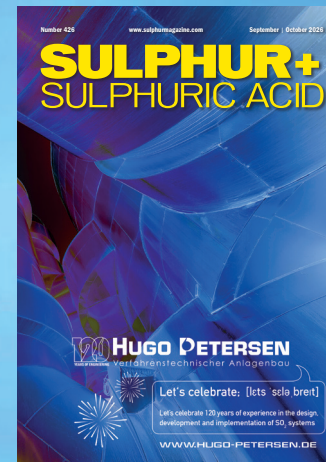


The Power of **Three**

Three titles.
Three audiences.
One authoritative platform.



Three brands. Three specialist audiences.

Fertilizer International

Commercial and editorial authority across the global fertilizer market.

Markets, production, trade, agronomy, phosphates and potash – shaped for both commercial and technical readers.

- Paid for circulation to senior industry decision makers within the global fertilizer and associated industries.
- Distribution at major international conferences and events.

Ideal for advertisers targeting fertilizer producers, distributors, traders, agronomy specialists and commercial decision-makers.



Nitrogen+Syngas

Deep coverage of nitrogen, syngas, ammonia, methanol and process technologies.

Specialist technical insight for producers, engineers, licensors and plant operators – feedstock, technology and decarbonisation context.

- Paid for circulation to senior industry decision makers within the nitrogen and syngas industries worldwide.
- Distribution at major international conferences and events.

Ideal for advertisers targeting producers, licensors, catalyst vendors, EPCs and plant-level decision-makers.



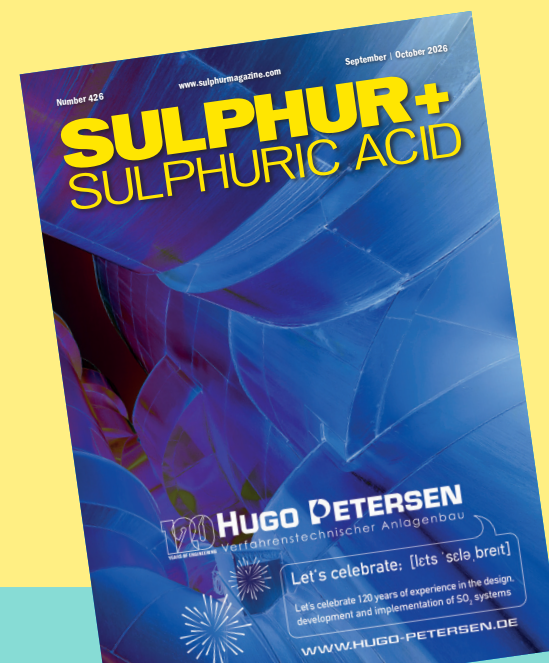
Sulphur+Sulphuric Acid

Targeted access to the sulphur and sulphuric acid value chain.

Markets, technologies, projects and downstream demand across fertilizer, refining, chemicals and metals.

- Paid for circulation to senior industry decision makers within the global sulphur and sulphuric acid industries.
- Distribution at major international conferences and events.

Ideal for advertisers targeting sulphur and sulphuric acid producers, refiners, EPCs, operators and downstream industrial buyers.



Three environments

A more credible environment for advertisers.

BCInsight offers more than specialist media reach. As part of **CRU**, it places advertisers within an established industry environment supported by conferences, specialist communities, market analysis, pricing and forecasting.

This creates a stronger context for advertising: one that combines editorial authority, live industry engagement and commercial intelligence in a way few specialist media platforms can match.

1. Strong editorial

BCInsight's magazines sit alongside respected technical and commercial content, ensuring advertisers appear in a dedicated specialist environment rather than a general media setting.



2. Communities

Through CRU's conference network and industry communities, advertising connects more closely with live market activity, delegate audiences and face-to-face industry engagement.



3. CRU's market intelligence

Association with CRU's analysis, pricing and forecasting strengthens advertiser credibility by placing campaigns within a business environment shaped by data, insight and long-range market understanding.



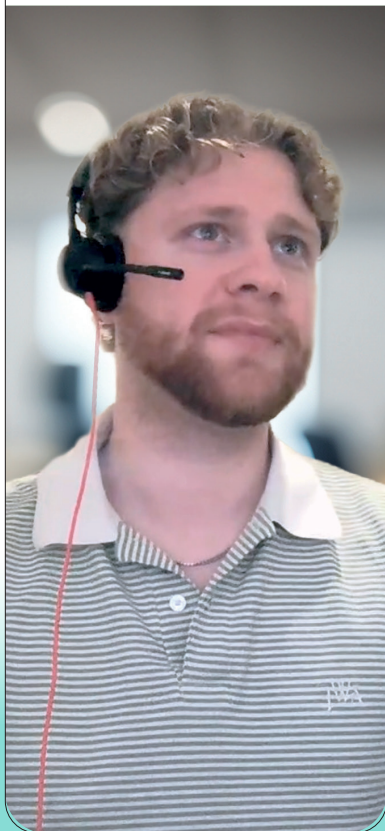
Your campaign

How BCInsight multiplies the visibility and longevity of your advertising campaign.

From initial booking to continued reach across print, digital and industry channels

1. Plan

Contact our team to build the right mix of print and digital content for your advertising campaign.



2. Place

Activate your campaign across the BCInsight channels – print, online and newsletters.



