

# Chemical Week

Broadcast the excitement generated at IHS Markit petrochemical and plastic conferences

An unbeatable thought leadership platform



## Magazine 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 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



## Post-event digital edition

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

### Conferences

**WPC:** The World Petrochemical Conference & Workshops  
March | New Orleans, LA, US

**PEPP:** PolyethylenePolypropylene Chain Forum & Workshops  
June | Berlin, Germany

**GPS:** Global Plastics Summit  
October | Dallas, Texas

**Annual Asia Petrochemical Conference**  
November | 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

Post-event edition \$5,000

### Contact me

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or visit [chemweek.com/cw/advertising-at-events](http://chemweek.com/cw/advertising-at-events)



## CHEMICAL WEEK 2020 - 2021 EDITORIAL CALENDAR

	Issue Date	Primary Feature	Sponsored content	Distribution at
MAY	4/11 May	Distribution	<b>Profile:</b> Informex profiles	
	18/25 May	Plastics	<b>Supplement:</b> Plastics /Circular Economy	
JUNE	1/8 Jun	Germany		PEPP 2020: 28th Polyethylene-Polypropylene Chain Forum & Workshops   June 23 - 25   Berlin, Germany
JULY	Jun 29/ Jul 6	Responsible Care	<b>Webinar:</b> Closing loop on plastic waste	
	10/17 Aug	Crop protection	<b>Supplement:</b> Crop protection / Digitalization	
AUGUST	7/14 Sept	European petrochemicals	<b>Supplement:</b> Supply chain / Digitalization	
	21/28 Sept	Supply chain		
SEPTEMBER	5/12 Oct	Latin America	<b>Directories:</b> Paints & Coatings Redbook	
	19/26 Oct	Distribution	<b>Profile:</b> Distribution profiles	GPS 2020: 8th Global Plastics Summit November 4 - 7   Dallas, Texas
NOVEMBER	2/9 Nov	Middle East	<b>Supplement:</b> Downstream & geographic diversification/ Digitalization	8th Annual Asia Chemical Conference November 4 - 7   Singapore
DECEMBER	30 Nov/ 7 Dec	Sustainability		
	14/21 Dec	Fertilizers		
JANUARY	30 Dec/ Jan 6	Global outlook	<b>Ranking</b>	
FEBRUARY	10/17 Feb	Rethinking innovation	<b>Supplement:</b> Specialty strategies/ Circular economy	
	24 Feb/ 2 Mar	Ports and terminals	<b>Supplement:</b> Feedstocks/ Digitalization	
MARCH	9/16 Mar	Petrochemicals	<b>Supplement:</b> Petrochemicals / Digitalization <b>WPC TV &amp; Digital Edition</b>	WPC 2021: 36th Annual World Petrochemical Conference & Workshops March 9-12, 2021   New Orleans, LA

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