



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Access Intelligence, LLC
 4 Choke Cherry Rd., 2nd Floor
 Rockville, MD 20850
 Tel.: (301) 354-2000
 Fax: (301) 738-8453
 www.che.com

CHEMICAL ENGINEERING is a brand that reaches chemical engineers in the chemical process industries (CPI). In order to reach all major segments of the CPI, Chemical Engineering uses its website, newsletters, social media outlets, webinars, white papers, job board, technical books and involvement in trade shows and conferences. Brand extensions include CHE.com, CE Direct, Chemploy, CE Focus and the Chemical Engineering Buyers' Guide. Chemical Engineering's strength is its diversification in the marketplace.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

CHEMICAL ENGINEERING MAGAZINE

6 Issues in the period
 60,172 average circulation

CHEMICAL ENGINEERING WEBSITE

63,421 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CHEMICAL ENGINEERING MAGAZINE Unique Total* (6 issues in the period)	57,282	2,890	60,172
a. Print	31,678	2,626	34,304
b. Digital	25,627	310	25,937
1. Requested	25,627	310	25,937
2. Non-Requested	-	-	-
CHEMICAL ENGINEERING WEBSITE (Monthly Unique Browsers with 148,552 average Page Impressions)	63,421	-	63,421

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

CHEMICAL ENGINEERING serves companies involved in manufacturing, engineering, government, educational services, financial services, public utilities/waste management, transportation, storage, distribution, wholesale/retail trade, business/legal services, consulting/misc. services, associations, societies, trade groups and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in corporate management, plant operations, production management, engineering, technical direction, regulatory & safety management, purchasing, sales & marketing management, consulting and personnel in other functions within the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	1,195 342
All Other	951
TOTAL	2,488

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,054	99.8	57,282	95.2	2,772	4.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	118	0.2	-	-	118	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,172	100.0	57,282	95.2	2,890	4.8

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,186	99.7	31,678	92.3	2,508	7.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	118	0.3	-	-	118	0.3
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,304	100.0	31,678	92.3	2,626	7.7

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,937	100.0	25,627	98.8	310	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,937	100.0	25,627	98.8	310	1.2

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	69	100.0	23	33.3	46	66.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	69	100.0	23	33.3	46	66.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January	35,242	24,840	57,080	2,926	60,006
February	35,328	25,747	58,062	2,942	61,004
March	33,901	26,176	57,060	2,947	60,007
April	33,824	26,249	57,083	2,925	60,008
May	33,626	26,440	57,153	2,848	60,001
June	33,901	26,167	57,252	2,750	60,002

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
 This issue is 0.3% or 204 copies below the average of the other 5 issues reported in Paragraph 2.

INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION									
			Print	Digital	Qualified Non-Paid	Qualified Paid	Corporate Management (Note 1)	Plant Operations & Production Management (Note 2)	Engineering (Note 3)	Technical Direction (Note 4)	Regulatory/ Safety Manager, Consultant	Purchasing, Sales & Marketing, Other (Note 5)
Manufacturing	33,219	55.3	16,681	16,549	32,887	332	4,975	11,132	12,798	2,027	1,197	1,090
Engineering (Note 6)	13,366	22.3	7,729	5,647	13,262	104	2,813	3,435	5,922	385	597	214
Government	1,135	1.9	737	398	1,130	5	159	532	300	86	49	9
Educational Services	744	1.2	238	508	731	13	23	204	254	145	100	18
Financial Services	123	0.2	60	63	121	2	44	34	23	5	13	4
Public Utilities, Waste Management, Transportation, Storage	5,152	8.6	3,874	1,279	5,140	12	728	2,669	1,452	136	108	59
Chemical Distributor, Wholesale/ Retail Trade	525	0.9	303	222	514	11	187	167	84	15	14	58
Business/Legal Services, Consulting, Misc. Services	2,144	3.6	1,179	965	2,119	25	738	386	508	40	434	38
Association, Society, Trade Group	59	0.1	31	28	58	1	15	23	5	5	4	7
Others Allied To The Field	3,534	5.9	2,794	781	1,191	2,343	403	840	628	77	185	1,401
Sub-Total	60,001	100.0	33,626	26,440	57,153	2,848	10,085	19,422	21,974	2,921	2,701	2,898
Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	60,001	100.0	33,626	26,440	57,153	2,848						

Note 1: Owner, Partner, President, CEO, COO, CFO, VP, GM, Company Official

Note 2: Director, Dept. Head, Work Exec., Manager, Plant/Facility/Operations Manager, Production Manager, Supervisor/Foreman, Non-Technical Manager/Associate

Note 3: Engineer

Note 4: Research/Development Manager, Scientist/Chemist/Metallurgist/Specialist

Note 5: Purchaser/Buyer, Sales/Marketing Manager, Other Personnel allied to the field not elsewhere classified & company copies

Note 6: Engineering, Design, Construction, Independent Laboratories, Research & Development, Environmental Services

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years							
I. Direct Request:	43,147	12,153	-	28,925	26,440	52,485	2,815	55,300	92.1	
II. Request from recipient's company:	33	-	-	33	-	-	33	33	0.1	
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	
IV. *Communication from recipient or recipient's company (other than request):	4,668	-	-	4,668	-	4,668	-	4,668	7.8	
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-	
Association rosters and directories	-	-	-	-	-	-	-	-	-	
Business directories	-	-	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-	
Other sources	-	-	-	-	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION**	47,848	12,153	-	33,626	26,440	57,153	2,848	60,001	100.0	
PERCENT	79.7	20.3	-	56.0	44.0	95.3	4.7	100.0		