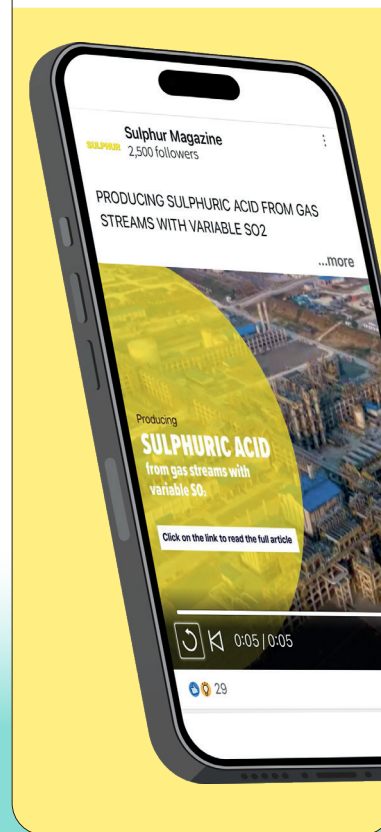
3. Distribute

Reach subscribers, delegates and global industry audiences.



4. Amplify

Extend exposure through website, newsletters and social amplification.



5. Extend

Stay visible through digital archives, PDFs and repeat touchpoints.



Let's connect!

Our team is here to help you build the right campaign to meet your goals.

- michelle.bingham@crugroup.com
- +44 (0)20 7903 2159
- www.bcinsight.crugroup.com

Editorial programme 2027

Event distribution details and topics covered in each 2027 issue.

January/February No. 536

Exclusive publication of Fertilizer Latino Americano Conference, Rio de Janeiro, 17-20 January

Media partner for 33rd AFA International Annual Conference & Exhibition, Cairo, 2-4 February

- Fertilizer Latino Americano programme showcase
- The year ahead and industry investment outlook
- CRU-Veeries Brazil market report
- El Niño — how to improve crop resilience
- Balanced fertilization and nutrient use efficiency

March/April No. 537

Exclusive publication of CRU Phosphates+Potash Expoconference, Rome, 16-18 March

Exclusive publication of CRU Future Fertilizers Summit, Rome, 16-18 March

- CRU Phosphates+Potash programme showcase
- Efficient production in the era of high feedstock costs
- Closing the phosphate and potash loop
- Spotlight on pumps, linings and corrosion resistance
- Phosphate project listing

May/June No. 538

Distribution: IFA Annual Conference, London, 24-26 May

- Fertilizer financial scorecard
- Celebrating 100 years of the IFA
- Europe's fertilizer technology and engineering excellence
- Granulation and prilling – helping fertilizers finish first
- Nitrogen, phosphate and potash innovation report

July/August No. 539

Distribution: Southwestern Fertilizer Conference, Nashville, 18-22 July

Distribution: IFA Global Markets Conference, dates & venue tbc

- Latest launches in crop nutrient products
- North American industry spotlight
- The sulphur crop nutrition challenge
- The rise of liquid and water-soluble fertilizers
- P&K by-product recovery and resource efficiency

September/October No. 540

Distribution: TFI World Fertilizer Conference, dates and venue tbc

Distribution: Media partner for 39th AFA International Technical Conference and Exhibition, dates and venue tbc

- Nitrogen technology showcase
- Middle Eastern project and production focus
- Preserving value, maintaining quality — fertilizer coatings and additives
- The latest in fertilizer handling, blending and storage
- Advanced P & K mining and production technology

November/December No. 541

Distribution: Fertiliser Association of India Annual Seminar, dates and venue tbc

- Biostimulants: the players, the products
- Engineering contractors and technology licensors – perfect partners
- Dry bulk market report
- Efficient milling, crushing, compaction and screening
- Potash project listing

Subscribers & distribution

Who reads Fertilizer International? Some deep dive analytics.

Fertilizer International provides a truly international view of the fertilizer industry, delivering readers trade analysis, production and consumption data, logistics patterns, technological developments, project reports and regular overviews of agronomic issues, making it essential reading for industry professionals worldwide.

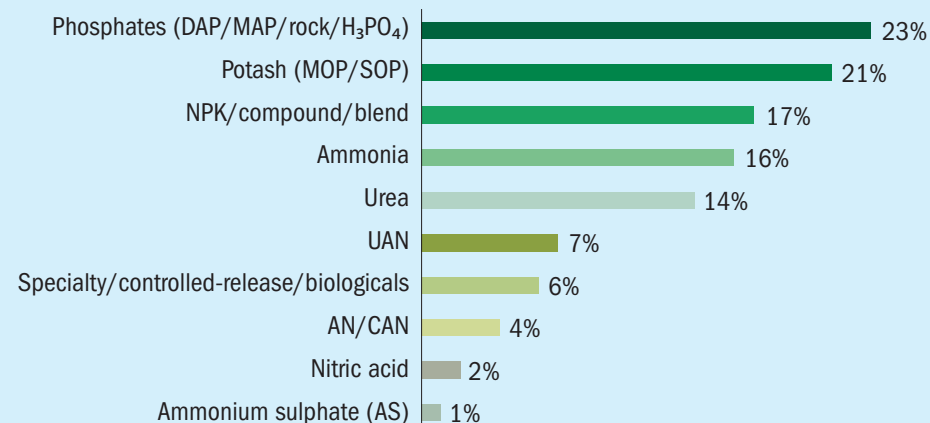
Reaching people in the fertilizer community

Fertilizer International is read by industry decision makers. Our high-calibre readership includes Presidents, VPs, MDs and Process Engineers involved in:

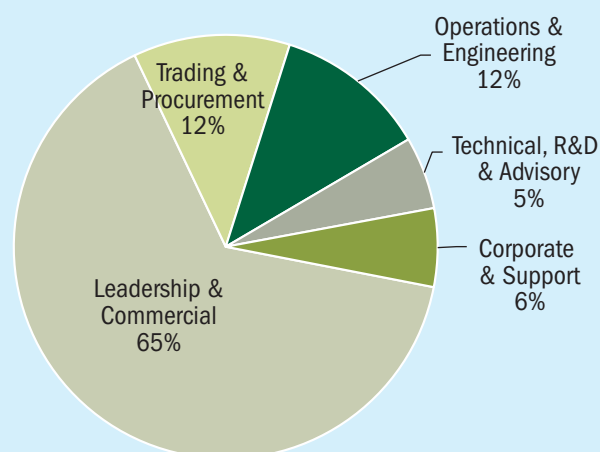
- N, P & K Fertilizer manufacture
- Production of raw materials: phosphate rock, sulphuric acid, sulphur, potash and ammonia
- Shipping, transport & logistics
- Co-operatives
- Construction & engineering
- Bank or government
- Licensing and consultancy
- Distribution
- Plant & equipment manufacturing
- Marketing & trading
- Library / information services



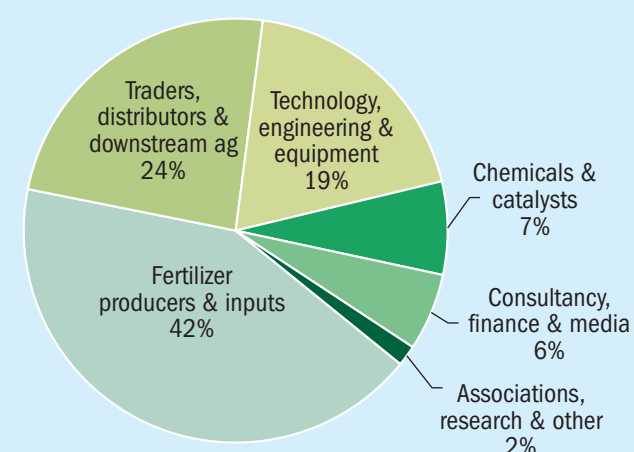
Producers by product



Readers job functions



Circulation by company type



Editorial programme 2027

Event distribution details and topics covered in each 2027 issue.

January/February No. 405

Exclusive publication of CRU Nitrogen+Syngas Expoconference, Rome, 16-18 March 2027

- Tight gas markets and their impact on European fertilizer production
- New nitrogen capacity in central Asia
- The future of CBAM
- Project spotlight: Key technology selections
- Technology readiness for low carbon syngas products

March/April No. 406

Exclusive publication of CRU Nitrogen+Syngas USA Expoconference, Tulsa, OK, 6-8 April 2027

- Nitrogen fertilizer project listing
- North American nitrogen – the rise of merchant ammonia
- China – the continuing rise of coal-based urea
- Emerging uses of ammonia – a hydrogen carrier, marine and power fuel
- Digitalisation and process optimisation

May/June No. 407

Distribution: IFA Annual Conference, London, 24-26 May

- Africa's nitrogen boom
- Policy drivers in nitrogen markets
- Can China rescue low carbon hydrogen?
- Urea technology focus – decarbonisation, low-energy processes, revamps and materials
- Emerging technologies for sustainable methanol production

July/August No. 408

Distribution: AIChE Ammonia Safety Symposium, Seattle, 12-16 September

- Syngas project listing
- Ammonia logistics and restrictions on siting storage tanks
- Progress on low carbon methanol
- Advancing sustainability goals in syngas production
- Plant upgrades and revamps – equipment and catalyst improvements to remain competitive

September/October No. 409

Distribution: ANNA Conference, Long Beach, CA, 10-15 October

Distribution: 39th AFA International Technical Conference and Exhibition, dates and venue tbc

- Urea – the future of Middle Eastern supply
- European AN – can producers reply on imported ammonia?
- Technical nitrogen demand
- Nitric acid production – novel flowsheets, catalysts and emissions abatement
- Nitrogen fertilizers – low carbon production, solids processing and fertilizer finishing

November/December No. 410

Distribution: Fertiliser Association of India Annual Seminar, dates and venue tbc

- Can India make direct application ammonia work?
- Brazil and China – the rise of ammonium sulphate
- Progress on ammonia co-firing
- Maximising plant potential through integration and energy optimisation
- Biomass, off-gas and waste-to-syngas routes

Subscribers & distribution

Who reads Nitrogen+Syngas? Some deep dive analytics.

Nitrogen+Syngas provides unrivalled technical and market coverage of synthesis gas and its derivatives – ammonia and downstream products, urea, nitric acid, ammonium nitrate, UAN, hydrogen, methanol and gas-, biomass- and coal-to-liquid technologies.

