Media Kit 2019
We create content that inspires chemical executives worldwide
About us

From traditional print to multimedia programs, Chemical Week enables you to share your story in an authoritative way.
Testimonials
Preferred information service by CEO’s

“I consistently read Chemical Week from cover to cover. Chemical Week does a tremendous job of keeping Dow people connected to the latest news and developments, providing a unique prospective on the industry activities, market dynamics, and economic trends that are so critical to the strategic decision making process.”

Andrew Liveris, Chairman & CEO of The Dow Chemical Company

“Thank you for the Chemical Week article and the privilege and honour you have given us by reserving the front page. I read the article more than once and we all agree that nothing at this level of completeness and reliable details has ever been written about Versalis before. I know our people in every site will be proud of reading it and showing it around, having all contributed to the turnaround.”

Daniele Ferrari, CEO of Versalis

“I am deeply impressed by Chemical Week’s work ethic and strong industry connection”

Ren Jianxin, President of ChemChina
Multimedia platforms
Magazine
Distributed to a global audience of 20,400 decision-makers

- Cover wrap
- Inside front cover
- Outside back cover
- Facing news or news feature
- Bound inserts
- Cover tip
- Loose inserts

- Cover 0
- Embedded video
- Iframed websites
- Popups
Supplements

Distributed at key industry events

CW’s supplements offer the impact of advertising combined with the scope of a public relations campaign.

Our team will offer guidance on content, design and distribution, managing the production process from A – Z.

Reprints and digital edition will provide your business with compelling marketing collateral.
Thought leadership
Sponsored content

Elevate your brand’s position through thought leadership.

Your content will be...

– displayed on an exclusive branded module on chemweek.com
  (50,000 unique visitors a month)

– distributed through all CW digital channels including newsletters
  (60,000 registered users)

– available in printed format at key industry events More ▶
Chemweek TV

Position your organization as an industry leader at events.

– We will interview one of your executives at a conference of your choice
– Your branding will appear on all marketing collateral and signage
– Your video will be displayed in chemweek.com and sent by email to CW’s 150,000 readers
Podcast

Become associated with relevant topics in your sector.

- Record an audio interview with market participants led by CW analysts
- Stream it on chemweek.com and place on your site
- Opportunity for sponsored series of monthly/quarterly content

EXPLORE MORE
Lead generation

- Webcasts
- Banners
- Infographics
- Newsletters
Webcasts

Partner with us to produce and distribute insightful content that will convert prospects into customers.

Sample topics

- Trade war
- M&A
- Plastics & basic chemicals

Your sponsor tool kit will include:

**Branding and distribution** - Our production team will send invitations to join event to over 150,000 readers

**Production** - One of our senior editors will chair your session that will include a live Q&A

**Lead generation** - You will receive the contact details of all the registrants
Infographics and sponsored articles

Engaging storytelling

Showcase the quality of services offered at different locations across the world or the advantages of a specific location / technology.

![Infographics and sponsored articles]

**Plastic Waste Worldwide**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production &amp; Waste</td>
<td>14.6 billion</td>
</tr>
<tr>
<td>Ocean Litter</td>
<td>8.3 billion</td>
</tr>
<tr>
<td>Landfill</td>
<td>6.3 billion</td>
</tr>
<tr>
<td>Marine litter estimated to come from land-based sources</td>
<td>60-90% of marine litter consists of plastics</td>
</tr>
</tbody>
</table>

**Estimated Cost of Marine Litter**

- $13 billion/year for lost revenues due to marine litter
- $139 billion/year for environmental costs of marine litter

**Tackling Ocean Plastic Waste**

- Coca-Cola U.K. bottles using 50% recycled PET by 2020
- Unilever, Indorama, Ioniqa working to close the loop on PET packaging
- P&G aims to have 100% reusable or recyclable packaging by 2030

**Coca-Cola’s UK bottles using 50% recycled PET by 2020.**

**Unilever, Indorama, Ioniqa working to close the loop on PET packaging.**

**P&G aims to have 100% reusable or recyclable packaging by 2030.**

**Banned or restricted single-use plastic bags Declaration of the Global Plastics Associations for Solutions on Marine Litter signed.**

**Marine litter projects planned, completed, or being implemented via Plastic Associations across 40 Countries.**

**Increase in the number of projects since 2011**

**$139 billion/year**


© 2018 IHS Markit 1736895
Newsletters

A comprehensive portfolio of newsletters tailored to its readers’ interests.

