Chemical Week

Advertising Opportunities at the IHS Markit Petrochemical and Plastic Conferences

The power of broadcasting the cutting-edge insight generated at IHS Markit events through Chemical Week
Advertising opportunities

Broadcast to the world the excitement generated at IHS Markit petrochemical and plastic conferences

WPC Supplement
Together with CW, publish an article (or an executive interview) that generates awareness of your company’s expertise and growing global capabilities.

Chemical Week Magazine
Elevate your brand with display advertising. Full page adverts can be enhanced digitally with embedded videos, iframe websites and premium advertising positions.

Chemical Week TV
Your interview video or corporate video will be distributed to CW’s 150,000 readers through chemweek.com, CW digital magazine, CW Insider newsletter and CW social media channels.

*Interviews will be conducted at WPC and PEPP

WPC Post-event digital edition
Published two weeks after the event, this popular digital platform allows advertisers to reinforce their marketing message with embedded videos, exclusive interviews and company specific content.

Conferences

<table>
<thead>
<tr>
<th>Conferences</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>WPC (March): The World Petrochemical Conference &amp; Workshops</td>
<td>United States</td>
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<tr>
<td>PEPP (June): 28th Polyethylene-Polypropylene Chain Forum &amp; Workshops</td>
<td>Berlin, Germany</td>
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<tr>
<td>GPS (June): 8th Global Plastics Summit</td>
<td>Dallas, Texas</td>
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<tr>
<td>8th Annual Asia Petrochemical Conference</td>
<td>Singapore</td>
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Distribution

<table>
<thead>
<tr>
<th>Print</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Inserted in the delegate bags</td>
<td>Sent to 20,000 CW subscribers</td>
</tr>
<tr>
<td>Digital</td>
<td></td>
</tr>
<tr>
<td>CW’s 150,000 registered users</td>
<td>CW’s digital platforms</td>
</tr>
</tbody>
</table>

Rates

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>4 page supplement</td>
<td>$20,000</td>
</tr>
<tr>
<td>2 page supplement</td>
<td>$15,000</td>
</tr>
<tr>
<td>Full page advert</td>
<td>$7,500</td>
</tr>
<tr>
<td>Chemical Week TV</td>
<td>$10,000</td>
</tr>
<tr>
<td>WPC digital edition</td>
<td>$5,000</td>
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</table>
The Magazine Supplement supplement offers 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.

**Supplement rates:**
4 pages - $20,000; 2 pages - $15,000

**Distribution to:**
- Event attendees
- CW Print Audience: 20,400
- CW Digital Audience: 150,000

Learn more at: chemweek.com/cw/supplements
Chemical Week Magazine

Advertise in CW’s Petrochemical issue that will assess the status of capital projects, including steam crackers, propane dehydrogenation units, downstream derivatives and plastics units.

**Distribution to:**
- Event attendees (via delegate bag)
- CW Print Audience: 20,400
- CW Digital Audience: 150,000

**Full page advert:** $7,500

Learn more at:
chemweek.com/advertise/print
Chemweek TV

Position your organization as a petrochemicals or plastics market leader in CW’s multimedia platforms

Filmed at IHS Markit petrochemical and plastic conferences, your interview video will be distributed to CW’s 150,000 audience through:

- Chemweek.com
- Insider newsletter
- CW digital magazine
- Social media channels

**Video interview:** $10,000

Learn more at: chemweek.com/advertise/chemweek-tv
Post-Event Digital Edition

Published two weeks after the event, the Digital Edition is an annual supplement that includes the most thought-provoking insight shared during IHS Markit petrochemical and plastics conferences.

This popular digital platform allows advertisers to reinforce their marketing message with embedded videos, exclusive interviews and company specific content.

Full page advert: $7,500

Learn more at: chemweek.com/cw/wpc-digital-edition
Reach influential global audiences in a single shot

**WPC Audience**
- 1500 attendees
- 47 countries
- 550 companies globally

**CW Audience**
Chemical industry participants, from senior executives to plant managers
- Digital: **150,000**
- Print magazine: **20,400**

**Global Plastics Summit Audience**
- 300 global industry professionals

**CW Audience by sector**

- Basic Plastics / Petrochemicals: 25%
- Pharmaceuticals / Specialty Chemicals: 28%
- Allied Products: 22%
- Engineering / Consulting: 21%
- Other: 4%
Get in touch

Key contacts

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