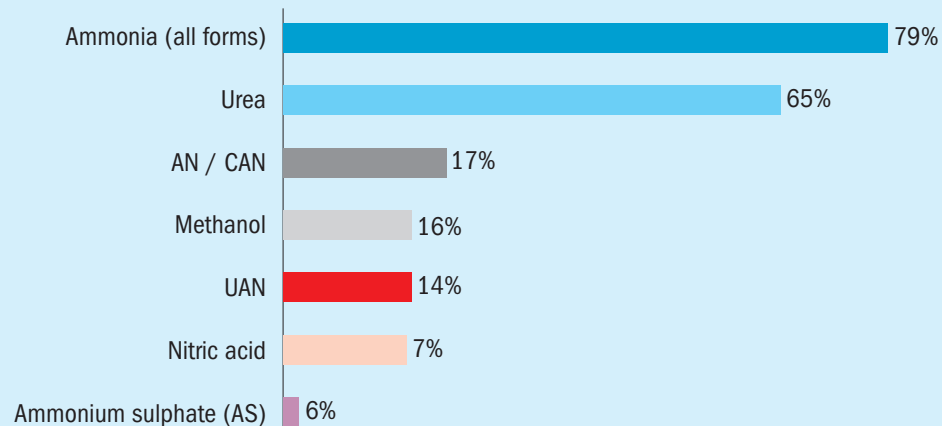
Reaching people in the nitrogen and syngas communities

Nitrogen+Syngas enjoys a high-calibre readership amongst decision-makers in the industry. Our readers are Presidents, CEOs, VPs, Technical Directors and Senior Engineers involved in:

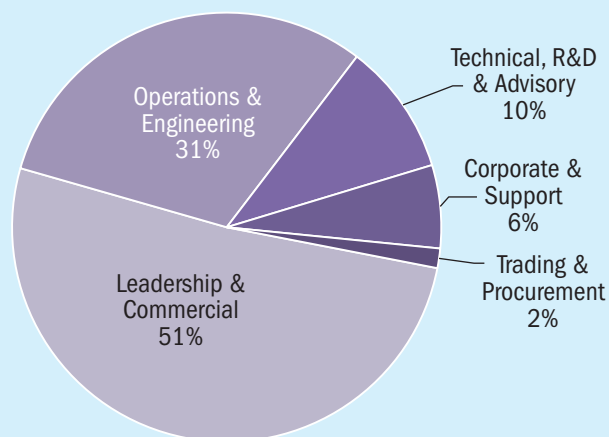
- Nitrogenous fertilizer manufacturers
- Methanol & technical nitrogen production
- Raw materials production
- Shipping & logistics
- Construction & engineering
- Banks & Investment
- Governments
- Process & equipment licensing
- Consultancy
- Library & associations



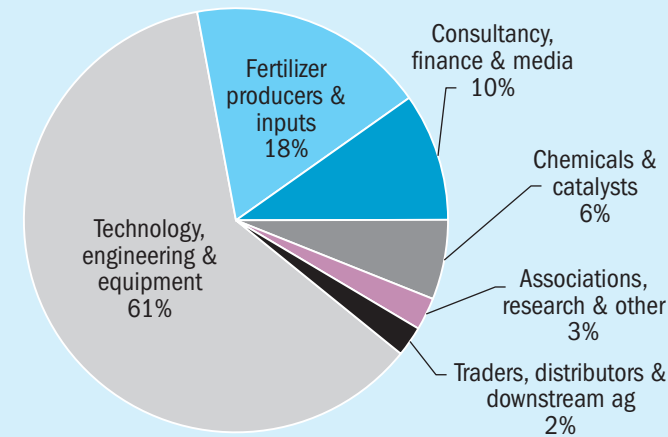
Producers by product



Readers job functions



Circulation by company type



Editorial programme 2027

Event distribution details and topics covered in each 2027 issue.

January/February No. 428

- Copper smelting – concentrate availability limits acid production
- Sulphur project delays and the impact on supply
- An update on tariffs, quotas and sales restrictions
- Claus tail gas treating best practices
- Sulphuric acid plant asset integrity, materials of construction & maintenance

March/April No. 429

Distribution: TSI Sulfur World Symposium, Vienna, 20-22 April

Distribution: CRU RefComm Expoconference, Galveston, TX, 10-14 May,

Distribution: CRU World Copper Conference, Santiago, 12-14 April

- Sulphur in agriculture
- Sulphuric acid in refineries
- LFP batteries driving new phosphate demand
- Sulphur processing, storage and safety
- Sulphuric acid catalyst swaps for improved performance

May/June No. 430

Exclusive publication and conference guide to MEScon, Kazakhstan, 15-17 June

Official publication for SulGas KL, Novotel KLCC, Kuala Lumpur, 5-6 July

- Sulphur in southeast Asia
- Will the Middle East's sour gas boom continue?
- Sulphuric acid markets – all eyes on China
- Decarbonisation of the sulphur and sulphuric acid industry
- Digitalisation, AI and process optimisation in sulphur recovery

July/August No. 431

Distribution: Brimstone Sulfur Symposium, Vail, CO, USA, dates tbc

- Remelting of sulphur stockpiles
- Sulphur dioxide supply and demand
- Increasing refinery desulphurisation capacity
- Monitoring and measurements in the sulphuric acid
- SRU asset reliability, troubleshooting and plant debottlenecking

September/October No. 432

Exclusive publication and conference guide to Sulphur+Sulphuric Acid Expoconference 2027, New Orleans, 8-10 November

- Major sulphur forming projects
- Increasing Chinese sulphur self-sufficiency
- Nickel markets – Indonesian policy options
- Innovative equipment and materials for sulphur and sulphuric acid plants
- Turning waste streams into sulphuric acid

November/December No. 433

Official publication and distribution at SulGas 2028, India

Distribution: Fertiliser Association of India Annual Seminar, dates and venue tbc

- Pyrites as a source of sulphuric acid
- India's increasing hunger for sulphur
- Chinese ammonium sulphate production
- Boosting sulphur plant capacity with oxygen enrichment
- Spent acid regeneration: Closing the loop in sulphuric acid management

