

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
9211 Corporate Blvd., 4th floor
Rockville, MD 20850
Tel.: (301) 354-2000
Fax: (301) 738-8453
www.chemengonline.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 chemengonline.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
60,062 average circulation

CHEMICAL ENGINEERING WEBSITE



40,392 average users

CHEMICAL ENGINEERING SOCIAL MEDIA



20,000 Twitter followers
68,302 LinkedIn group members

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)	58,361	1,701	60,062
a. Print	28,981	1,524	30,505
b. Digital	29,380	179	29,559
1. Requested	28,691	178	28,869
2. Non-Requested	689	1	690
CHEMICAL ENGINEERING WEBSITE (Monthly Users with 100,917 average Pageviews)	40,392	-	40,392
CHEMICAL ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*20,000	-	*20,000
b. LinkedIn group members	*68,302	-	*68,302

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

**Social Media claims are cumulative figures, not averages.

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	2
Advertiser and Agency	654
Allocated for Trade Shows and Conventions	398
All Other	1,364
TOTAL	2,418

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	59,964	99.8	58,361	97.2	1,603	2.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	98	0.2	-	-	98	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,062	100.0	58,361	97.2	1,701	2.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
July	30,392	29,710	58,318	1,781	60,099
August	30,362	29,697	58,313	1,742	60,055
September	30,297	29,745	58,328	1,711	60,039
October	30,438	29,624	58,378	1,684	60,062
November	30,858	29,198	58,400	1,654	60,054
December	30,684	29,381	58,430	1,633	60,063

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
 This issue is % or 10 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 (Note 5)	Other Functions
Manufacturing	32,661	54.4	15,078	17,583	32,573	88	4,802	10,811	11,576	2,455	1,398	1,260	359
Engineering (Note 6)	11,087	18.5	5,454	5,633	11,066	21	2,155	2,697	4,739	452	693	254	97
Government	965	1.6	578	387	965	-	104	376	289	104	64	7	21
Educational Services	1,155	1.9	270	885	1,152	3	50	207	348	220	83	13	234
Financial Services	146	0.3	52	94	146	-	42	46	17	6	26	6	3
Public Utilities, Waste Management, Transportation, Storage	8,218	13.7	6,095	2,123	8,214	4	1,436	3,853	2,433	170	146	105	75
Chemical Distributor, Wholesale/Retail Trade	916	1.5	587	329	915	1	305	305	134	28	24	111	9
Business/Legal Services, Consulting, Misc. Services	2,308	3.8	990	1,318	2,299	9	725	450	536	56	471	51	19
Association, Society, Trade Group	117	0.2	53	64	117	-	25	50	20	6	3	7	6
Others Allied to the Field	2,481	4.1	1,701	782	953	1,528	121	192	280	53	74	56	1,705
Sub-Total	60,054	100.0	30,858	29,198	58,400	1,654	9,765	18,987	20,372	3,550	2,982	1,870	2,528
Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	60,054	100.0	30,858	29,198	58,400	1,654							

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

Note 6: Engineering, Consulting 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 NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	43,021	12,037	-	26,828	28,232	53,411	1,647	55,058	91.7
II. Request from recipient's company:	7	-	-	7	-	-	7	7	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. **Communication from recipient or recipient's company (other than request):	4,989	-	-	4,023	966	4,989	-	4,989	8.3
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*	48,017	12,037	-	30,858	29,198	58,400	1,654	60,054	100.0
PERCENT	80.0	20.0	-	51.4	48.6	97.2	2.8	100.0	

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

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	30,082	29,160	58,380	860	59,240	98.6
Individuals by name only	227	12	7	232	239	0.4
Titles or functions only	170	11	13	168	181	0.3
Company names only	284	15	-	299	299	0.5
Multi-Copy Same Addressee copies	95	-	-	95	95	0.2
Single Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,858	29,198	58,400	1,654	60,054	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		Circulation Claim		Circulation Claim	
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*						
Unique Total Audit Average Qualified***:	60,028	60,164	60,056	60,036	60,033	60,062						
Unique Qualified Non-Paid***:	57,513	57,876	57,935	58,054	58,175	58,361						
Print:	30,332	29,560	29,321	28,463	28,959	28,981						
Digital:	27,185	28,316	28,614	29,592	29,217	29,380						
Unique Qualified Paid***:	2,515	2,288	2,121	1,982	1,858	1,701						
Print:	2,259	2,073	1,921	1,776	1,666	1,524						
Digital:	269	220	206	214	196	179						
Post Expire Copies included in Total Qualified Circulation:	0.4%	0.5%	0.3%	0.4%	0.3%	0.4%						
Average Annual Order Price:	\$233.68	\$229.78	\$261.39	\$234.42	\$283.19	\$262.39						

*NOTE: January – December 2017 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 NOVEMBER 2017**

