

Chemical Week

Media Kit 2018

We create content that inspires
chemical executives worldwide



About us

With an audience of **150,000 readers worldwide**, **Chemical Week** allows you to deliver your message in the formats that best meets your marketing goals.

Print

Digital

Design your marketing campaign



Testimonials

Preferred information service by CEO's

Print

Digital

Design your
marketing campaign

"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](#)

"I am deeply impressed by Chemical Week's work ethic and strong industry connection" - [Ren Jianxin, President of ChemChina](#)

"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](#)

Advertising opportunities

Print



Print

The chemical industry's
#1 publication for over
100 years.

Digital



Digital

Anchored by chemweek.com ►,
our digital advertising opportunities
touch our online and mobile
audience 24/7.

Design your
marketing campaign

Magazine

Distributed to a global audience of over 17,400

Print

Digital

Design your
marketing campaign

Print Magazine

Build your brand with display **advertising** ► in Chemical Week magazine, the cornerstone of our portfolio of media and data delivery products, considered a business essential by key chemical industry decision makers.

Digital Magazine

Chemical Week is an online publication that includes all the content from the print magazine, with **additional functionality** ► and **branding opportunities** ►.

Use your advertisement in the Digital Edition to:



Extend your brand

Supplements

Distributed to a global audience of over 17,400

Our Custom Publishing Division creates special supplements offering the impact of advertising combined with the scope of a public relations campaign – all in one professionally designed piece.

Our editorial team will offer guidance on content, design and vision of the advertorial itself, and manage the production process from A – Z for you. Once complete, we will distribute to our select, qualified audience.

Reprints and digital edition will provide your business with compelling **cross-branding** ► marketing collateral.

Print

Digital

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AS SEEN IN **IHS Chemical Week**

Azelis Americas strengthens its specialty platform



Azelis' acquisition of KODA has enhanced its position as a leading global specialty chemicals distributor. Azelis Americas, with a focus on North and South America, continues to invest in technical capabilities and foster closer collaboration with principals and customers to meet the needs of the evolving specialty chemical distribution market.

Azelis Americas is a leader in specialty chemicals distribution with a focus on coatings, adhesives, sealants and elastomers (CASE); construction, personal and household care; pharma, specialty ag, lubricants, inks, and plastics. "The KODA name has been replaced and we've rebranded ourselves as Azelis Americas," says Azelis Americas President and CEO Frank Bergonzi. "We have maintained our regional identities, particularly in the CASE and personal care markets, where our brand equity is valuable. As part of the Azelis Group, we are now truly one of the leading specialty distributors in the world," Bergonzi says.

Azelis Americas will continue to adapt to the evolving specialty chemical distribution market landscape. "We remain highly focused on leveraging deep technical expertise and market knowledge, working in strong collaboration with principals, a strong network of technical labs to support innovation, and commitment to customer service," Bergonzi says. "We have highly focused companies with a strong history of technical selling capabilities across all of our market segments. A high percentage of our team has technical degrees and across the sales organization we average more than twenty years industry experience."

Technical capabilities
Organic growth and principal synergies are both high strategic priorities for Azelis Americas. "Azelis had no US footprint. They had a pharmaceutical presence in Canada," Bergonzi says. "Yet, we have very similar cultures and approach to the business. There is a common focus on specialties and a commitment to technical expertise and deep market knowledge supported by application labs. We have a very similar approach to principals and how we represent them in the market."

Opportunities remain strong, as the market for specialty chemical distribution should continue to grow faster than the overall chemical market. "Principals will continue to look very closely at customer segmentation," Bergonzi says. "Principals will outsource smaller, non-strategic customers. And in specialties, especially, exclusivity and full transparency is the name of the game," Bergonzi says. "Principals want

An IHS Chemical Week Special Publication





SONGWON showcases its new image & specialty chemical expertise at K 2016

Already the world's second largest manufacturer of polymer stabilizers with 50 years of polymer industry expertise, SONGWON Industrial Co., Ltd is presenting its latest high performance solutions at the K 2016 and unveiling its new image as a global specialty chemicals company.

Commenting, **Mauro Butti, CEO, SONGWON Industrial Group** said: "In light of our vast experience in offering high-quality polymer stabilizers to the industry over the years, expanding beyond this into the broader field of specialty chemicals was a natural progression for SONGWON. It was very apparent that reaching our 50th year in business was the ideal point in time to support SONGWON's evolution with a refreshed image that better reflects who we are today. The K 2016 offers the best opportunity for showcasing this new direction".

