly accepted methods, for reducing the accumulation of emissions in the atmosphere. These are:

1. Reduce demand for CO2 emitting energy and processes through energy conservation, increased energy efficiency and behavioural change;
2. Substitute technologies characterised by lower CO2 emissions levels in place of carbon-intensive industrial processes and energy sources;
3. Capture the CO2 emitted from power generation and other industrial processes utilising fossil fuels and separate the gas by storing it in suitable underground geological carbon capture and storage (CCS) facilities. These approaches are however missing a mitigation opportunity, as they do not attempt the removal of CO2 directly from the atmosphere.

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Carbon Engineering Ltd's Air-Capture device which could be used to remove CO2 passing through the machine.

Carbon Management Canada funds projects

Carbon Management Canada (CMC-NCE) is funding 18 new projects for a total of \$10 million.

CMC-NCE is a Canadian Network of Centres of Excellence that supports game-changing research to eliminate carbon emissions from the upstream fossil energy industry. The network comprises over 140 researchers across 25 universities and colleges in Canada.

Projects funded in Round 2 range from work toward developing what could become the world's first zero-emission solid oxide fuel cell, to research seeking a way to convert CO2 into water and methanol (see below), to an investigation into public attitudes toward greenhouse gas mitigation strategies.

The largest award, \$1.92 million, was given to a project to coax communities of microorganisms to convert coal into natural gas, or methane, while still in the ground. The methane produced from bioconversion would then be collected for use as a clean-burning fuel.

This project, led by Dr. Sushanta Mitra at the University of Alberta, exemplifies CMC-NCE's emphasis on funding interdisciplinary, multi-institution projects. The 15 principal investigators on the project are from four universities, plus government and industry. Researchers represent disciplines ranging from biology to hydrology to geosciences, and both mechanical and chemical engineering.

Dr. Steve Larter, CMC-NCE scientific director and a researcher on the project, notes the interdisciplinary approach is critical to the project's success.

"The problems can't be solved by a really good geochemist, or just a really good microbiologist, or just a very good engineer. We're trying to build an orchestra."

This round of funding increases the number of CMC-NCE supported research projects from 18 to 36. Last year, \$8.7 million was awarded to 17 projects.

Turning CO2 into liquid fuel

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Viola Birs, Canada Research Chair in Electrochemistry of Materials at the University of Alberta, working on a project to develop what could become the world's first zero-emission solid oxide fuel cell. The research project is funded by Carbon Management Canada. Photo: Riley Brand, University of Calgary

Projects and Policy

Carbon Capture Journal

July / August 2011 Issue 22

Alstom Power study concludes CCS is cost effective Report - six in ten Europeans want CCS in new coal power plants Government electricity market reform ... funds 18 projects

Issue 31 - January/February 2013

- Review of 2012
- Focus on UK
- Special topic: CO2 storage and transportation
- CO2 enhanced oil recovery
- Geological storage safety
- Storage capacity estimation
- Monitoring and verification

Booking deadline: Dec 12 2012

Ad copy deadline: Dec 14 2012

Publication date: Dec 19 2012

Issue 32 - March/April 2013

- Focus on EU
- Special topic: Equipment including pumps and valves, scrubbers
- Developments with non-amine capture
- Materials for CO2 capture
- Influencing public opinion

Booking deadline: Feb 11 2013

Ad copy deadline: Feb 13 2013

Publication date: Feb 18 2013

Issue 33 - May/June 2013

- Focus on Canada
- Special topic: Co2 transport
- CCS in the oilsands
- CO2 shipping
- Pipeline integrity

Booking deadline: Apr 8 2013

Ad copy deadline: Apr 10 2013

Publication date: Apr 15 2013

Issue 34 - July/August 2013

- Focus on Australia
- Special topic: boiler techniques including oxyfuel and CFB
- Latest developments with amines
- Ionic membranes
- CO2 capture retrofit

Booking deadline: June 10 2013

Ad copy deadline: June 12 2013

Publication date: June 17 2013

Issue 35 - September/October 2013

- Focus on US
- Special topic: CO2 compression technology review
- Improving post-combustion efficiency
- CCS in developing countries
- CCS in the Clean Development Mechanism

