

## HOT PRODUCTS

### *Chemical Engineering's* Premium Product Showcase

HOT PRODUCTS is a tool that guarantees product exposure to the global audience of *Chemical Engineering*. Whether it's a new product launch or to promote existing products before an event, HOT PRODUCTS will give you the edge you need to ensure premium exposure.

You can reach 20,000 decision makers in the chemical process industries (CPI) with the monthly HOT PRODUCTS e-newsletter or showcase your product with a combination of print and e-newsletter marketing, reaching a combined audience of over 81,000. Each HOT PRODUCT listing in the HOT PRODUCTS e-newsletter and the print edition of *Chemical Engineering* includes a product photo and a 100-word product description with a URL to your website.

For more than 112 years, *Chemical Engineering* has been the leading industry source for market insight and information. By utilizing HOT PRODUCTS, you are partnering with the trusted brand in the CPI.

---

**81%** of *Chemical Engineering* readers purchase directly or have purchasing influence\*

\*Signet AdStudy, July 2013

---

	Open Rate	3x Rate	6x Rate	12x Rate
E-newsletter Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletter:	\$2,900	\$2,500	\$2,200	\$2,000

All rates listed are gross

**JASON BULLOCK**  
jbullock@che.com | 713-340-0476

**DAN GENTILE**  
dgentile@che.com | 512-918-8075

**TERRY DAVIS**  
tdavis@che.com | 404-634-5123

**PETRA TRAUTES**  
ptrautes@che.com | +49.69.58604760