

E-MEDIA SURVEY 2015

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**

- Search engines (Google, Yahoo, Bing, Ask, etc.)
- Websites
- **Digital magazines**
- E-newsletters
- **Print magazines**

- White papers
- Webinars
- In person trade shows/conferences
- Videos
- Virtual trade shows/conferences

RSS feeds or "Alerts"

Blogs

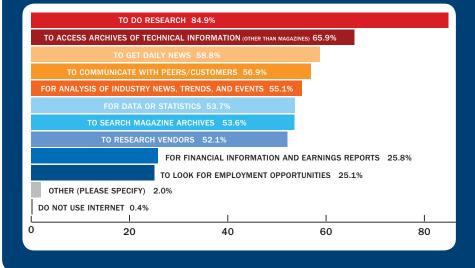
Social media (Facebook, Twitter, LinkedIn, Google+, etc.)

Podcasts

79% of readers spend more than 1 hour on the web for **business purposes**

83% of readers said **Chemical Engineering's** website is **important** or critical to their jobs

READERS INDICATED HOW THEY USE THE INTERNET FOR THEIR JOBS



online webinar

of those readers indicated this is more than previous years

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

64% of readers that use their phone for work use it to browse the web (64.7% use it to text message) 95% receive and read work-related e-newsletters

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

DAILY

WEEKLY 44.3% 45.7% **MONTHLY**

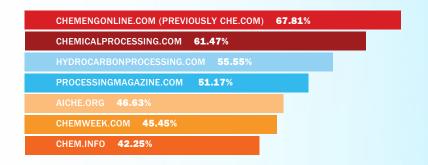




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PERCENTAGE OF READERS THAT INDICATED THESE WEBSITES AS VERY USEFUL OR USEFUL TO THEIR WORK

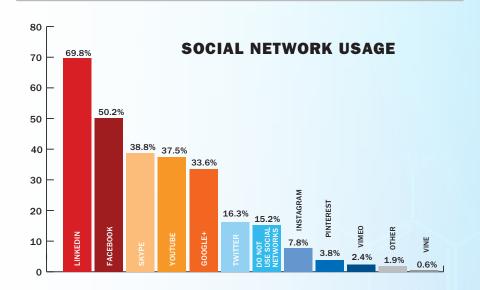


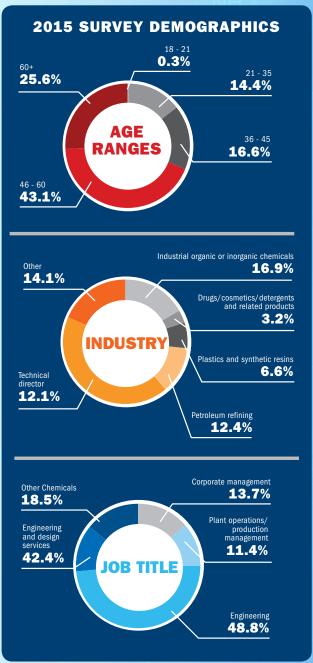


65% of readers read sponsored content on websites

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

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





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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