



Why advertise in *Chemical Engineering* magazine?

Chemical Engineering magazine is the most widely respected global information source for the chemical process industries (CPI). For more than 111 years, this monthly publication has been the leading source for news, technology, and analysis used by engineers, operators, plant managers, senior managers, and consultants the world over. Following are a few reasons why *Chemical Engineering* presents such an effective and efficient medium for your marketing and communication objectives.

- **Global coverage**

Chemical Engineering is the largest global publication serving the CPI reaching readers in 169 countries each month. It is critical that today's industry professionals exchange ideas and experiences to help increase productivity, encourage technological development, and improve on best practices. Whether a business is regional or global, more knowledge can be gained from worldwide information exchange than from regional knowledge only. Additionally, markets and regions fluctuate; advertising in *Chemical Engineering* insures you always reach the markets that are actively buying.

- **Experience**

Chemical Engineering magazine was launched in 1902 and has been the market leader from the beginning. Industry professionals have relied on the magazine's editorial content for more than 111 years! *Chemical Engineering* has always put the reader first and throughout history has always responded to the market's most pressing needs.

- **Editorial excellence**

The editors of *Chemical Engineering* magazine are chemical engineers or advanced-degree chemists who understand the technical principles underlying the application of process equipment. Throughout the year the editorial team travels to processing plants, conferences, and industry events to keep up with the latest technology and industry needs. With advanced educational degrees specific to chemical engineering and processing, industry experience, and publishing experience, the editorial team of *Chemical Engineering* is unmatched. No other editorial staff in the CPI can compare.

- **Not just news and technology, but analysis**

While industry news and information comes from many sources, *Chemical Engineering's* value to the market lies in the independent analysis of what this information means to the market from editors who understand the business. *Chemical Engineering* differentiates itself from others by providing readers added value in the form of timely, perceptive, and job-useful content. Comparatively, most other sources simply report information and provide little or no analysis.

- **Reaches buyers and decision makers**

Chemical Engineering is edited for the technical decision maker. This unmatched content is critical to the purchasing process and high-level engineers, mid-level managers, plant managers, and senior managers refer to *Chemical Engineering* when making decisions critical to their work. No other industry publication provides this level of information. *Chemical Engineering* is also the only source for the *Plant Cost Index*, an essential tool for estimating equipment costs. This combination of technology, analysis, and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

- **More than just a magazine**

Chemical Engineering is no longer just a monthly magazine, but instead a brand that communicates with the CPI across many platforms. In addition to print media, *Chemical Engineering* reaches the market through trade shows and conferences, websites, newsletters, webinars, job boards, technical books, and more. Brand extensions include *CHE.com*, *CEDirect*, *ChemInnovations*, *Chempoly*, *CEFocus*, and *Chemical Engineering* Buyers' Guide.

History, editorial excellence, and investment have drawn more readership and allowed for the diversification of *Chemical Engineering*. This, in turn, has added to the strength of the brand and a clear reason for those serving the chemical process industries to market through *Chemical Engineering*.

No other industry publication can make these claims.