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	32,361	26,349	57,147	1,535	58,682	97.8
Individuals by name only	413	29	-	440	440	0.7
Titles or functions only	336	29	5	344	349	0.6
Company names only	400	33	1	413	414	0.7
Multi-Copy Same Addressee copies	116	-	-	116	116	0.2
Single Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	33,626	26,440	57,153	2,848	60,001	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*					
Unique Total Audit Average Qualified***:	61,099	61,532	61,652	61,268	60,251	60,172					
Unique Qualified Non-Paid***:	56,355	57,202	57,801	57,777	57,195	57,282					
Print:	30,154	29,462	29,985	30,942	30,994	31,678					
Digital:	26,573	28,069	28,008	26,907	26,247	25,627					
Unique Qualified Paid***:	4,744	4,330	3,851	3,491	3,056	2,890					
Print:	4,293	3,916	3,499	3,176	2,792	2,626					
Digital:	627	548	450	377	313	310					
Post Expire Copies included in Total Qualified Circulation:	0.7 %	0.7 %	0.5 %	0.7 %	0.6 %	0.5 %					
Average Annual Order Price:	\$151.86	\$166.95	\$201.42	\$203.10	\$194.69	\$214.10					

*NOTE: January - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

State	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent	State	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent	
Maine	162	24	181	4	185		Kentucky	472	126	585	13	598		
New Hampshire	171	32	195	8	203		Tennessee	631	215	820	26	846		
Vermont	45	6	50	1	51		Alabama	542	139	539	141	680		
Massachusetts	770	238	958	49	1,007		Mississippi	191	45	229	7	236		
Rhode Island	106	19	122	3	125		EAST SO. CENTRAL	1,836	525	2,173	187	2,360	3.9	
Connecticut	404	115	507	10	517		Arkansas	185	47	226	6	232		
NEW ENGLAND	1,658	434	2,013	75	2,088	3.5	Louisiana	528	171	660	39	699		
New York	1,458	326	1,645	137	1,782		Oklahoma	314	110	405	19	424		
New Jersey	1,439	337	1,582	192	1,774		Texas	3,430	1,399	4,636	187	4,823		
Pennsylvania	1,897	508	2,301	101	2,402		WEST SO. CENTRAL	4,457	1,727	5,927	251	6,178	10.3	
MIDDLE ATLANTIC	4,794	1,171	5,528	430	5,958	9.9	Montana	135	31	155	10	165		
Ohio	1,717	466	2,099	80	2,179		Idaho	133	35	161	6	167		
Indiana	659	209	842	25	867		Wyoming	126	21	145	2	147		
Illinois	1,615	442	1,973	83	2,056		Colorado	610	213	786	36	822		
Michigan	987	247	1,186	46	1,232		New Mexico	92	29	114	7	121		
Wisconsin	747	192	917	22	939		Arizona	315	107	413	9	422		
EAST NO. CENTRAL	5,725	1,556	7,017	256	7,273	12.1	Utah	241	85	316	10	326		
Minnesota	674	133	778	29	807		Nevada	164	33	191	6	197		
Iowa	439	84	510	13	523		MOUNTAIN	1,816	554	2,281	86	2,367	3.9	
Missouri	766	204	942	27	969		Alaska	98	27	122	3	125		
North Dakota	105	35	137	3	140		Washington	517	139	629	25	654		
South Dakota	97	25	117	5	122		Oregon	249	75	311	12	323		
Nebraska	242	52	289	5	294		California	2,153	679	2,723	108	2,831		
Kansas	439	136	564	11	575		Hawaii	48	22	68	2	70		
WEST NO. CENTRAL	2,762	669	3,337	93	3,430	5.7	PACIFIC	3,065	942	3,853	150	4,003	6.7	
Delaware	165	76	230	9	239		UNITED STATES	31,022	8,926	38,176	1,730	39,906	66.5	
Maryland	446	131	551	26	577		U.S. Territories	76	37	110	3	113		
Washington, DC	88	43	123	7	130		Canada	360	1,141	1,316	175	1,491		
Virginia	584	178	737	24	761		Mexico	94	1,007	1,085	16	1,101		
West Virginia	195	58	244	9	253		Other International	2,071	15,329	16,463	924	17,387		
North Carolina	950	232	1,150	31	1,181		AP0/FPO	3	-	3	-	3		
South Carolina	561	159	700	20	720									
Georgia	846	201	1,018	28	1,046									
Florida	1,074	270	1,294	48	1,342									
SOUTH ATLANTIC	4,909	1,348	6,047	202	6,249	10.4								
								UNIQUE TOTAL QUALIFIED CIRCULATION**	33,626	26,440	57,153	2,848	60,001	100.0

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

WEBSITE CHANNEL

WWW.CHE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	175,119	81,615	71,137	1.15	01:22	01:34
February	75,174	37,649	34,028	1.11	01:15	01:16
March	187,429	94,970	82,900	1.15	01:20	01:19
April	166,828	85,550	74,495	1.15	01:23	01:19
May	152,501	75,962	66,634	1.14	01:14	01:15
June	134,259	60,702	51,332	1.18	01:19	01:36
AVERAGE:	148,552	72,741	63,421	1.15	01:19	01:23

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Communication Other Than Request includes 1 source of circulation for a quantity of 4668 copies or 7.8%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sarah Garwood, Audience Development Director

Michael Grossman, Group Publisher/Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 15, 2014
State	Maryland
County	Montgomery
Received by BPA Worldwide	July 15, 2014
Type	BD
ID Number	C709B0J4

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.