The new visual world of SONGWON has been created to capture the science behind the business but most importantly the human essence of the group – one of the aspects with which SONGWON sets itself apart from larger global players in the industry.

"SONGWON's key traits of passion, entrepreneurship, expertise, accessibility and reliability are all combined and very present in our new branding," explains Butti. "It also reflects SONGWON's depth and breadth of industry and chemistry knowledge, our employees' dedication to creating value, the capabilities we have to innovate and our overall commitment to collaborating with customers to help them succeed."

"The main aim of our new visual world is to support our customers' perception of SONGWON's accessibility," explains Butti. "While clearly emphasizing our areas of expertise and support, it highlights that although our products may not always be visible, their benefits are very apparent almost everywhere in daily life due to their suitability and use in a wide range of applications."

With one of the industry's broadest ranges of products and physical forms, SONGWON's historical portfolio includes polymeric stabilizers, PVC stabilizers, plasticizers, in intermediates, polyethylenes and super absorbent polymers. In 2016, SONGWON has presented two new product lines, lubricant additives and high end specialty chemicals for the electronics industry, while two additional product lines, additives for coatings and functional monomers will be presented at the K 2016. Key to SONGWON's success has always been continually evaluating its product offering in relation to customer needs and market potential, and its ability to capture these opportunities by leveraging its first class product development capabilities to ensure that it always provides solutions that add maximum value.

SONGWON's products are used throughout a broad range of industries to produce light weight, environmentally friendly solutions. The products also help improve mechanical performance and energy efficiency.

extended life cycles and make innovative new design solutions possible. The company focuses on developing products by leveraging the latest technologies.

At K 2016, SONGWON will showcase its expanded SONGXTEND® range with the second generation SONGXTEND® 1301 stabilizer solution that maintains the molecular weight and color of XPS and also offers a broader processing window to customers. In addition, the company will be presenting its commercialized SONGXTEND® high heat stabilization packages and SONGXTEND® polypropylene (PP) fiber and thin wall injection molding stabilization packages.

The recently launched innovation for the automotive industry is a highlight. The new SONGXTEND® 2124 stabilizer solution was specifically developed to meet the stringent demands of the automotive industry where weight and cost reduction are dominant factors.

SONGXTEND® 2124 stabilizer improves the long-term thermal stability (LTTS) of the short- and long-glass fiber-reinforced polypropylene (PP) used in specific applications for molded parts, and can match the LTTS performance of 1000 h and beyond at 150° C. The new stabilizer contributes to making it possible for molded parts to be thinner and lighter while still having similar mechanical properties as unfilled parts. "By always listening carefully to customers, we understand that they prefer stabilizers in granular, pellet, bead or liquid forms instead of powders that are difficult to handle and can pose health hazards to workers," says Butti. "Our response has been to offer products in alternative easy-to-handle forms that enable customers to choose which form best suits their applications."

Also being presented at K 2016 is the company's SONGWON® OPS range of one-pack additive systems and SONGWON® binary blends of primary and secondary antioxidants especially designed to reduce compounding time and improve handling ease. SONGWON's range of SONGWON® OPS, combine several additives manufactured according to the customers' request in robust, dust free pellets. In this way, customers have more

October 2016 An IHS Market Chemical Week Special Publication chmnews.com

Special sections

Print ►, online ► and combined

Print

Digital

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Reprints / E-Prints

Reprints and e-prints are effective educational or promotional tools, and add credibility to your marketing and sales efforts.



Cover wraps / Insert cards

Images replicating traditional print cover wraps and blow in cards can be added over any page. This feature increases exposure and brand awareness for your company as these images must be closed by the reader in order to view the page underneath.



Cover “0” ad

Your ad can be attached to the left of our cover for all viewers to see. Get noticed with the additional cover image feature.

Buyers' guide

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.

