

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.

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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.

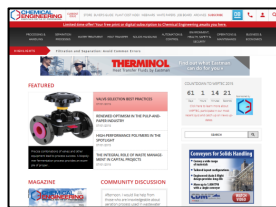
CHANNELS

CHEMICAL ENGINEERING MAGAZINE



6 Issues in the period
60,028 average circulation

CHEMICAL ENGINEERING WEBSITE



31,515 average unique browsers

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)	57,513	2,515	60,028
a. Print	30,332	2,259	32,591
b. Digital	27,185	269	27,454
1. Requested	26,573	269	26,842
2. Non-Requested	612	-	612
CHEMICAL ENGINEERING WEBSITE (Monthly Unique Browsers with 117,353 average Page Impressions)	31,515	-	31,515

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

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	5
Advertiser and Agency Allocated for Trade Shows and Conventions	1,153
	508
All Other	933
TOTAL	2,599

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	59,924	99.8	57,513	95.8	2,411	4.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	104	0.2	-	-	104	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,028	100.0	57,513	95.8	2,515	4.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January	32,982	27,045	57,432	2,567	59,999
February	33,039	26,983	57,462	2,538	60,000
March	32,811	27,211	57,474	2,530	60,004
April	32,837	27,179	57,480	2,521	60,001
May	32,261	27,803	57,570	2,483	60,053
June	31,617	28,507	57,660	2,454	60,114

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is % or 29 copies above 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, Other (Note 5)
Manufacturing	33,037	55.0	16,153	16,886	32,694	343	4,727	10,890	12,400	2,229	1,427	1,364
Engineering (Note 6)	13,040	21.7	6,962	6,079	12,926	114	2,619	3,354	5,607	440	691	329
Government	1,176	2.0	778	398	1,172	4	137	522	361	91	52	13
Educational Services	931	1.6	302	629	918	13	42	244	282	196	143	24
Financial Services	117	0.2	64	53	115	2	44	32	19	2	17	3
Public Utilities, Waste Management, Transportation, Storage	5,310	8.8	3,841	1,469	5,288	22	653	2,852	1,429	154	126	96
Chemical Distributor, Wholesale/ Retail Trade	518	0.9	291	227	511	7	183	166	76	17	14	62
Business/Legal Services, Consulting, Misc. Services	2,481	4.1	1,342	1,139	2,449	32	862	425	563	53	522	56
Association, Society, Trade Group	71	0.1	38	33	70	1	16	26	12	4	3	10
Others Allied To The Field	3,372	5.6	2,490	890	1,427	1,945	379	707	579	103	229	1,375
Sub-Total	60,053	100.0	32,261	27,803	57,570	2,483	9,662	19,218	21,328	3,289	3,224	3,332
Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	60,053	100.0	32,261	27,803	57,570	2,483						

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, Other Personnel allied to the field not elsewhere classified & company copies

Note 6: 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 MAY 2015

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years							
I. Direct Request:	46,224	10,778	-	30,077	26,936	54,532	2,470	57,002	94.9	
II. Request from recipient's company:	23	12	-	35	-	22	13	35	0.1	
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	3,016	-	-	2,149	867	3,016	-	3,016	5.0	
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*	49,263	10,790	-	32,261	27,803	57,570	2,483	60,053	100.0	
PERCENT	82.0	18.0	-	53.7	46.3	95.9	4.1	100.0		

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	31,194	27,762	57,533	1,420	58,953	98.2
Individuals by name only	294	15	18	290	308	0.5
Titles or functions only	296	15	19	288	307	0.5
Company names only	373	11	-	381	381	0.6
Multi-Copy Same Addressee copies	104	-	-	104	104	0.2
Single Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	32,261	27,803	57,570	2,483	60,053	100.0

