## **IHS 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.

**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 CHEMCIAL 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

#### **Chemical Industry Sectors** Basic Chemicals / Petrochemicals 59% Consulting 38% Specialty Chemicals 28% Engineering & Construction 20% Personal Care & Cosmetics/... 20% Adhesives & Sealants 19% 19% Distribution 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% Are Development/Plant Sites Bio Chems 6% Industrial Gases 4% 0% 20% 40% 60% 80%

#### COMPANIES



\* Source: CPhl Worldwide Research

\* \* Source: Harvey Research 2017