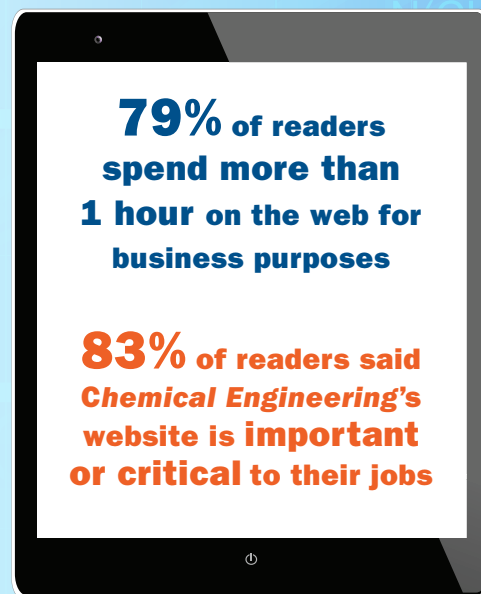
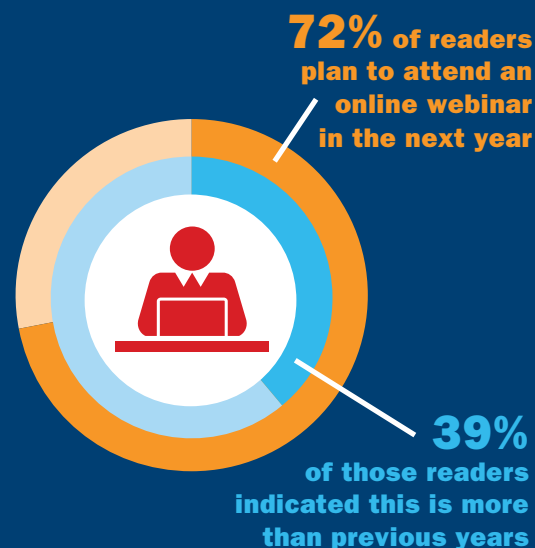
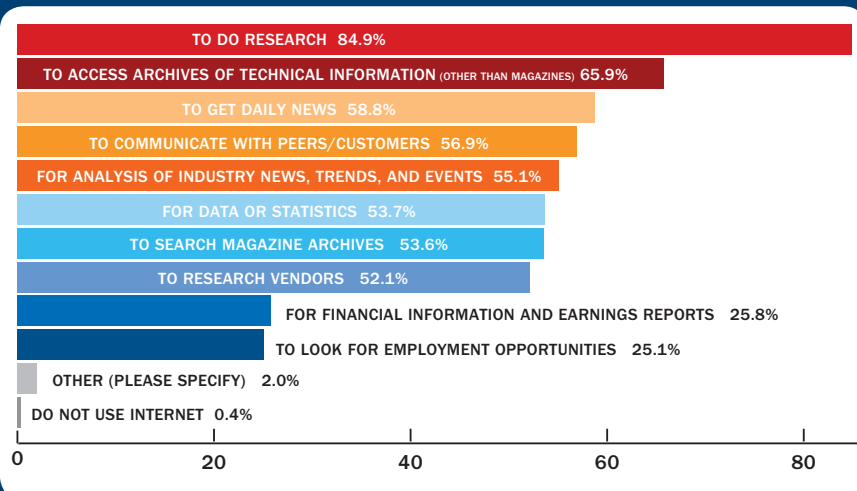


Chemical Engineering conducted a survey to gain insights into Chemical Engineering's audience in July 2015. Using a random sample of 1,161 Chemical Engineering subscribers, the following information was derived.

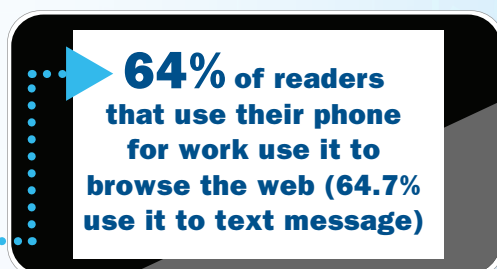
READERS RANKED THE USEFULNESS OF THE FOLLOWING INFORMATION SOURCES TO STAY INFORMED ABOUT THE CHEMICAL PROCESS INDUSTRIES



READERS INDICATED HOW THEY USE THE INTERNET FOR THEIR JOBS



Browsing the web from a smart phone or tablet is as common as texting from a smart phone or tablet.