Booking deadline: Aug 12 2013

Ad copy deadline: Aug 14 2013

Publication date: Aug 19 2013

Issue 36 - November/December 2013

- Focus on Asia
- Special topic: CO2 re-use technology
- Revenue streams from CO2 use
- Carbon mineralisation technology
- CO2 industrial re-use

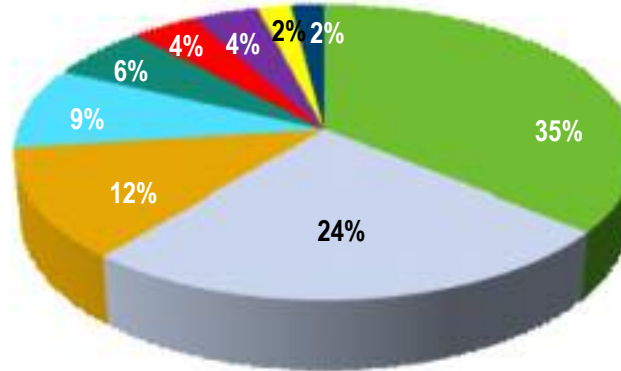
Booking deadline: Oct 14 2013

Ad copy deadline: Oct 16 2013

Publication date: Oct 21 2013

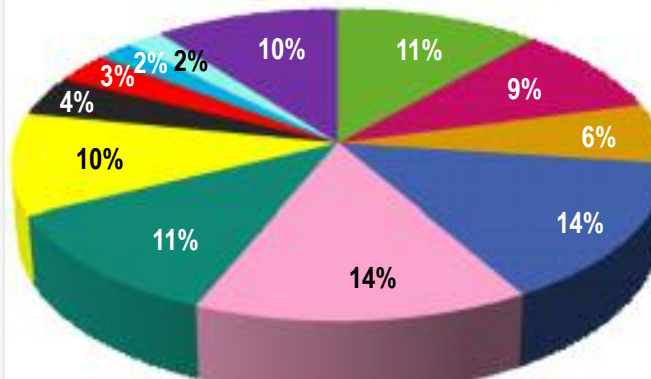
CIRCULATION BREAKDOWN (Requested copies)

Readership by geography



- North America
- North Europe
- West Europe
- East Asia
- Australasia
- South Europe
- Southern Asia
- East Europe
- South East Asia

Readership by company role



- Engineering 11%,
- Energy industry 9%.
- Oil companies 6%.
- Students 14%.
- Government 14%,
- Vendors 11%,
- Consulting 10%,
- Research 4%,
- Reaching 3%,
- Press 2%,
- Finance 2%,
- Others 10%.



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:
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lordsidcup@hotmail.com
(if less than 15mb)

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The magazine is A4 and full colour throughout.



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

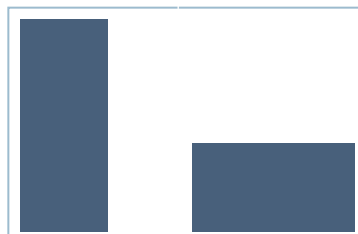
Outside Back/Inside Front Cover:

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Inside Back Cover:

£4,500

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



Half page:

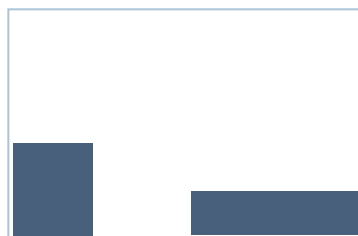
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Landscape:

Type area 130 x 190mm

Portrait:

Type area 260 x 92mm



Quarter page:

£1,995

Landscape:

Type area 62 x 190mm

Portrait:

Type area 130 x 92mm

ONLINE OPTIONS

Online, we can offer advertising in our website, newsletter (sent to over 8,000 people) and online social network.

In the newsletter, we can offer a large banner advert (350 x 150 pixels) which appears right at the top, beneath our logo but before the news, which links directly to your website.

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.



Newsletter

Website

Size options available are:

Newsletter, 375 x 100 pixel banner, £2,000 per month (4 insertions)

Carbon Capture Journal website pages, leaderboard (top of page), 728 x 90 pixel banner, £1950 per month

All pages of website (including next to video), 4 x right hand slots 375 x 100 pixels, £1500 per month

Maximum file size 40kb, no flash

** All measurements are in pixels*