Print


Digital

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26 June/3 July 2017
chemweek.com

 IHS Markit

Chemical Week



Electronic
chemicals
Connectivity lifts chip outlook

TOP OF THE NEWS Celanese, Blackstone to form \$1.3-billion acetate tow JV P7	AMERICAS Braskem to proceed with Texas PP plant P9	EUROPE Syngenta unveils growth plan under new ownership P13	ASIA Sinopec, Linde form JV to supply gases at Ningbo cluster P17
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Brand marketing

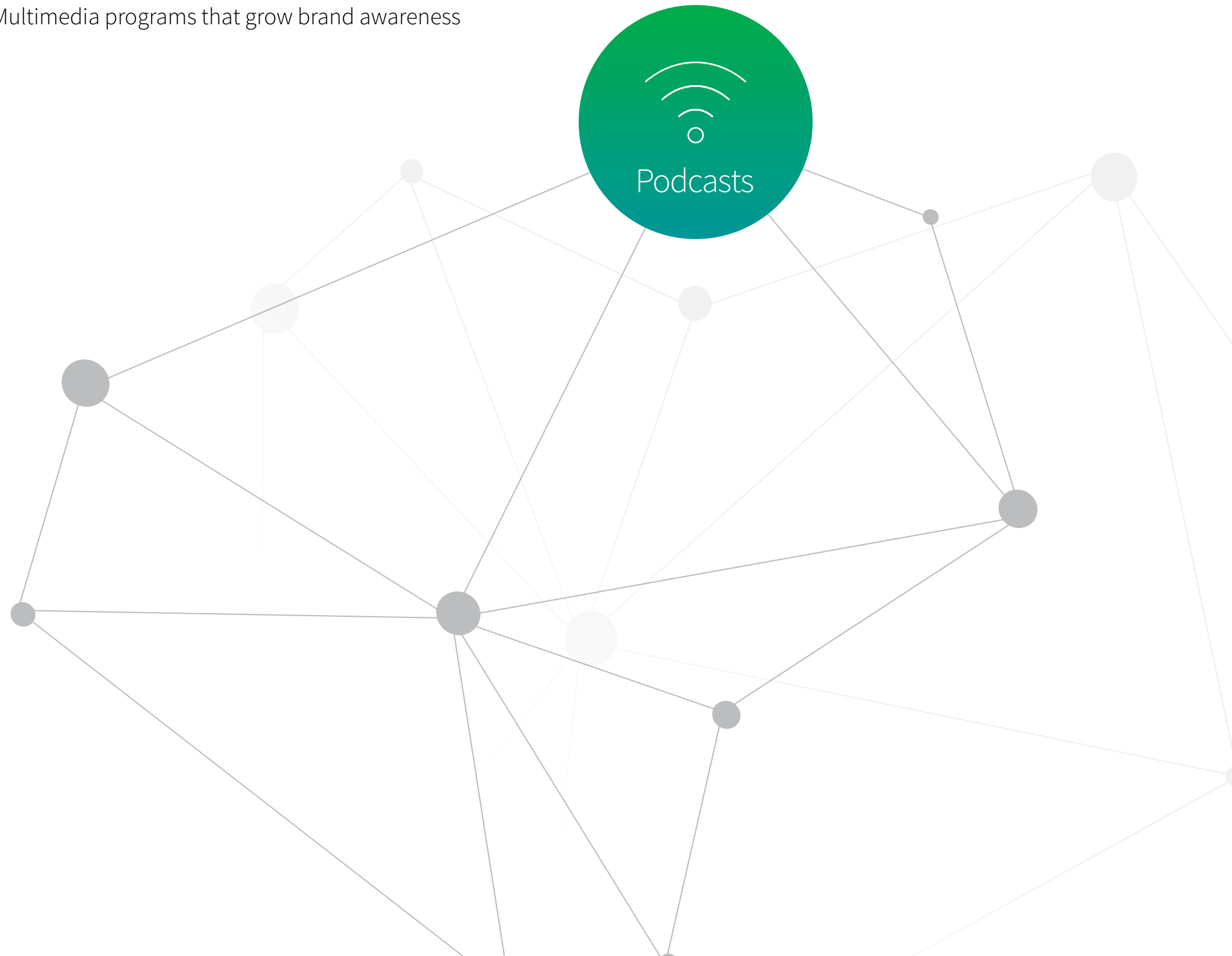
Stories that influence the influential...