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015*

Region/Country	Print	Digital	Qualified Paid	Qualified Non-Paid	Unique Total Qualified**	Percent
ASIA						
Afghanistan	-	2	-	2	2	
Armenia	-	2	-	2	2	
Azerbaijan	1	13	-	14	14	
Bangladesh	4	55	-	59	59	
British Indian Ocean Territory	-	1	-	1	1	
Brunei Darussalam	3	14	-	17	17	
Cambodia	-	2	-	2	2	
China	30	236	4	262	266	
Georgia	-	2	-	2	2	
Hong Kong - SAR	8	33	1	40	41	
India	309	1,710	88	1,931	2,019	
Indonesia	51	516	5	562	567	
Japan	37	71	31	77	108	
Kazakhstan	5	22	-	27	27	
Korea, Democratic People's Republic Of	-	3	-	3	3	
Korea, Republic Of	57	204	37	223	260	
Kyrgyzstan	-	1	-	1	1	
Laos	-	1	-	1	1	
Macao	1	1	-	2	2	
Malaysia	49	392	7	434	441	
Maldives	-	2	-	2	2	
Mongolia	2	5	-	7	7	
Myanmar	-	5	-	5	5	
Nepal	2	10	-	12	12	
Pakistan	94	518	8	604	612	
Philippines	38	316	4	350	354	
Singapore	50	400	9	441	450	
Sri Lanka	7	64	1	70	71	
Taiwan	22	171	11	182	193	
Thailand	30	221	11	240	251	
Uzbekistan	1	2	-	3	3	
Vietnam	7	64	-	71	71	
unspecified Asia	1	-	-	1	1	
Subtotal	809	5,059	217	5,650	5,867	9.8
MIDDLE EAST						
Bahrain	5	62	2	65	67	
Iran	77	613	1	689	690	
Iraq	6	62	-	68	68	
Israel	25	125	9	141	150	
Jordan	10	37	2	45	47	
Kuwait	5	98	2	101	103	
Lebanon	4	15	1	18	19	
Oman	11	101	2	110	112	
Qatar	22	167	4	185	189	
Saudi Arabia	58	472	5	525	530	
Syrian Arab Republic	-	14	-	14	14	
United Arab Emirates	51	404	13	442	455	
Yemen	7	18	-	25	25	
unspecified Middle East	-	2	-	2	2	
Subtotal	281	2,190	41	2,430	2,471	4.1
EUROPE						
Albania	-	2	-	2	2	
Andorra	-	1	-	1	1	
Austria	11	25	8	28	36	
Belarus	1	1	-	2	2	
Belgium	59	189	36	212	248	
Bosnia and Herzegovina	-	16	-	16	16	
Bulgaria	-	17	-	17	17	
Croatia	2	44	2	44	46	
Cyprus	1	8	-	9	9	
Czech Republic	6	22	2	26	28	
Denmark	18	47	17	48	65	
Estonia	-	8	-	8	8	
Finland	31	56	26	61	87	
France	76	224	43	256	299	
Germany	98	295	54	339	393	
Greece	14	142	2	154	156	
Hungary	9	41	4	46	50	
Iceland	4	6	1	9	10	
Ireland	19	95	2	112	114	
Italy	101	440	58	483	541	
Latvia	-	5	-	5	5	
Lithuania	1	12	-	13	13	
Luxembourg	-	5	-	5	5	
Macedonia	-	9	-	9	9	
Malta	-	5	-	5	5	
Moldova	-	2	-	2	2	
Monaco	-	3	-	3	3	
Montenegro	-	1	-	1	1	
Netherlands	88	353	54	387	441	
Norway	18	60	8	70	78	
Poland	18	80	4	94	98	
Portugal	17	144	7	154	161	
Romania	14	154	1	167	168	
Russian Federation	8	84	1	91	92	
Serbia	3	39	-	42	42	
Slovakia	3	27	1	29	30	
Slovenia	9	23	9	23	32	
Spain	72	562	25	609	634	
Sweden	31	54	27	58	85	
Switzerland	35	84	14	105	119	
Turkey	31	230	2	259	261	
Ukraine	4	24	-	28	28	
United Kingdom	143	819	39	923	962	
Subtotal	945	4,458	447	4,955	5,402	9.0
AFRICA						
Algeria	11	105	-	116	116	
Angola	2	16	1	17	18	
Benin	-	1	-	1	1	
Botswana	1	7	1	7	8	
Burkina Faso	-	1	-	1	1	
Cameroon	-	9	-	9	9	
Cape Verde	-	1	-	1	1	
Central African Republic	-	2	-	2	2	
Congo	-	1	-	1	1	
Cote D'Ivoire	-	1	-	1	1	
Egypt	25	259	3	281	284	
Ethiopia	2	21	-	23	23	
Gabon	-	1	-	1	1	
Gambia	-	1	-	1	1	
Ghana	4	40	-	44	44	
Kenya	2	51	-	53	53	
Lesotho	-	3	-	3	3	