Subscribers & distribution

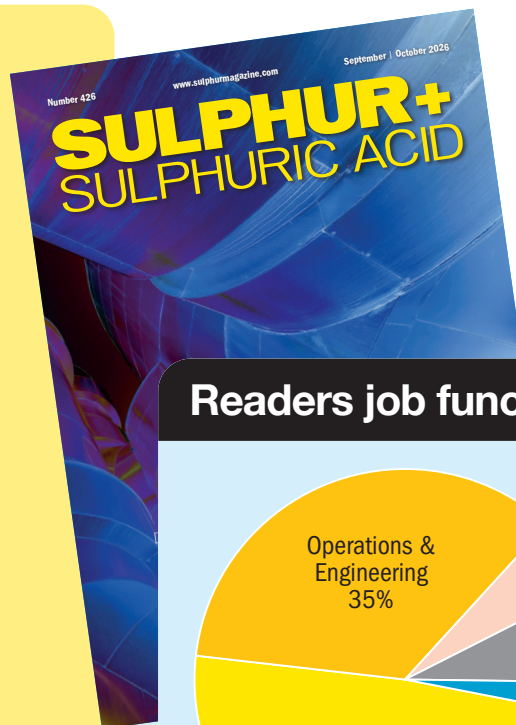
Who reads Sulphur+Sulphuric Acid? Some deep dive analytics.

Sulphur+Sulphuric Acid is the only publication to provide a truly international view of the sulphur and sulphuric acid industries, presenting readers with news of the latest technological advances, projects, research, market outlooks, shipping, statistics and industry comment, making it essential reading for all sectors of the industry.

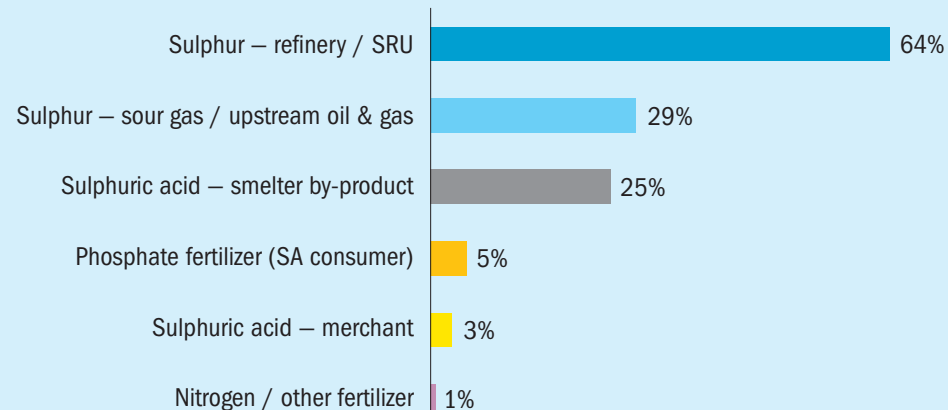
Reaching key players in the sulphur community

Sulphur is distributed to decision makers throughout the industry – Presidents, Vice Presidents, Managing Directors, Technical Directors and Process Engineers involved in:

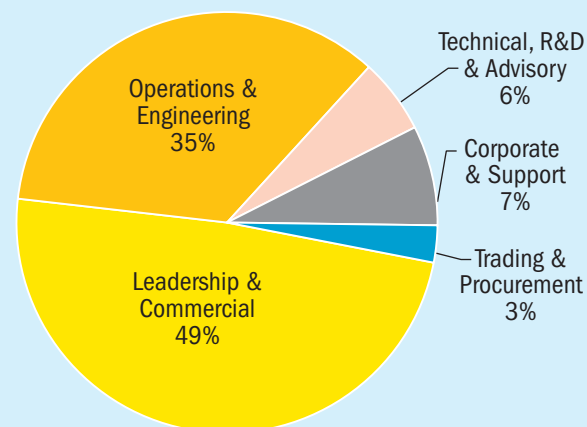
- Production
- Construction & engineering
- Process & equipment licensing
- Plant & equipment manufacturing
- Raw materials
- Banks & investment
- Consultancy
- Governments
- Libraries & associations
- Logistics & shipping
- Oil & gas



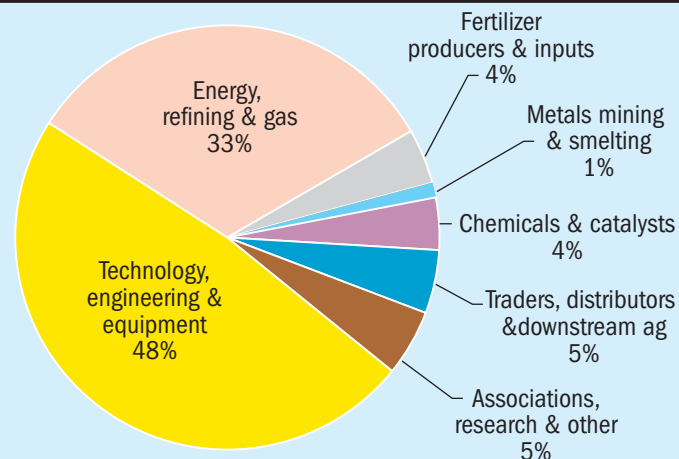
Producers by product



Readers job functions



Circulation by company type



Print advertising

Advertise with us, and we'll work with you to create a tailored strategy that maximises your business exposure.

Why advertise in our print and digital magazines?