Brand amplification programs –
Multimedia programs that grow brand awareness

Print

Digital

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Chemweek.com

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

Print

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

Digital

Design your marketing campaign

Online ads

Traditional Banners available in all industry standard sizes:

- Leaderboard: 728x90 pixels
- Sm banner: 300x90 pixels
- MPU: 300x250 pixels
- Mobile: 320x50 pixels

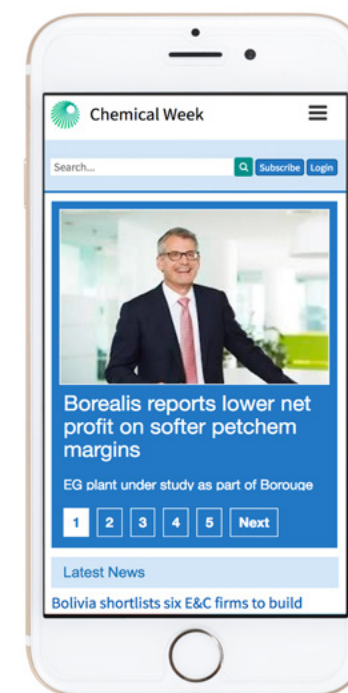


Mobile

A responsive site allows our readers to access our content while they are on the move through their mobile devices.

Read More ►

- Leaderboard: 320x50 pixels



Newsletters

Chemical Week offers a comprehensive portfolio of newsletters tailored to its readers' interests.

Print

Chemical Week Business Daily

Distributed Daily to 1,131 global subscribers. [Read More ►](#)

Chemical Week Insider

Distributed weekly to 60,800 global subscribers.

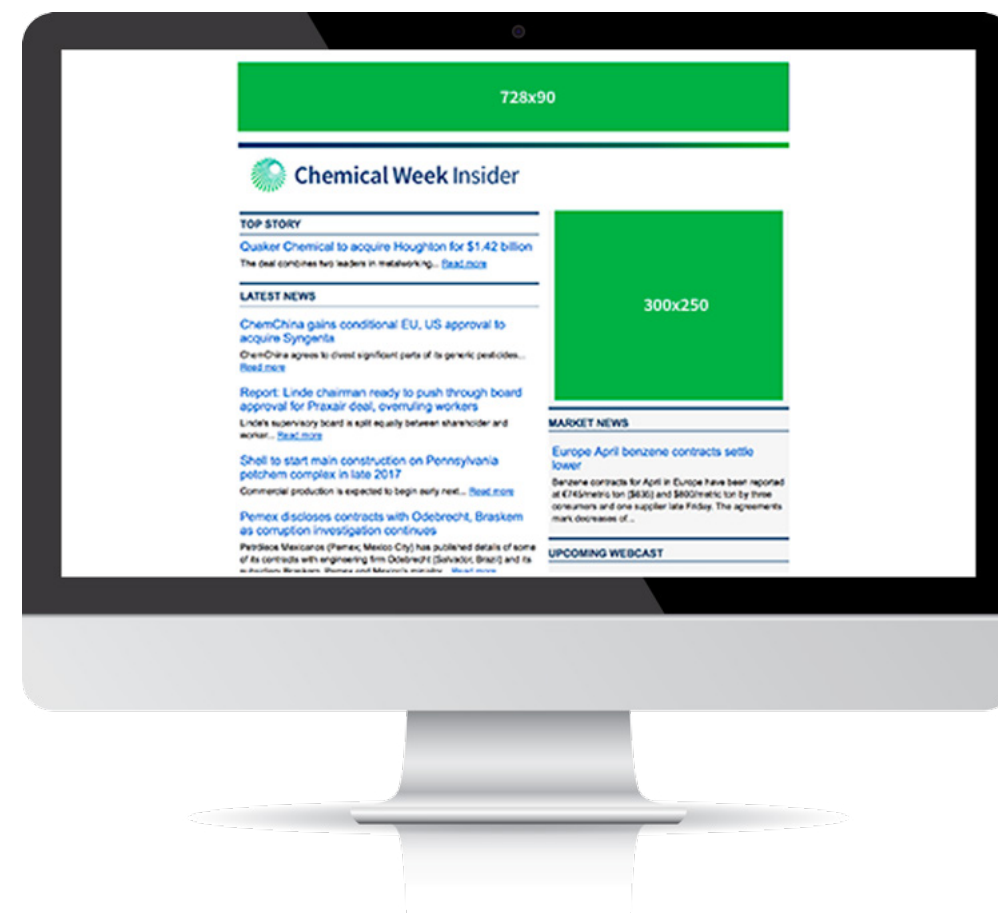
Custom e-newsletters

Distributed monthly to over 44,000 global audience

- Specialty Chemicals
- Basic Chemicals
- Finance and Acquisitions
- Asia Chemicals

