

Chemical Week

Readership Profile

150,000 executives at all levels of the chemical industry, from senior corporate to plant managers, provide a powerful audience for your message.

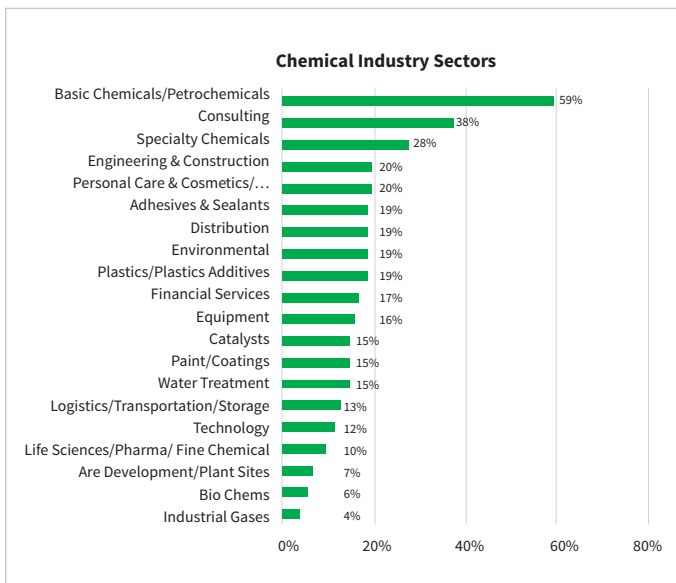
Chemical Week has the greatest global reach with readers in over 190 countries and more penetration into the financial community than any other chemical industry publication.*

Chemical Week is the magazine of choice for top-level executives, CEOs and purchasing decision-makers. According to recent surveys, CEOs get more value from Chemical Week than competing magazines. **Chemical Week** remains the top-read publication among key professionals at the CPhI Worldwide show.**

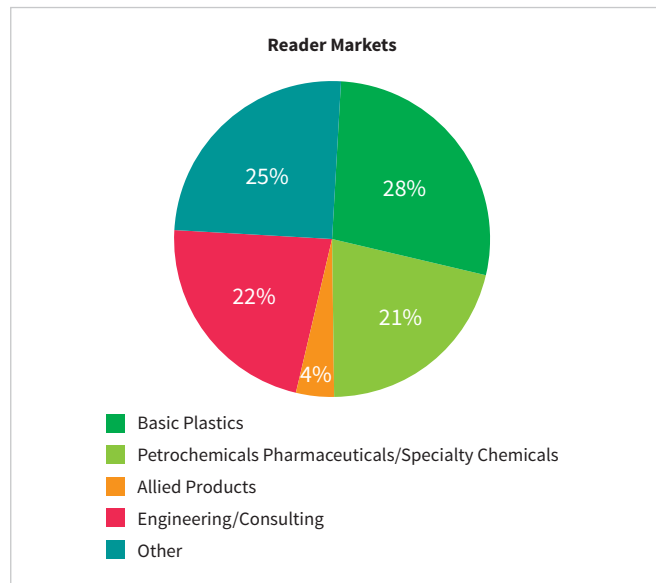
About Chemical Week Reader

- **64%** hold management titles
- **45%** are in corporate & senior level management
- **10%** are in purchasing
- **88%** have taken action as a result of an Chemical Week ad/article
- **42%** have requested information, recommended a purchase or bought an advertised product/service
- **80%** regularly read 3 out of 4 issues
- They spend an average of **24** minutes reading each issue
- They have been subscribers for an average of **12** years
- **64%** have referred an ad/article to a colleague
- **62%** have visited an advertiser's website
- There are **3.8** readers per copy
- Over **29%** are in corporate management

Purchase Involvement



Companies



* Source: CPhI Worldwide Research | ** Source: Harvey Research 2017