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Chemical Week Business Daily
Distributed Daily to 5000+ C-level executives.
Read More ▶️

Chemical Week Insider
Distributed weekly to 60,800 global subscribers.

Custom e-newsletters
Distributed monthly to over 44,000 global audience
- Specialty Chemicals
- Basic Chemicals
- Finance and Acquisitions
- Asia Chemicals

Sponsorship opportunities
- Single sponsorship “Presented by…”
- Sponsored content ▶️
- Banners ▶️
Banners

Over 43,000 unique monthly visitors make about 65,000 visits, generating 170-180,000 impressions.*

Chemweek.com
The most up-to-date news coverage and analysis for the chemical industry
– One of the best search engines in the industry
– Access to the Chemical Week Buyers’ Guide
– Industry events information

Online ads
Traditional Banners available in all industry standard sizes:
– Leaderboard: 728x90 pixels
– Sm banner: 300x90 pixels
– MPU: 300x250 pixels

Newsletters
– Leaderboard: 728x90 pixels
– Middle rectangle: 300x250 pixels
Buyers’ guide & profiles

One time buy. Twelve months of sales.

Put your products directly in front of a global audience of buyers, at the moment they are making purchasing decisions.

– Buyers Guide
– Directories
– Profiles

View the Buyers’ Guide

SPECIAL ISSUE
chemweek.com

Guide 2018
Buyers’
The right formula
Events

Stand out at key industry events, and showcase your company’s success.

Sponsored coverage includes:

- Magazine supplements
- Show dailies
- Chemweek TV interviews at IHS Markit Chemical’s biggest events like the World Petrochemicals Conference and Global Plastics Summit
- Podcast and webcast episodes that coincide with the event
- Sponsor-provided access to Chemweek.com for 7 days for event attendees

Trade shows where the magazine/supplement will be distributed

EXPLORE MORE
# Editorial calendar

Align your marketing campaigns with related content for optimal results:

<table>
<thead>
<tr>
<th>2019 EDITORIAL CALENDAR</th>
<th>Subject to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Date</td>
<td>Primary Feature</td>
</tr>
<tr>
<td><strong>JANUARY</strong></td>
<td></td>
</tr>
<tr>
<td>31 Dec/ Jan 7</td>
<td>Institutional Investors</td>
</tr>
<tr>
<td>14/21 Jan</td>
<td>Soap &amp; Detergents</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td></td>
</tr>
<tr>
<td>28 Jan/ 4 Feb</td>
<td>Water Treatment</td>
</tr>
<tr>
<td>11/18 Feb</td>
<td>Digitization</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td></td>
</tr>
<tr>
<td>25 Feb/ 5 Mar</td>
<td>Ports and Terminals</td>
</tr>
<tr>
<td>11/18 Mar</td>
<td>Petrochemicals</td>
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</tr>
<tr>
<td><strong>APRIL</strong></td>
<td></td>
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<tr>
<td>25 Mar/ 1 Apr</td>
<td>M&amp;A</td>
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<td></td>
<td></td>
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<tr>
<td>8/15 Apr</td>
<td>Japan</td>
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</tbody>
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*V6*
## Editorial calendar cont.

