



Show the world what you are made of!

In March 2015, *Chemical Engineering*, the leading global publication for the Chemical Process Industries (CPI), will publish the **Europe 2015 Special Ad Section**. Engineering professionals all over the world will read this report to learn about leading suppliers in Europe and what they have to offer the CPI.

The Europe Special Section is published in time to promote your Achema participation, but also other trade shows such as Hannover Fair, Anuga Foodtec or Wasser Berlin International.

This Special Section offers you the following advantages

- » Distribution to all subscribers of the International Edition of *Chemical Engineering* (outside North America)
- » BPA-audited, partly paid circulation guarantees that readers want to receive the publication and will see your advertisement
- » **Free bonus distribution to all digital U.S. subscribers**
- » **Free advertorial to display advertisers**

DEADLINES

**Section Closes:
February 5, 2015**

**Materials Due:
February 9, 2015**

Chemical Engineering
is the official
media partner of
Achema 2015
www.achema.de

ADVERTISING RATES

Color (4c)	
Full Page	\$7500
2/3 Page (vertical)	\$5335
1/2 Page (vertical or horizontal)	\$4295
1/3 Page (square or vertical)	\$3510
1/4 Page (square)	\$3260

At the above rates, both the advertisement and free write-up will appear within the Europe Special Section (circulation 28,000+).

If you wish your advertisement to appear in the global Full-Run Edition of *Chemical Engineering* (circulation 60,000+), thus reaching all North American subscribers, please contact your sales representative for a specific proposal.

Full-Run advertisers will also receive a free advertorial, which will appear within the Europe Special Ad Section.

FREE ADVERTORIALS

- » 1/2 page ad or more earns 1/2 page free advertorial
- » 1/3 page ad earns 1/3 page free advertorial
- » 1/4 page ad earns 1/4 page advertorial

WHAT TO SEND

- » Please send all material to Charles Butcher <cbutcher@chemengonline.com>, with a copy to your sales representative.
- » Send 350–400 words for a 1/2 -page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial..
- » Write in the third person – don't use "we", "our", or "you".
- » We ignore ® and ™ symbols, as elsewhere in CE editorial.
- » Include one print-quality image, or two if you will accept less text.
- » Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine.
- » We will edit to house style and send you a proof to check.

FIND OUR ACHEMA SPECIAL ISSUES AT [CHEMENGONLINE.COM/MEDIAKIT](http://chemengonline.com/mediakit)

Download the 2015 Media Kit at chemengonline.com/mediakit

Contact your sales representative for more information:

**UK/Germany/Switzerland/Austria/Eastern
Europe/Scandinavia/Benelux/Czech Republic**

PETRA TRAUTES

ptrאותes@accessintel.com | +49 69 58604760

**France/Greece/Israel/Italy/
Middle East/Portugal/Spain**

FERRUCCIO SILVERA

ferruccio@silvera.it | +39 (0) 2 284 6716

How to write your editorial for a Chemical Engineering Magazine Special Advertising Section

We are grateful for your advertising support and pleased to offer you the opportunity of free editorial space.

Within reason you are welcome to use your editorial space in any way you wish. However, we have a few "house rules" to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- » Send us one or two illustrations and 350–400 words of text for a standard half-page editorial. (Smaller editorials will need fewer words.)
- » Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- » Write in the third person (for instance "the company" or "YourCorp., Inc." instead of "we"), and don't address the reader directly.
- » No ® or ™ symbols, please. They never appear in standard magazine editorial.
- » If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- » Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- » One illustration is normally enough, though it's sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it's hard to be precise about word counts).
- » Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- » Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- » We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- » For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.