- High-impact exposure in our flagship print titles
- Long shelf life and targeted global distribution
- Build brand authority through trusted editorial content



Front cover

A premium placement that maximises your visibility and audience reach – securing guaranteed exposure to both our high-level global readership and key decision-makers at industry-leading conferences. Ideal for exhibitors and sponsors.

(Price on application)

6 issues per year, distributed to subscribers & at CRU events and other leading international industry events.

2,500-3,100
Conference-linked delegates per magazine

Full page

Half page



MAGAZINE PRINT ADVERTISEMENT RATES	Outside front cover	Inside front cover	Outside back cover	Inside back cover	Double page spread	Single full page	Half page	Quarter page
USD	\$POA	\$4,600	\$4,800	\$4,400	\$7,700	\$4,180	\$3,200	\$2,740
EUR	€POA	€4,100	€4,300	€3,900	€6,200	€3,550	€2,585	€1,995

Multi-advert discounts: 3-5 adverts – 10% discount / 6+ adverts – 20% discount

MAGAZINE PRINT POSITION OPTIONS	Front cover	Double page spread	Single full page	Half page horizontal	Half page vertical	Half page island	Quarter page horizontal	Quarter page vertical

Let's connect!

Our team is here to help you build the right campaign to meet your goals.

- michelle.bingham@crugroup.com
- +44 (0)20 7903 2159
- www.bcinsight.crugroup.com

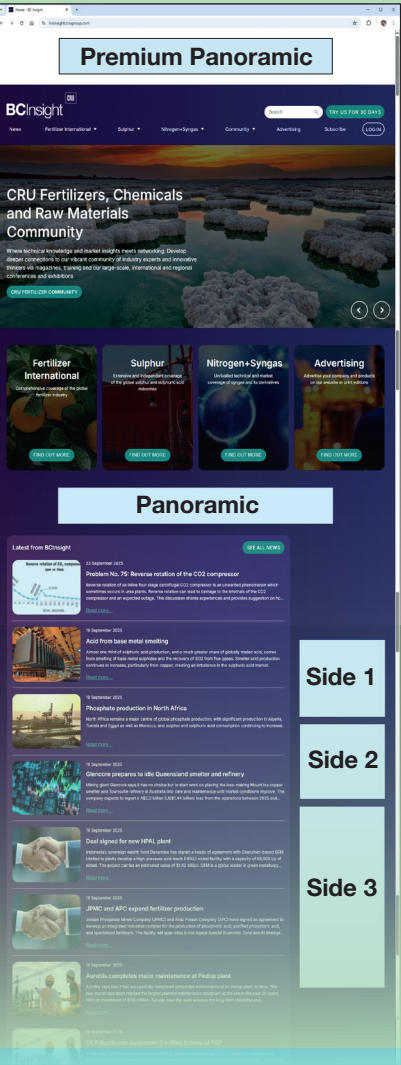
Digital advertising

Our integrated portfolio of print, digital, email and editorial platforms connects your brand with an engaged, international audience of industry professionals.

Multi-advert discounts

- 3-5 adverts – 10% discount
- 6+ adverts – 20% discount

BCInsight home page Magazine home page



BCInsight Magazine feature page



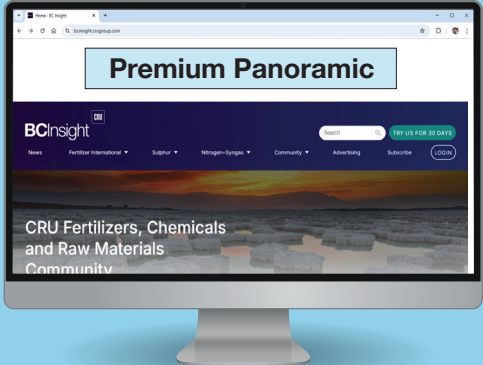
Why advertise online?

- Prominent visibility on BCInsight's websites
- Engage readers actively researching solutions
- Drive traffic and generate qualified leads

Premium Panoramic website advertisement

A premium placement that maximises your visibility and audience reach, **highlighted on every page**, securing guaranteed exposure to our high-level global site-visitors.

(Price on application)



Website advertisement rates (PCM)**		
Premium Panoramic (728x90)	\$2,995	€2,700
Panoramic (728x90)	\$1,700	€1,545
Side banner 3 (300x600)	\$1,575	€1,430
Side banner 1 & 2 (300x250)	\$1,400	€1,270

** Per calendar month

132k

active users on the BCInsight website (Jan-Jul 2026).*

*Website analytics: 1 January - 25 July 2026 (Google Analytics).

Digital advertising

Email advertising and sponsored webinars connects your brand with an engaged, international audience of industry professionals.

Why advertise in our weekly newsletters?

- Reach a highly engaged audience
- Position your brand alongside trusted editorial
- Hits targeted industry-specific inboxes