| APRIL          | 22/29 Apr | Fine & Specialty Chemicals | NYSCC Suppliers’ Day 2019 - May 7 - 8, Jacob Javitz Center, NYC, NY |
|               | 6/13 May  | Distribution Automotive catalysts | FECC Annual Congress 2019 - June 2019 |
|               | 20/27 May | Next US wave Industrial gases | 2019 BIO International Convention - June 3 - 6, Philadelphia, PA |
|               | 3/10 Jun  | Transportation Engineering plastics | LPG Asia Seminar - May 2019 |
| JUNE          | 17/24 Jun | Executive compensation/Talent management Electronic chemicals | SemiCon West 2019 |
|              | 1/8 Jul   | Responsible Care Inbound Logistics Harvey Study |
|              | 15/22 Jul | Finance |
| AUGUST        | 29 Jul/5 Aug | Paints & Coatings |
|              | 12/19 Aug | K-Preview Canada |
| SEPTEMBER     | 26 Aug/2 Sep | Billion Dollar Club China | Global Chlor Alkali Conference September 2019, 10th China Petroleum and Chemical International Conference (CPCIC) - Sept. 2019 |
## Editorial calendar cont.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>23/30 Sept</td>
<td>Europe</td>
<td>European Petrochemicals Logistics, Ports &amp; Terminals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>37th World Methanol Conference &amp; Workshop - October 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>European Petrochemical Association 2019 (EPCA) - October 2019</td>
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<tr>
<td></td>
<td></td>
<td>Global Plastics Summit 2019</td>
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<tr>
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<td></td>
<td>K-2019, October 16 - 23, Dusseldorf, Germany</td>
</tr>
<tr>
<td>7/14 Oct</td>
<td>Mexico</td>
<td>Paints &amp; Coatings Redbook</td>
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<tr>
<td></td>
<td></td>
<td>Asia Chemical Conference &amp; Workshop 2019 - November 2019</td>
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<tr>
<td></td>
<td></td>
<td>Latin American LPG Seminar And Workshop, November, 2019</td>
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<tr>
<td></td>
<td></td>
<td>Latin American Petrochemical Association (APLA) 2019 - November 10 - 13, Cancun</td>
</tr>
<tr>
<td>21/28 Oct</td>
<td>Distribution</td>
<td>Harvey Study Distribution profiles</td>
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<tr>
<td></td>
<td></td>
<td>Annual National Association of Chemical Distributors (NACD) 2019 - November, 2019</td>
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<td></td>
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<td>EMEA Aromatics &amp; Olefins Conferences - TBD</td>
</tr>
<tr>
<td>4/11 Nov</td>
<td>Middle East</td>
<td>Process Catalysts - chemical and polymer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gulf Petrochemical Association (GPCA) 14th Annual Forum - November 2019</td>
</tr>
<tr>
<td>18/25 Nov</td>
<td>Engineering &amp; Construction</td>
<td>Soaps &amp; Cosmetics Bluebook</td>
</tr>
<tr>
<td>2/9 Dec</td>
<td>Sustainability</td>
<td></td>
</tr>
<tr>
<td>16/23 Dec</td>
<td>Year in Review</td>
<td></td>
</tr>
</tbody>
</table>
Readership

150,000 chemical industry professionals, from senior executives 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 reader profile

- 64% hold management titles
- 45% are in corporate & senior level management
- 10% are in purchasing
- 88% of readers have taken action as a result of an ad/article
- 42% have requested information, recommended a purchase or bought a product/service advertised
- 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
Chemical industry sector

- Basic Chemicals / Petrochemicals: 59%
- Consulting: 38%
- Specialty Chemicals: 28%
- Engineering & Construction: 20%
- Personal Care & Cosmetics: 20%
- Adhesives & Sealants: 19%
- Distribution: 19%
- Environmental: 19%
- Plastics/Plastics Additives: 19%
- Financial Services: 17%
- Equipment: 16%
- Catalysts: 15%
- Paint/Coatings: 15%
- Water Treatment: 15%
- Logistics/Transportation/Storage: 13%
- Technology: 12%
- Life Sciences/Pharma/ Fine Chemicals: 10%
- Development/Plant Sites: 7%
- Bio Chems: 6%
- Industrial Gases: 4%

* Source: Harvey Research 2015
Companies

Reader Markets

- Basic Plastics / Petrochemicals: 25%
- Pharmaceuticals / Specialty Chemicals: 22%
- Engineering / Consulting: 21%
- Allied Products: 4%
- Other: 28%
# Distribution at trade shows

Trade shows where the magazine/supplement will be distributed:

**In 2019**

<table>
<thead>
<tr>
<th>ACI Annual Meeting &amp; Convention 2019</th>
<th>34th Annual World Petrochemical Conference</th>
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</thead>
<tbody>
<tr>
<td>January - February - Orlando, FL</td>
<td>March - Houston TX</td>
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</table>