Digital

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marketing campaign



Editorial calendar

Align your marketing campaigns with related content for optimal results:

2017 EDITORIAL CALENDAR Subject to change

Issue Date	Feature	Bonus Distribution	Ad Close	Materials Due	Webinars/ Emedia
28 Aug/ 4 Sep	Electronic Chemicals		18 Aug	25 Aug	Repositioning for success in Europe webinar
11 Sep	European Petrochemicals Adhesives & Sealants Directory	51st European Petrochemical Association 2017 Sept 30 - Oct 3, Berlin	25 Aug	1 Sept	
18/25 Sep	Billion Dollar Club Plastics & Managing Specialty Chemicals	LAPPC 2017	1 Sep	15 Sept	
2/9 Oct	Africa Ag Chem Paints & Coatings Redbook Pharma	Global Plastics Summit - Oct 11-13, Chicago, IL Asia Chemical Conf & Workshop, Nov. 2017 ASC Adhesives & Sealants Council 2017 CPhI Worldwide 2017 - Oct 24 - 26, Germany	22 Sep	29 Sep	New industry leaders podcast GPS TV

Print

Digital

Design your marketing campaign

Editorial calendar cont.

16 Oct	Latin America	APLA - Nov 11 - 14, Rio de Janeiro, Brazil	29 Sep	6 Oct	
23/30 Oct	Distribution Harvey Study Distribution Profiles	Annual National Association of Chemical Distributors (NACD) - Nov. 13 - 16, Marco Island, FL	13 Oct	20 Oct	
6/13 Nov	Mideast	35th World Methanol Conf. Sept 30 - Oct 3, Berlin	27 Oct	3 Nov	Feedstock landscapes in the mideast webinar
20/27 Nov	E&C Ag Chem Soap & Cosmetics Bluebook		10 Nov	17 Nov	
4/11 Dec	Responsible Care		24 Nov	1 Dec	Year in review podcast
18/25 Dec	Institutional Investors Year in Review		1 Dec	8 Dec	

Print

Digital

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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

Magazine

17,400

Digital
audience

150,000

Print

Digital

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Chemical Week reader profile

Print

- 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

Digital

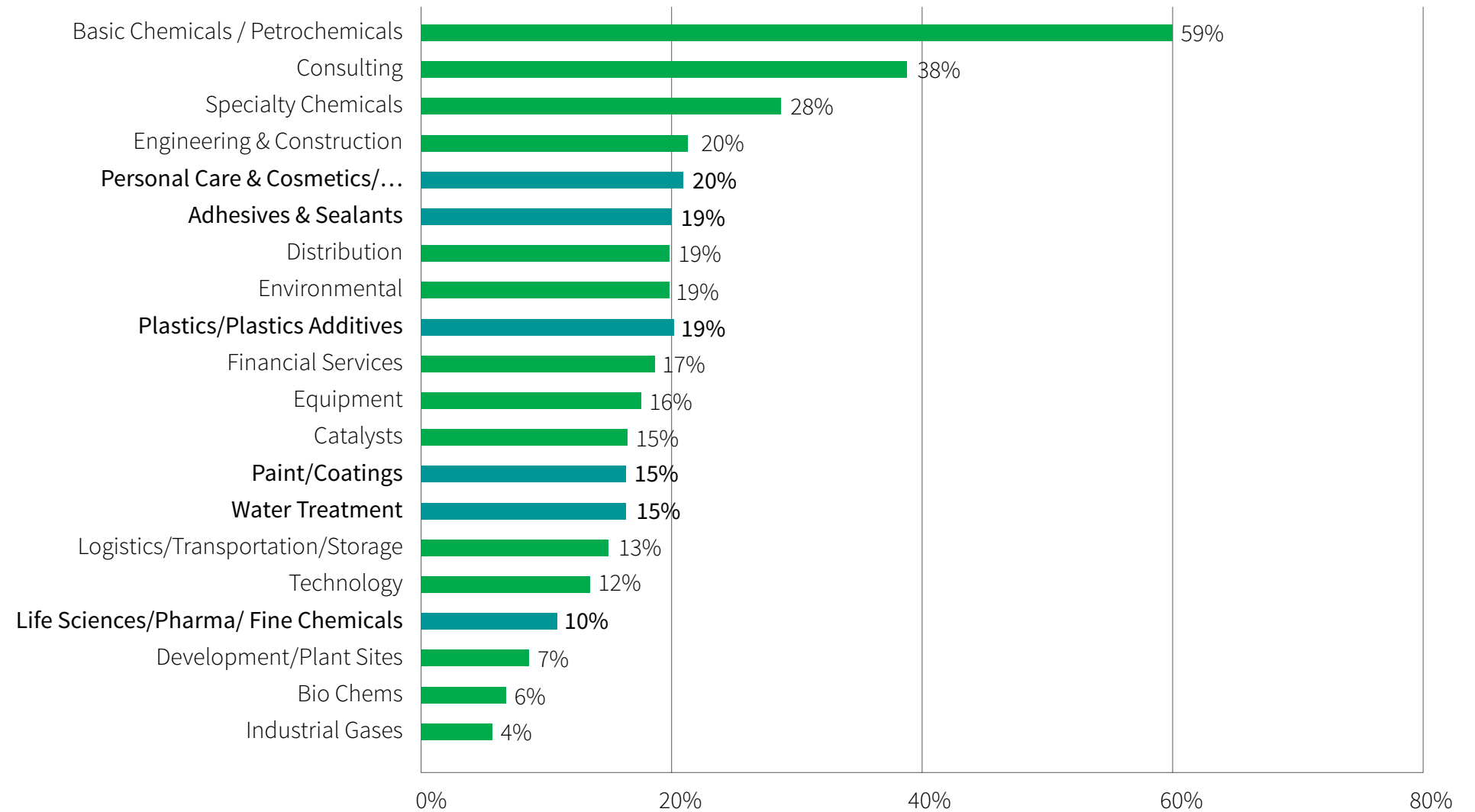
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Chemical industry sector