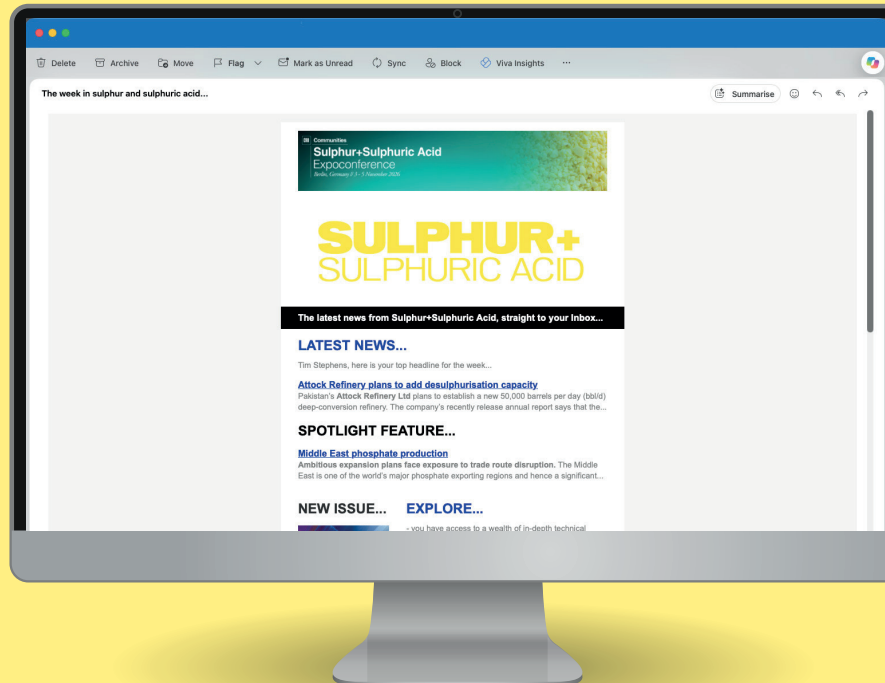
450+
newsletters per year

Bringing the latest news to subscribers' and trialists' inboxes weekly.

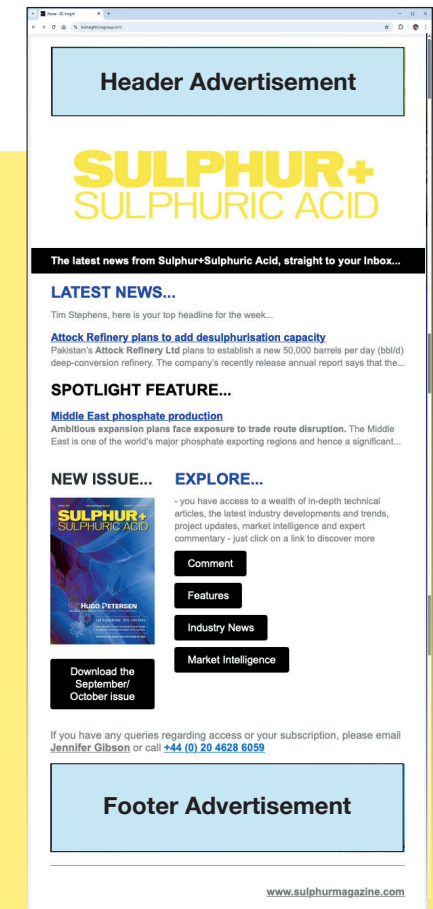
Newsletter advertisement rates (PCM)**

Header (728x90)	\$2,950	€2,650
Footer (728x90)	\$2,750	€2,450

** Per calendar month



Email advertisements



SPONSORED WEBINAR

- Gather direct market intelligence using live polls, surveys, and interactive Q&A sessions.
- Eliminate venue and travel expenses, while repurposing the recorded session into blogs, clips, and on-demand assets that generate leads long after the live event



Up to 60 mins

From: \$10,995 / €9,999

- Collect complete contact data from registrations, turning warm prospects into marketing-qualified leads through sign-ups and attendance tracking.
- Associate your brand with cutting-edge industry topics and showcase in-house subject matter expertise to build trust.

Ready-to-go packages

Choose a ready-to-go package to combine the lasting impact of print with the immediacy and reach of digital, giving your brand consistent, cost-effective visibility across the BCInsight audience.

Let's connect!

Our team is here to help you build the right campaign to meet your goals.

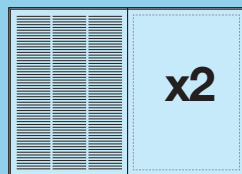
- michelle.bingham@crugroup.com
- +44 (0)20 7903 2159
- www.bcinsight.crugroup.com

CONNECT Package Price: €8,900

A strong starting point for visibility across print and digital.

Saving:
€4,380

- **Print:** 2 x full-page advertisements
- **Website:** 1 Side banner on the BCInsight homepage or a product page for 2 months
- **Weekly Newsletter:** 1 banner advertisement for 1 month, positioned at the top or bottom

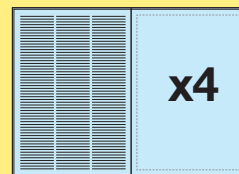
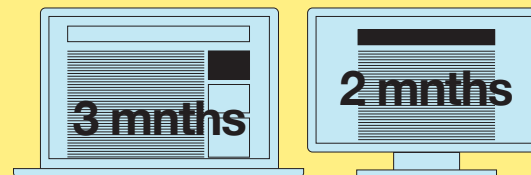


EXPAND Package Price: €16,600

Build a more sustained presence across the BCInsight audience.

Saving:
€6,800

- **Print:** 4 x full-page advertisements
- **Website:** 1 Panorama banner on a BCInsight product page for 3 months
- **Weekly Newsletter:** 1 banner advertisement for 2 months, positioned at the top or bottom

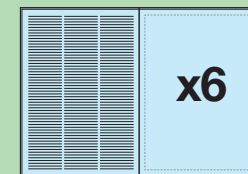
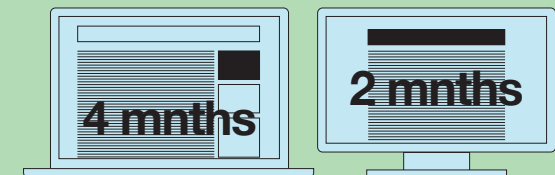


LEAD Package Price: €26,000

Establish a prominent, sustained presence across print and digital.

