

CHEMICAL ENGINEERING

Chemical Engineering magazine was launched in 1902 and is the most widely respected global information source for the chemical process industries (CPI). For more than 113 years, *Chemical Engineering* has been the leading source for news, technology, and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide. This combination of technology, analysis, and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

In addition to the monthly print magazine, *Chemical Engineering* communicates with the CPI across several media platforms. *Chemical Engineering* reaches the market through chemengonline.com, *Chemical Engineering* DIRECT e-newsletter, *Chemical Engineering* FOCUS e-newsletter, webinars, job boards, technical books, social media, trade shows, conferences and more.



EDITORIAL EXCELLENCE

The editors of *Chemical Engineering* magazine hold advanced educational degrees specifically relevant to the chemical processing industries. The prestigious editorial staff of chemical engineers and chemists understands the technical principles and application of process equipment.

"Chemical Engineering is very useful to me in my job. I use it to keep current on existing and emerging technologies, products and calculation techniques."

- Industrial Chemicals, Engineering

"Chemical Engineering helps keep me up on significant topics in the field, and has a good education/background program."

- Energy, Plant Operations



BEYOND REPORTING

Chemical Engineering is uniquely positioned in the market due to the consistent analysis of the content from editors who understand the CPI. *Chemical Engineering* provides readers with timely, practical information that readers can use in their jobs.

"Chemical Engineering is useful in keeping us up to date in current engineering practices and technologies. Also, the CEPCL is an excellent tool for us, especially during visualizations and feasibility studies."

-Engineering Services, Engineering

Subscribers receive added value in the form of timely, perceptive and job-useful content.



84% of readers use the Internet to do research for their job^A

CONNECT WITH US!



MORE THAN 34,000
social media
followers
(as of July 2014)



Chat with us on Twitter @ChemEngMag and join more than 7,105 followers.



Join our group *Chemical Engineering Magazine* and discuss industry hot topics and updates with more than 27,101 members.

AHEAD OF THE COMPETITION

When subscribers compared *Chemical Engineering* to *Chemical Processing* and *Processing* magazines, subscribers indicated *Chemical Engineering* as the superior publication due to *Chemical Engineering's*:**

- » Timely information
- » Relevant information
- » Scope of coverage
- » Credibility

Why subscribers read the magazine:**

71% TO ACQUIRE TECHNICAL KNOWLEDGE

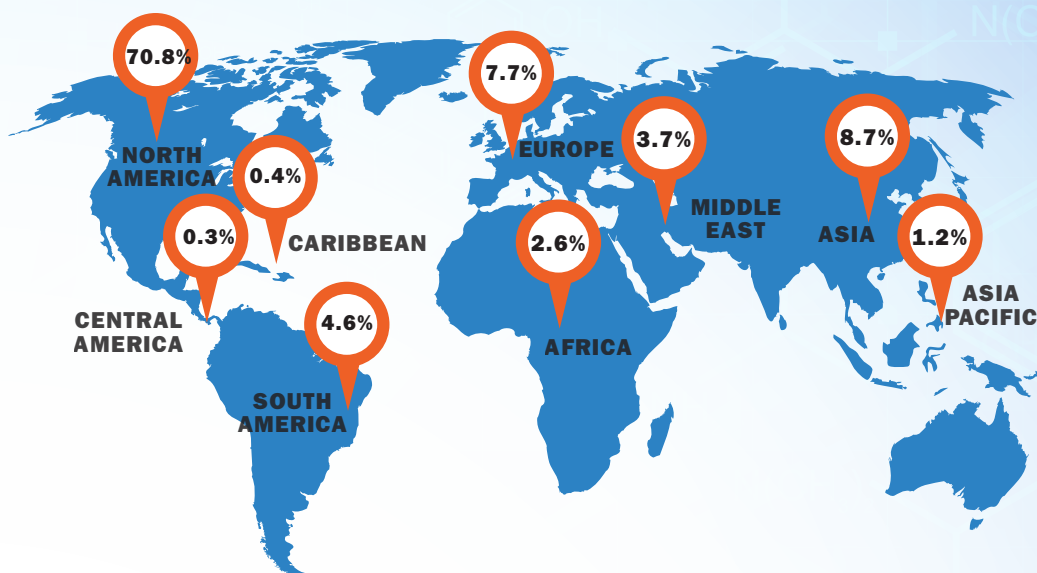
67% TO READ ABOUT INDUSTRY TRENDS

60% TO LEARN ABOUT NEW PRODUCTS AND SERVICES

According to the 2014 blind survey conducted by ReadEx, if subscribers could only choose one publication to read, **67% would choose Chemical Engineering** only 16% chose *Chemical Processing*, and 5% chose *Processing* ***

GLOBAL COVERAGE

The largest global publication serving the CPI provides you with unmatched worldwide exposure. Percentages are according to the 2014 JUNE BPA statement. See back insert for complete BPA statement, including a country breakdown.



Reaching subscribers in 165 countries each month***

Chemical Engineering understands the critical need for global information exchange to increase productivity, encourage technological advancement and improve best practices. As markets and regions fluctuate, advertising in *Chemical Engineering* ensures you always reach the actively buying markets.

AN AUDIENCE OF DECISION-MAKERS

The content in *Chemical Engineering* is published for the technical decision maker and is critical to the purchasing process for high-level engineers, mid-level managers, plant managers, and senior managers who refer to *Chemical Engineering* when making decisions critical to their work.



63 MINUTES

average time spent reading an issue of *Chemical Engineering**

33%

UNDUPLICATED READERSHIP

(subscribers who do not receive another industry publication)*

"Chemical Engineering is a source of news in the state of the art equipment and updated data influencing the performance of my job."

-- Education, Engineering



93% are college graduates, including **50%** who have a Master's degree or higher**



86% are involved in purchasing products/ services for their organization**



The only source for the Plant Cost Index, an essential tool for estimating equipment costs.

ABOUT SUBSCRIBERS:***

CPI Operating Co./Manufacturers: 33,219 (**55.4%**)

Engineer/Construction Co: 13,366 (**22.3%**)

Others Allied to the Field: 13,416 (**22.3%**)

* Signet AdStudy, February 2014
 ** 2014 blind survey conducted by ReadEx
 *** June 2014 BPA
 Δ 2014 E-media Study



ENDLESS IMPRESSIONS

47% of subscribers who personally receive *Chemical Engineering* share their copies with others

"I not only view the articles but I save the technical ones to my engineering reference files."

-Company's Operations, Administration



77% use/access at least one of *Chemical Engineering's* digital resources**

"When I come across a relevant article or advertisement, I print the pages and read thoroughly."

- Plastics & Resins, Plant Operations



EFFECTIVE ADVERTISEMENTS

76% of subscribers have taken action on advertisements by visiting websites, requesting additional info, or buying products and services.**