Print

Digital

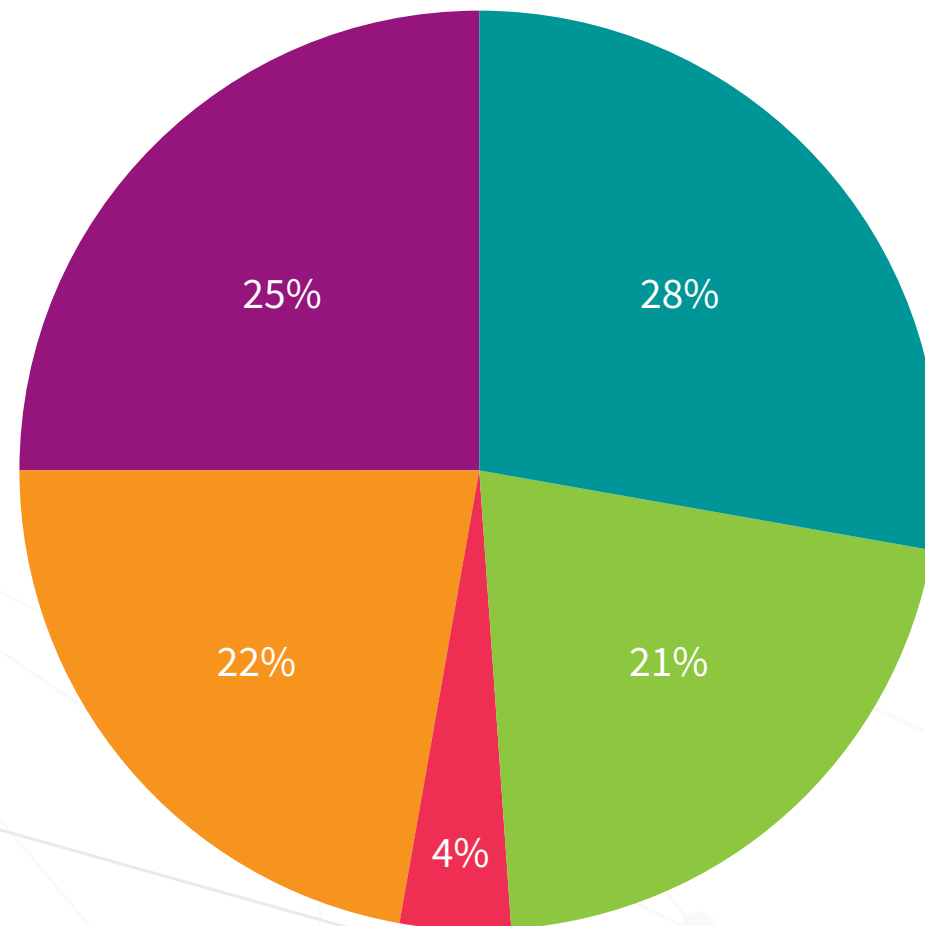
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* Source: Harvey Research 2015