95% receive and read work-related e-newsletters

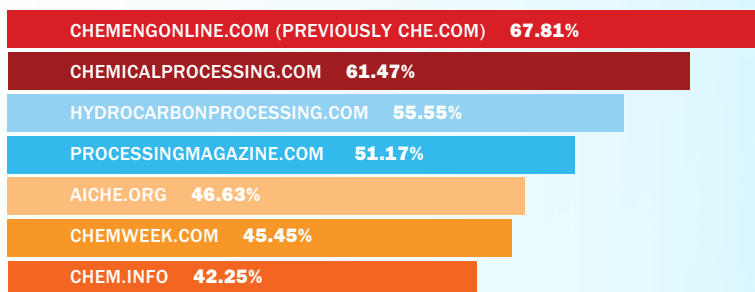
Readers indicated the frequency of work-related e-newsletters they receive

DAILY	WEEKLY	MONTHLY
44.3%	45.7%	20.4%



Chemical Engineering conducted a survey to gain insights into Chemical Engineering's audience in July 2015. Using a random sample of 1,161 Chemical Engineering subscribers, the following information was derived.

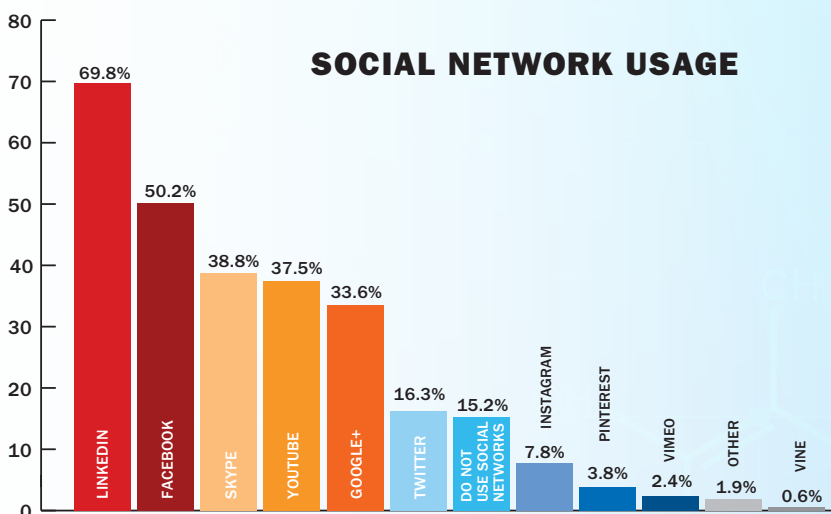
PERCENTAGE OF READERS THAT INDICATED THESE WEBSITES AS VERY USEFUL OR USEFUL TO THEIR WORK



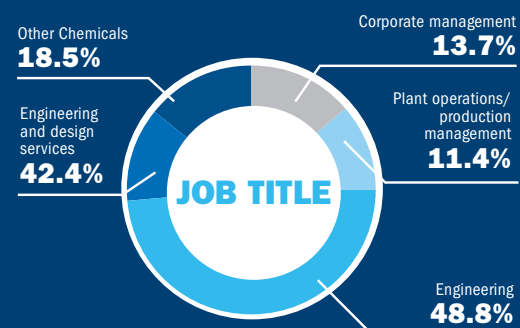
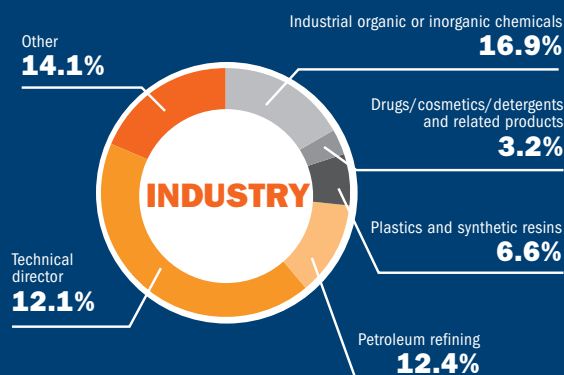
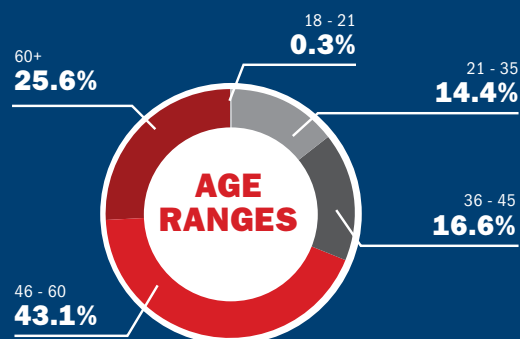
65% of readers read sponsored content on websites

95% of those that read it find it interesting or useful

(Sponsored content defined as content generated by a product or service supplier)



2015 SURVEY DEMOGRAPHICS



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.

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