Libyan Arab Jamahiriya	2	25	-	27	27	
Madagascar	-	5	-	5	5	
Malawi	-	2	-	2	2	
Mauritania	-	1	-	1	1	
Mauritius	7	20	-	27	27	
Morocco	1	23	-	24	24	
Mozambique	-	4	-	4	4	
Namibia	1	3	-	4	4	
Nigeria	42	396	4	434	438	
Senegal	-	2	-	2	2	
Sierra Leone	-	3	-	3	3	
Somalia	-	1	-	1	1	
South Africa	69	347	14	402	416	
Sudan	4	52	-	56	56	
Swaziland	-	1	-	1	1	
Tanzania	1	8	-	9	9	
Togo	-	1	-	1	1	
Tunisia	6	52	-	58	58	
Uganda	1	8	-	9	9	
Zambia	1	26	2	25	27	
Zimbabwe	4	51	-	55	55	
unspecified Africa	-	1	-	1	1	
Subtotal	186	1,552	25	1,713	1,738	2.9
NORTH AMERICA						
Canada	371	1,354	153	1,571	1,724	
Mexico	130	1,123	13	1,240	1,253	
United States	29,057	8,221	1,500	35,770	37,270	
Subtotal	29,558	10,698	1,666	38,581	40,247	67.0
CARIBBEAN						
Aruba	-	3	-	3	3	
Bahamas	-	3	-	3	3	
Barbados	-	2	-	2	2	
Cayman Islands	-	1	-	1	1	
Cuba	3	25	-	28	28	
Dominican Republic	3	26	-	29	29	
Grenada	1	-	-	1	1	
Haiti	-	2	-	2	2	
Jamaica	3	29	-	32	32	
Martinique	-	2	-	2	2	
Netherlands Antilles	-	6	-	6	6	
Saint Vincent and the Grenadines	-	1	-	1	1	
Trinidad and Tobago	9	50	2	57	59	
Subtotal	19	150	2	167	169	0.3
CENTRAL AMERICA						
Belize	-	2	-	2	2	
Costa Rica	4	52	-	56	56	
El Salvador	4	28	-	32	32	
Guatemala	4	85	-	89	89	
Honduras	1	20	-	21	21	
Nicaragua	-	13	-	13	13	
Panama	1	17	-	18	18	
Subtotal	14	217	-	231	231	0.4
SOUTH AMERICA						
Argentina	51	415	6	460	466	
Bolivia	2	76	1	77	78	
Brazil	88	601	12	677	689	
Chile	26	230	3	253	256	
Colombia	56	467	2	521	523	
Ecuador	18	121	-	139	139	
Guyana	-	3	-	3	3	
Paraguay	1	11	1	11	12	
Peru	47	421	8	460	468	
Suriname	2	5	-	7	7	
Uruguay	1	75	2	74	76	
Venezuela	29	318	1	346	347	
Subtotal	321	2,743	36	3,028	3,064	5.1
ASIA PACIFIC						
Australia	107	587	36	658	694	
New Zealand	19	94	10	103	113	
Palau	-	1	-	1	1	
Papua New Guinea	-	8	-	8	8	
Solomon Islands	-	1	-	1	1	
unspecified Asia Pacific	2	25	3	24	27	
Subtotal	128	716	49	795	844	1.4
Email Only	-	20	-	20	20	
UNIQUE TOTAL QUALIFIED CIRCULATION**	32,261	27,803	2,483	57,570	60,053	100.0

*See Additional Data

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

WEBSITE CHANNEL *

WWW.CHEMENGONLINE.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	117,954	41,087	29,707	1.38	01:15	02:20
February	113,201	39,644	29,242	1.36	01:12	02:13
March	125,871	46,702	35,336	1.32	01:11	02:00
April	112,701	41,234	29,550	1.40	01:18	02:16
May	126,989	47,399	35,091	1.35	01:18	02:11
June	107,402	40,784	30,167	1.35	01:22	02:15
AVERAGE:	117,353	42,808	31,515	1.36	01:16	02:12

January – June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

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

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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

Michael Grossman, Group Publisher and Vice President

(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	July 10, 2015
State	Maryland
County	Montgomery
Received by BPA Worldwide	July 10, 2015
Type	BD
ID Number	C709B0J5

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.