

## 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.**

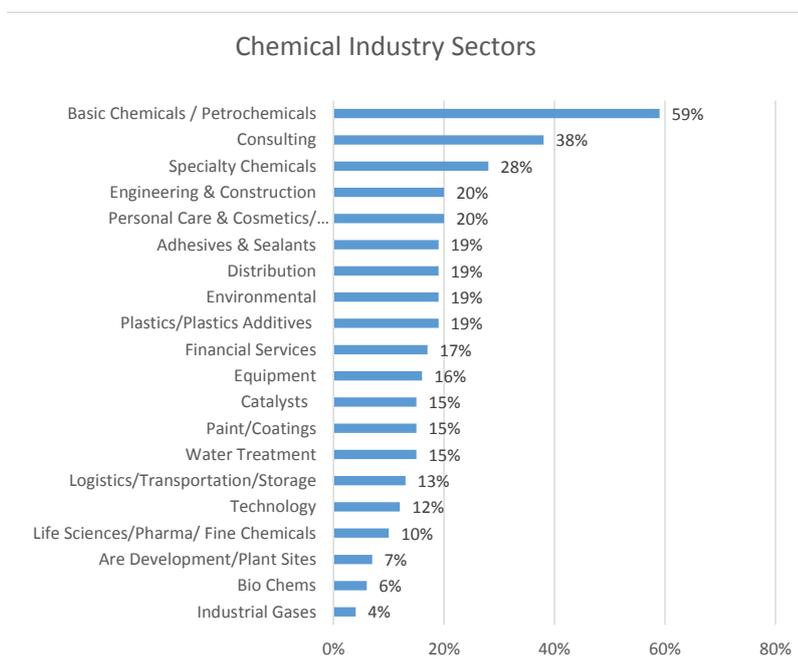
**IHS Chemical Week** has the greatest global reach with readers in over 190 countries and more penetration into the financial community than any other chemical industry publication.\*

**IHS 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 IHS Chemical Week than competing magazines. **IHS Chemical Week** remains the top-read publication among key professionals at the CPhI Worldwide show.\*\*

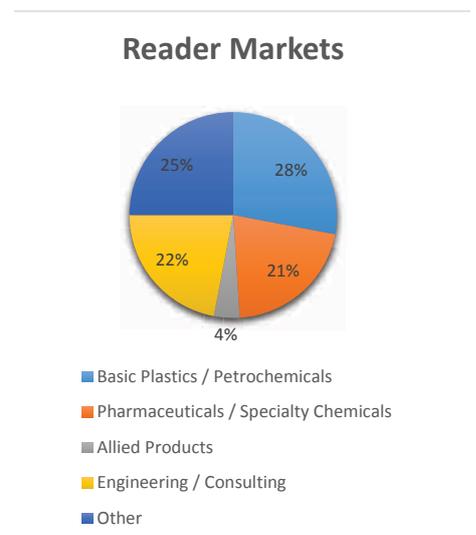
### ABOUT IHS CHEMICAL WEEK READER

- **64%** hold management titles
- **45%** are in corporate & senior level management
- **10%** are in purchasing
- **88%** have taken action as a result of an IHS 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