Companies

Reader Markets



- Basic Plastics / Petrochemicals
- Pharmaceuticals / Specialty Chemicals
- Allied Products
- Engineering / Consulting
- Other

Print

Digital

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Distribution at trade shows

Trade shows where the magazine/supplement will be distributed:

In 2017

51st European Petrochemical Association 2017

September - October, Berlin

5th Annual Asia Chemical Conference & Workshop

November, Singapore

35th World Methanol Conference

September - October, Berlin

7th Annual Latin American Petrochemicals and Polymers Conference | November, Rio de Janeiro

Global Plastics Summit

October, Chicago

Annual National Association of Chemical Distributors

November, Marco Island, FL

CPhI Worldwide 2017 | October, Germany

GPCA | November, Dubai

In 2018

ACI Annual Meeting & Convention 2018

January - February - Orlando, FL

92nd Annual DCAT Dinner | March - New York

Personal Care & Products Council Annual Meeting 2018

February - Palm Beach, FL

AFPM International Petrochemical Conference 2018

March - San Antonio

33rd Annual World Petrochemical Conference

March - Houston TX

In-Cosmetics Global 2018

April - Amsterdam

DCAT WEEK 2018

March - New York

CCNJ Annual Meeting 2018

April

Print

Digital

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2018 Trade show cont.

Interphex 2018 | April - New York

ASC 2018 Annual Spring Convention & EXPO

April - Miami, FL

INFORMEX USA 2018

April - Philadelphia, PA

NPE | May - Orlando, FL

NYSCC Suppliers' Day 2018

May - New York

FECC Annual Congress 2019

June - France

PEPP 2018 | May

APIC 2018 | May

2018 BIO International Convention

June - Boston, MA

Chemspec Europe 2018

June - Germany

SemiCon West 2018

July - San Francisco, CA

Global Plastics Summit 2018 | August

CPhI Worldwide 2018

October - Spain

ASC Fall Adhesives & Sealants Council Convention 2018

September

EPCA 2018 | September

LAPPC 2018 | September

APCA 2018 | October

Asia Chemical Conference & Workshop 2018

October

Annual National Association of Chemical Distributors

(NACD) 2018 | November - Carlsbad, CA

EMEA Aromatics & Olefins Conferences

October

36th World Methanol Conference & Workshop

November

Print

Digital

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2018 advertising rates

Print

BRAND MARKETING RATES

Webinar Series	\$50,000
TV	\$50,000
Podcasts series	\$30,000
Sponsored content series (Including infographics)	\$30,000

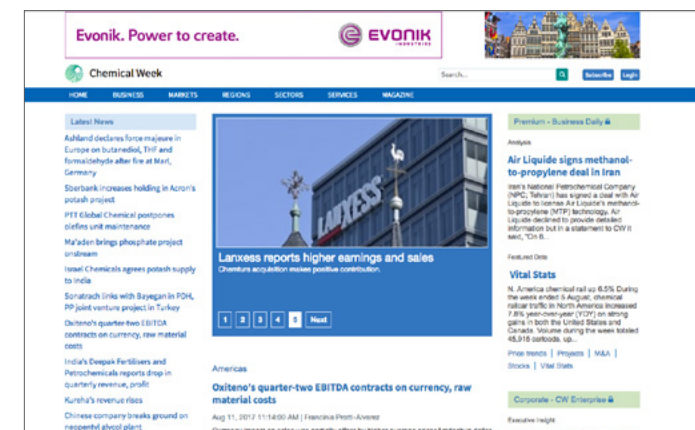


Digital

E-MEDIA RATES

www.chemweek.com

Leaderboard (728x90)	\$3,750/month
Standard (300x90)	\$3,225/month
Square (300x250)	\$3,000/month
E-newsletters	
Leaderboard (728x90)	\$3,000/month
Square (300x250)	\$2,000/month



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MAGAZINE RATES

Advert

4-color	1x	3x	6x	12x
Full page	\$8,500	\$8,200	\$7,800	\$7,100
1/2 page	\$5,000	\$4,825	\$4,550	\$4,100
1/3 page	\$4,000	\$3,855	\$3,650	\$3,350
1/6 page	\$2,100	\$1,975	\$1,900	\$1,725

