

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

WPC (March): The World Petrochemical Conference & Workshops
United States

PEPP (June): 28th Polyethylene-Polypropylene Chain Forum & Workshops
Berlin, Germany

GPS (June): 8th Global Plastics Summit
Dallas, Texas

8th Annual Asia Petrochemical Conference
Singapore

Distribution

Print

Inserted in the delegate bags

Sent to 20,000 CW subscribers

Digital

CW's 150,000 registered users

CW's digital platforms

Rates

| | |
|----------------------------|----------|
| 4 page supplement | \$20,000 |
| 2 page supplement | \$15,000 |
| Full page advert | \$7,500 |
| Chemical Week TV | \$10,000 |
| WPC digital edition | \$5,000 |

Magazine Supplement

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

CLARIANT

De-demonizing plastics use

Creating a welcome home for plastics in the circular economy

Richard Lindholm, Head of Innovation Excellence and Business Incubation, Clariant

Chemical Week

20/27 May 2019

Circular economy

RECYCLING, MANUFACTURING, CONSUMPTION & USE

IHS Markit

eni versalis

Chemistry drives the circular-economy transition

Learn more at:

chemweek.com/cw/supplements

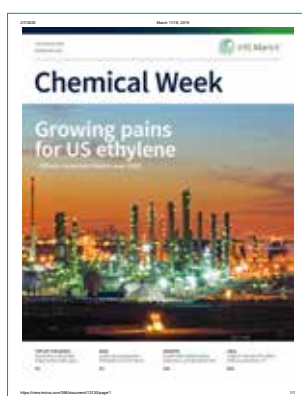
Chemical Week Magazine

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



Embedded video

Learn more at:

chemweek.com/advertise/print

Chemweek TV

Position your organization as a petrochemicals or plastics market leader 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



Global Plastics Summit



Learn more at:

chemweek.com/advertise/chemweek-tv

[Annual World Petrochemicals Conference](#)

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

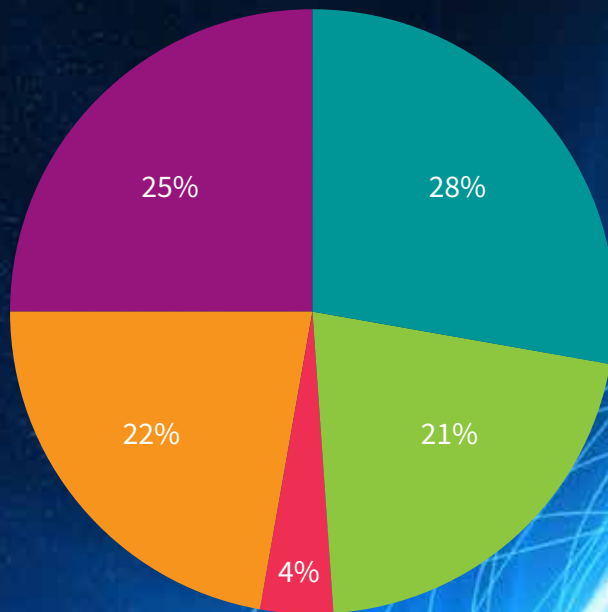
CW Audience

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



Get in touch

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