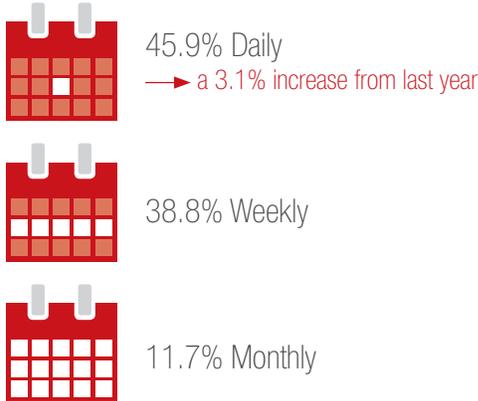


96.5% of readers receive and read work-related e-newsletters (a 2.5 % increase from last year)

Frequency of work-related e-newsletters they receive:



When asked about re-targeting advertisements, 43% of readers have found it useful or would find it useful.

83.1% of readers use a smart phone (or device) for work-related information



47.8% of readers use their Android
→ 7.8% increase from last year

34.8% of readers use their iPhone



16.9% do not use a smart phone or device for work-related information
→ a 6% decrease from last year

Mobile usage in the field



11.4% of readers use their smart phone (or device) on the plant floor → 3% increase from last year



86.5% of readers that use their smart phone for work are using it to check email



68.6% of readers that use their smart phone (or device) for work are using it to browse the web
→ 4% increase from last year

Readers indicated how they use the internet for their jobs



Readers ranked the usefulness of the following information sources to stay informed about the chemical process industries

- 1 Search engines (Google, Yahoo, Bing, Ask, etc.)
- 2 Digital magazines
- 3 Websites
- 4 E-newsletters
- 5 White papers
- 6 Print magazines
- 7 Webinars
- 8 In person trade shows/conferences
- 9 Videos
- 10 Virtual trade shows/conferences
- 11 Blogs
- 12 Podcasts
- 13 RSS feeds or "Alerts"
- 14 Social media (Facebook, Twitter, LinkedIn, Google+, etc.)



74.2% of readers plan to attend a webinar this year

→ 2.6% increase from last year

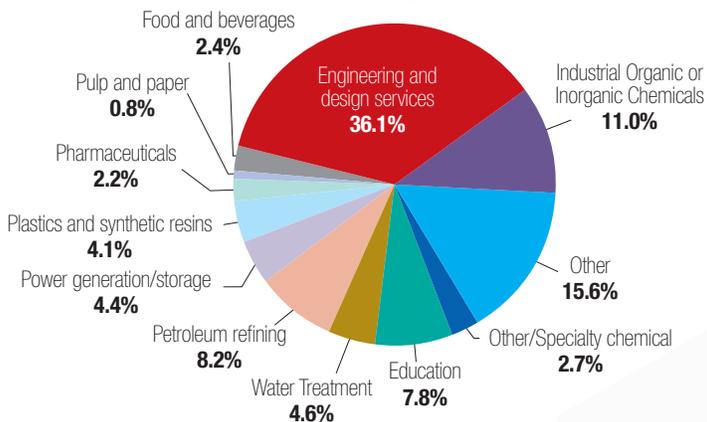
54.3% of readers participate in online training



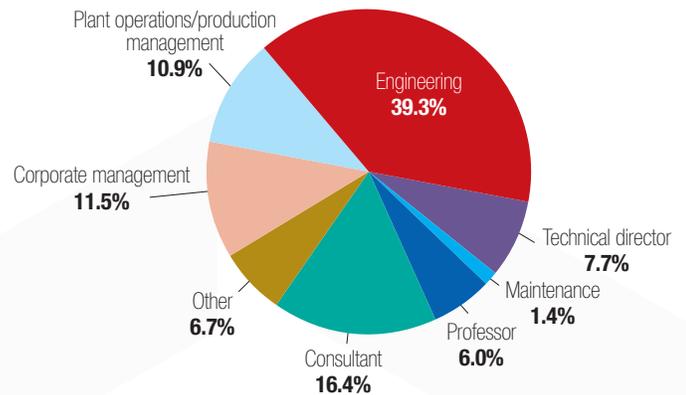
SURVEY DEMOGRAPHICS

Chemical Engineering emailed a survey to gain insights into *Chemical Engineering's* audience in March 2017. Using a sample of 1,950 *Chemical Engineering* print and digital subscribers, the following information was derived.

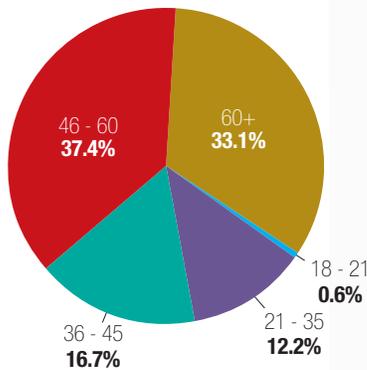
INDUSTRY



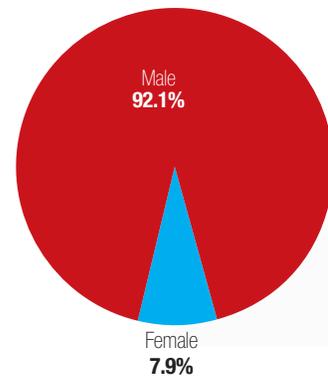
TITLE



AGE



GENDER



Chemical Engineering offers a wide range of digital opportunities to put your marketing message in front of this important audience to meet your marketing objectives including pushing traffic to your own site, creating effective branding, driving highly qualified leads, and much more.

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