State	Print	Digital	Qualified Paid	Qualified Non-Paid	Unique Total Qualified*	Percent	State	Print	Digital	Qualified Paid	Qualified Non-Paid	Unique Total Qualified*	Percent
Maine	113	27	3	137	140		Kentucky	458	96	7	547	554	
New Hampshire	147	38	4	181	185		Tennessee	622	187	28	781	809	
Vermont	43	12	-	55	55		Alabama	492	172	101	563	664	
Massachusetts	688	203	30	861	891		Mississippi	196	37	4	229	233	
Rhode Island	75	31	3	103	106		EAST SO. CENTRAL	1,768	492	140	2,120	2,260	3.8
Connecticut	350	102	5	447	452		Arkansas	193	37	3	227	230	
NEW ENGLAND	1,416	413	45	1,784	1,829	3.1	Louisiana	579	214	22	771	793	
New York	1,218	393	53	1,558	1,611		Oklahoma	364	132	12	484	496	
New Jersey	1,135	372	103	1,404	1,507		Texas	3,376	1,507	106	4,777	4,883	
Pennsylvania	1,712	518	55	2,175	2,230		WEST SO. CENTRAL	4,512	1,890	143	6,259	6,402	10.7
MIDDLE ATLANTIC	4,065	1,283	211	5,137	5,348	8.9	Montana	134	30	7	157	164	
Ohio	1,584	424	41	1,967	2,008		Idaho	118	36	4	150	154	
Indiana	642	175	16	800	816		Wyoming	127	23	3	147	150	
Illinois	1,506	542	47	2,001	2,048		Colorado	413	147	19	541	560	
Michigan	912	248	24	1,136	1,160		New Mexico	105	35	2	138	140	
Wisconsin	722	180	8	894	902		Arizona	307	106	4	409	413	
EAST NO. CENTRAL	5,366	1,569	136	6,798	6,934	11.5	Utah	240	82	6	316	322	
Minnesota	696	154	14	836	850		Nevada	146	57	3	200	203	
Iowa	414	85	9	490	499		MOUNTAIN	1,590	516	48	2,058	2,106	3.5
Missouri	753	200	22	931	953		Alaska	115	25	2	138	140	
North Dakota	122	24	2	144	146		Washington	471	187	17	641	658	
South Dakota	134	11	4	141	145		Oregon	283	60	9	334	343	
Nebraska	256	58	2	312	314		California	2,107	710	65	2,752	2,817	
Kansas	393	119	7	505	512		Hawaii	64	22	2	84	86	
WEST NO. CENTRAL	2,768	651	60	3,359	3,419	5.7	PACIFIC	3,040	1,004	95	3,949	4,044	6.7
Delaware	156	68	8	216	224		UNITED STATES	29,101	9,192	1,007	37,285	38,292	63.8
Maryland	351	114	15	450	465		U.S. Territories	81	56	5	132	137	
Washington, DC	99	51	4	146	150		Canada	204	1,221	85	1,340	1,425	
Virginia	595	189	13	771	784		Mexico	75	1,173	11	1,237	1,248	
West Virginia	202	71	4	269	273		Other International	1,394	17,549	546	18,396	18,942	
North Carolina	833	223	27	1,029	1,056		APO/FPO	3	6	-	9	9	
South Carolina	532	166	17	681	698		Email Only	-	1	-	1	1	
Georgia	765	210	16	959	975		UNIQUE TOTAL QUALIFIED CIRCULATION*	30,858	29,198	1,654	58,400	60,054	100.0
Florida	1,043	282	25	1,300	1,325								
SOUTH ATLANTIC	4,576	1,374	129	5,821	5,950	9.9							

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

**See Additional Data

WEBSITE CHANNEL

WWW.CHEMENGONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	95,024	51,239	35,587	2:22
August	108,973	59,506	41,910	2:07
September	105,572	60,571	41,332	1:58
October	104,813	61,208	43,311	1:54
November	103,442	61,714	43,418	1:37
December	87,681	53,178	36,799	1:42
AVERAGE:	100,917	57,902	40,392	1:56

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

Average Session Duration: The 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

SOCIAL MEDIA CHANNEL

Chemical Engineering Social Media



Twitter followers



LinkedIn group members

2017

<http://twitter.com/chemengonline.com/the-magazine>

<http://linkedin.com/chemengonline.com>

Beginning Balance:	18,000	67,495
July	18,300	67,654
August	18,700	67,818
September	18,700	67,928
October	19,400	68,086
November	19,700	68,137
December	20,000	68,302

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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 from recipient or recipient's company (other than request) includes 1 source of circulation for a quantity of 4,989 copies or 8.3%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are 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

Matt Grant, Group Publisher

(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

January 12, 2018

State

Maryland

County

Montgomery

Received by BPA Worldwide

January 12, 2018

Type

BD

ID Number

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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.