

Chemical Engineering conducted an annual survey from 2011 – 2014 to gain E-media insights into Chemical Engineering’s audience. Notable trends are listed below.



HOW READERS USE THE INTERNET FOR THEIR JOBS:

To communicate with peers: **8.3% increase**

For analysis of industry news and events: **5.8% increase**

To research purchases: **2.4% increase**

(Percentage increase from 2011 data)



HOW READERS RATE INFORMATION SOURCES TO STAY INFORMED ABOUT THE INDUSTRY:



Search Engines
2.75% increase

Virtual trade shows/
conferences
1.25% increase

RSS feeds or “alerts”
2.50% increase

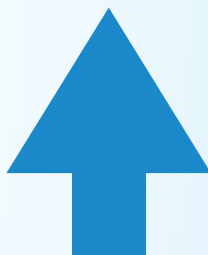
In person trade
shows/conferences
1.75% increase

Websites
1.25% increase

(Percentage increase from 2011 data)

In the last 5 years, readers indicate they receive more WEEKLY and MONTHLY work-related e-newsletters

In the last 5 years, readers indicated the **usefulness** of *Chemical Engineering's* website **chemengonline.com** has increase by **4.5%**



Percentage of readers that attend at least one webinar per year:
70.2% IN 2015 (11.5% INCREASE FROM 2011)

Percentage of readers that attend online training per year:
54% IN 2015 (4.3% INCREASE FROM 2011)

Chemical Engineering offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive traffic to your own site. Custom digital packages are available to fit your needs and budget. Contact your sales representative today to learn more.

JASON BULLOCK

jbullock@chemengonline.com | 713-340-0476

TERRY DAVIS

tdavis@chemengonline.com | 404-634-5123

DAN GENTILE

dgentile@chemengonline.com | 512-918-8075

PETRA TRAUTES

ptrautes@accessintel.com | +49 69 58604760