Saving:
€8,735

- **Print:** 6 x full-page advertisements
- **Website:** 1 Panorama banner on a BCInsight product page for 4 months
- **Weekly Newsletter:** 1 banner advertisement for 2 months, positioned at the top or bottom



Looking for something tailored? To discuss an advertising campaign built around your objectives, contact Michelle Bingham at michelle.bingham@crugroup.com.

Print advertising specifications

Advertise with us, and we'll work with you to create a tailored strategy that maximises your business exposure.

Outside front cover

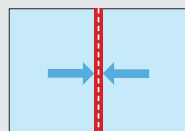
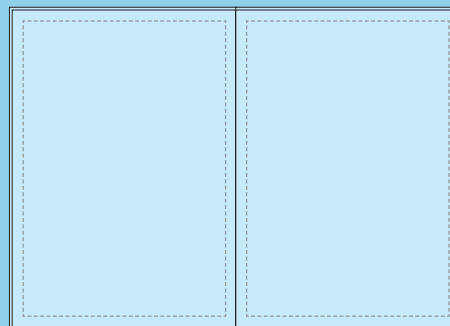


- Artwork size to be supplied (inc. bleed): 216mm x 303mm / 8.50in x 11.93in
- Printed size (trimmed): 210mm x 297mm / 8.23in x 11.69in
- Text safe area: 190mm x 230mm / 7.48in x 9.1in

Double page spread

NOTE:

Please avoid placing any important items or text within 10mm each side of the spine.

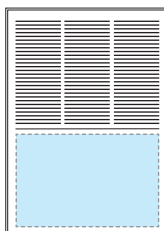


- Artwork size to be supplied (inc. bleed): 426mm x 303mm / 16.77in x 11.93in
- Printed size (trimmed): 420mm x 297mm / 16.54in x 11.69in
- Text safe area: 400mm x 277mm / 15.75in x 10.9in

Full page advert Inside front cover Inside back cover Outside back cover

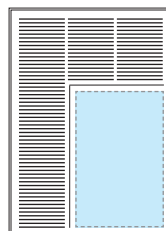


- Artwork size to be supplied (inc. bleed): 216mm x 303mm / 8.50in x 11.93in
- Printed size (trimmed): 210mm x 297mm / 8.23in x 11.69in
- Text safe area: 190mm x 277mm / 7.48in x 10.9in



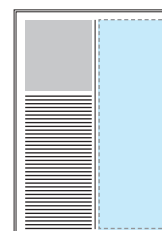
1/2 page horizontal

Artwork size to be supplied:
178mm x 124mm / 7.01in x 4.88in



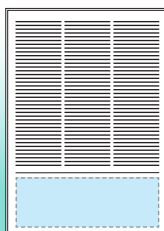
1/2 page island

Artwork size to be supplied:
117mm x 180mm / 4.61in x 7.09in



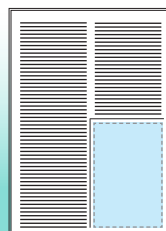
1/2 page vertical

Artwork size to be supplied:
85mm x 262mm / 3.35in x 10.32in



1/4 page horizontal

Artwork size to be supplied:
178mm x 72mm / 7.01in x 2.83in



1/4 page vertical

Artwork size to be supplied:
85mm x 124mm / 3.35in x 4.88in

Let's connect!

Our team is here to help you build the right campaign to meet your goals.

- michelle.bingham@crugroup.com
- +44 (0)20 7903 2159
- www.bcinsight.crugroup.com

When preparing artwork for advertisements, please note the following:

- Digital files as high res PDF saved using the press quality settings.
- CMYK only. No RGB. No spot colours.
- Image resolution 300 dpi. Line art should be saved at 1200 dpi.
- All high res images and fonts must be embedded within the file.
- Printer's marks and document bleeds should be enabled.
- Output with no colour conversion, do not use OPI settings.

BCInsight & CRU Communities **team**

Advertising & subscriptions

Michelle Bingham

Commercial VP



Sharon Phillips-Davies

Senior Account Manager



Samuel Drake

Sales Executive



Jennifer Gibson

Sales Support



Advertising & subscriptions contact details

Magazine advertisement enquiries, conference exhibition and sponsorship packages

Michelle Bingham
Tel: +44 (0)20 7903 2159
michelle.bingham@crugroup.com

Magazine subscription enquiries

Jennifer Gibson
Tel: +44 (0)20 7903 2134
jennifer.gibson@crugroup.com

Online Buyer's Guide

Peter Morris
Tel: +44 (0)1892 662225
petermorris@boundarymedia.co.uk

Editorial

Natalie Noor-Drugan

Editor-in-Chief



Lisa Connock

Managing Editor



Simon Ingelthorpe

Senior Editor



Beatrice Bedeschi

Editor



Sofia D'Olivio

Editorial Executive



Tim Stephens

Designer



Magazine editorial contact details

Sulphur+Sulphuric Acid

Editor: Natalie Noor-Drugan
natalie.noor-drugan@crugroup.com
Technical Editor: Lisa Connock
lisa.connock@crugroup.com

Nitrogen+Syngas

Editor: Natalie Noor-Drugan
natalie.noor-drugan@crugroup.com
Technical Editor: Lisa Connock
lisa.connock@crugroup.com

Fertilizer International

Editor: Simon Ingelthorpe
simon.ingelthorpe@crugroup.com