Supplements

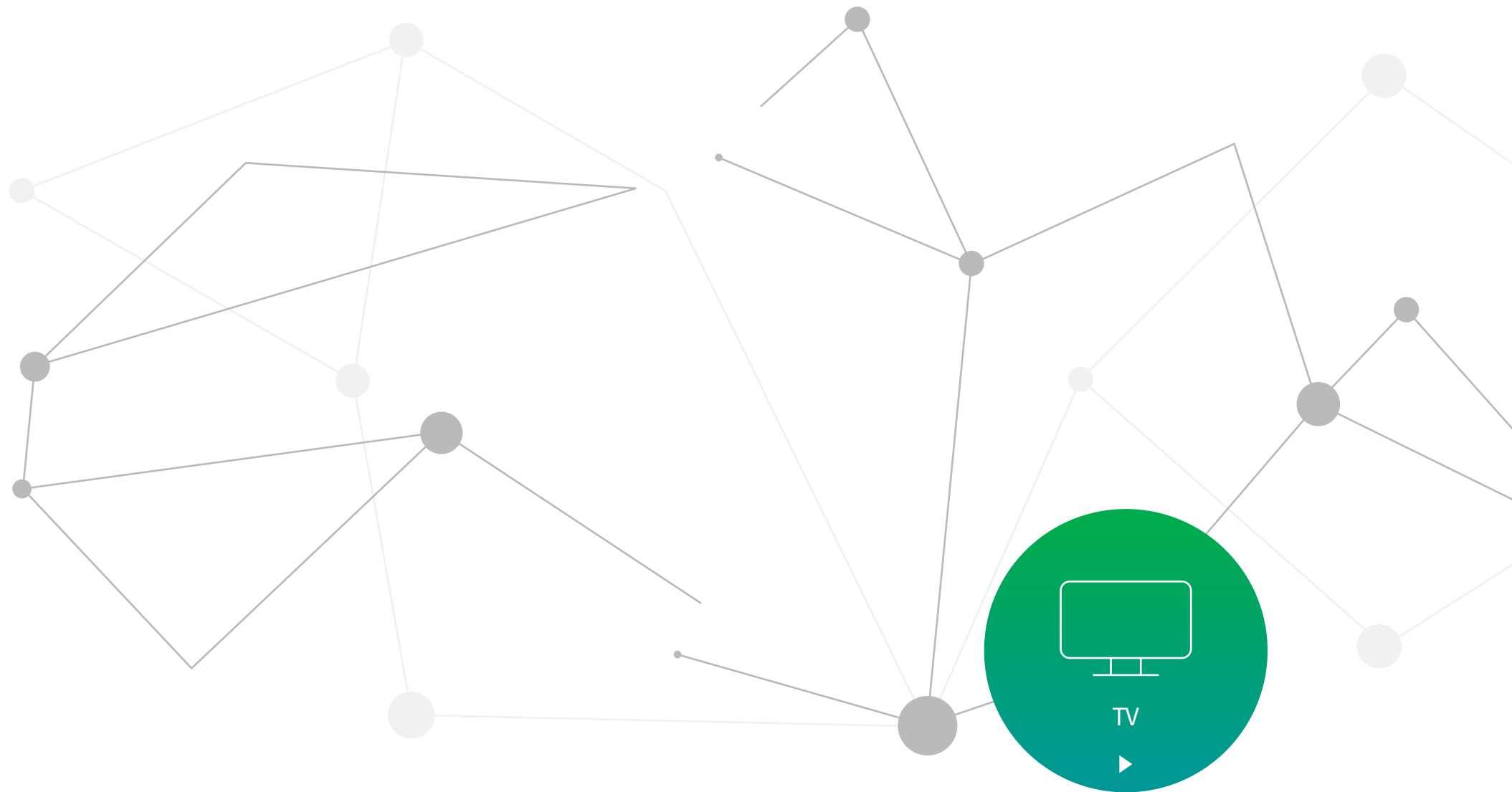
4 page supplement: \$20,000

Print advertising specifications

Print

Digital

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Custom Publishing

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

Webinars

Our production team (editors, designers and marketers) will help design and distribute a tailor-made webinar to your target market

Get in touch

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Print

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chemweek.com

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