<table>
<thead>
<tr>
<th>Specialty &amp; Custom Chemicals America</th>
<th>AFPM International Petrochemical Conference 2019</th>
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<tbody>
<tr>
<td>February</td>
<td>March - San Antonio</td>
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</table>

<table>
<thead>
<tr>
<th>Personal Care &amp; Products Council Annual Meeting 2019</th>
<th>In-Cosmetics Global 2019</th>
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</thead>
<tbody>
<tr>
<td>February - Palm Beach, FL</td>
<td>April - Paris</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>DCAT WEEK 2019</th>
<th>ASC 2019 Annual Spring Convention &amp; EXPO</th>
</tr>
</thead>
<tbody>
<tr>
<td>March - New York</td>
<td>April</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>93rd Annual DCAT Dinner</th>
<th>CCNJ Annual Meeting 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>March - New York</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Interphex 2019</th>
<th>10th China Petroleum and Chemical International Conference (CPCIC)</th>
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</thead>
<tbody>
<tr>
<td>April - New York</td>
<td>September</td>
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</table>

<table>
<thead>
<tr>
<th>APIC 2019</th>
<th>ASC Fall Adhesives &amp; Sealants Council Convention 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>September</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>CPhI North America INFORMEX</th>
<th>37th World Methanol Conference &amp; Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>October</td>
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</table>

<table>
<thead>
<tr>
<th>NYSCC Suppliers' Day 2019</th>
<th>European Petrochemical Association 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>May - New York</td>
<td>October</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FECC Annual Congress 2019</th>
<th>Global Plastics Summit 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>October - Germany</td>
</tr>
</tbody>
</table>
2019 BIO International Convention
June - Philadelphia, PA

LPG Asia Seminar | May

2019 ACC Annual Meeting | June

PEPP 2019 | June

23rd Annual Asia LPG Seminar and Workshop

SemiCon West 2019

Global Chlor Alkali Conference | September

Asia Chemical Conference & Workshop 2019
November

Latin American LPG Seminar And Workshop | November

Latin American Petrochemical Association (APLA) 2019
November

Annual National Association of Chemical Distributors (NACD) 2019 | November

EMEA Aromatics & Olefins Conferences

Gulf Petrochemical Association (GPCA) 14th Annual Forum | November
2019 advertising rates

SPONSORED CONTENT

<table>
<thead>
<tr>
<th>Monthly newsletter – Annual package</th>
<th>$30,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChemWeek TV</td>
<td>$30,000</td>
</tr>
<tr>
<td>Article / Company profile</td>
<td>$15,000</td>
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</tbody>
</table>

SPONSORED CONTENT SERIES

<table>
<thead>
<tr>
<th>Webinar series</th>
<th>$27,000</th>
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</thead>
<tbody>
<tr>
<td>Podcasts series</td>
<td>$18,000</td>
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<tr>
<td>Content series</td>
<td>$30,000</td>
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BANNERS

www.chemweek.com

<table>
<thead>
<tr>
<th>Leaderboard (728x90)</th>
<th>$3,750/month</th>
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<tbody>
<tr>
<td>Standard (300x90)</td>
<td>$3,225/month</td>
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<tr>
<td>Square (300x250)</td>
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E-newsletters

<table>
<thead>
<tr>
<th>Leaderboard (728x90)</th>
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<tbody>
<tr>
<td>Square (300x250)</td>
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MAGAZINE

<table>
<thead>
<tr>
<th>Advert</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>4-color</td>
<td>$8,500</td>
<td>$8,200</td>
<td>$7,800</td>
<td>$7,100</td>
</tr>
<tr>
<td>Full page</td>
<td>$5,000</td>
<td>$4,825</td>
<td>$4,550</td>
<td>$4,100</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,000</td>
<td>$3,855</td>
<td>$3,650</td>
<td>$3,350</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,100</td>
<td>$1,975</td>
<td>$1,900</td>
<td>$1,725</td>
</tr>
</tbody>
</table>

Supplements

4 page supplement: $20,000
Advertising specifications

Production support
Our production team (editors, designers and marketers) will help design and distribute a tailor-made content piece to your target market.
Get in touch

Key contacts

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E minghua@echinachem.com
ABOUT CHEMICAL WEEK

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world’s leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

chemweek.com