

Chemical Week

Media Kit 2020

We create content that inspires
chemical executives worldwide



About us

Chemical Week is the world's leading source of chemical industry news. Our multimedia platform enables you to share your story in an authoritative way.



Testimonials

"I consistently read Chemical Week from cover to cover. Chemical Week does a tremendous job of keeping Dow people connected to the latest news and developments, providing a unique prospective on the industry activities, market dynamics, and economic trends that are so critical to the strategic decision making process."



Andrew Liveris,
Chairman & CEO of The Dow Chemical Company

"Thank you for the Chemical Week article and the privilege and honour you have given us by reserving the front page. I read the article more than once and we all agree that nothing at this level of completeness and reliable details has ever been written about Versalis before. I know our people in every site will be proud of reading it and showing it around, having all contributed to the turnaround."



Daniele Ferrari, CEO of Versalis

"I am deeply impressed by Chemical Week's work ethic and strong industry connection"



Ren Jianxin, President of ChemChina

Editorial calendar

2020 EDITORIAL CALENDAR Subject to change				DRAFT 9
Issue Date	Primary Feature	Regional & Special focus	Sponsored content	Industry Events
30 Dec/ Jan 6	Global outlook		Ranking	
13/20 Jan	Soap & detergents		Supplement: ACI Show Daily	ACI Annual Meeting & Convention 2020 - Jan 27 - Feb 1
27 Jan/ 3 Feb	Water treatment		Webinar: M&A	Specialty & Custom Chemicals America, Feb 10-12
10/17 Feb	Rethinking innovation	Industrial biotech	Supplement: Specialty strategies/ Circular economy	Personal Care & Products Council Annual Meeting - March 1 - 3
24 Feb/ 2 Mar	Ports and terminals	Refinery catalysts	Supplement: Feedstocks/ Digitalization	CPhI South East Asia - March 4 - 6 CPhI Japan - March 18 - 20
9/16 Mar	Petrochemicals	Harvey Study	Supplement: Petrochemicals / Digitalization WPC TV & Digital Edition	DCAT WEEK 2019, March 23 - 26 94th Annual DCAT Dinner March 26 35th Annual World Petrochemical Conference - March 24 - 27 AFPM International Petrochemical Conference March 29 - 31
23/30 Mar	Finance		Podcast: M&A	In-Cosmetics Global 2020 - March 31 - April 2
6/13 Apr	Personal Care	Southeast Asia	Podcast: Trend with VC's buying up smaller distributors	NYSCC Suppliers' Day 2020 - May 7 - 8 , Jacob Javitz Center APIC - May 28 - 29 International NGLS & Feedstocks Conf. & Workshops - April 21 - 24, Houston, TX
20/27 Apr	Fine chemicals	Pharma	Webinar: Digitalization	Interphex 2020 - April 28 - 30 ASC Adhesives & Sealants Council Annual Spring Convention & EXPO - April 20 - 22 CPhI North America INFORMEX - May 5 - 7
4/11 May	Distribution	Japan	Profile: Informex profiles	ChemSpec Europe - May 27/28 FECC Annual Congress 2020 - May 27-29
18/25 May	Plastics		Supplement: Plastics /Circular Economy	
1/8 Jun	Germany		Podcast: Sustainability	ACC Annual Meeting - June 2020 2020 BIO International Convention - June 3 - 6 PEEPP 2020: 28th Polyethylene-Polypropylene Chain Forum & Workshops - June 23 - 25, Europe
15/22 Jun	Electronic chemicals		Podcast: Circular Economy	SemiCon West - July 21 - 23 Asia NGLS & Naphtha Conference - June 23 - 25, Asia

Editorial calendar

Issue Date	Primary Feature	Regional & Special focus	Sponsored content	Industry Events
Jun 29/ Jul 6	Responsible Care	Harvey Study	Webinar: Closing loop on plastic waste	
13/20 Jul	M&A		Ranking	
27 Jul/ 3 Aug	Paints and coatings	Executive compensation	Webinar: Sustainability (Environment, health & safety)	
10/17 Aug	Crop protection		Supplement: Crop protection / Digitalization	
24/31 Aug	Billion Dollar Club		Ranking	Global Chlor-Alkali Conference - September 7 - 9, Munich, Germany
7/14 Sept	European petrochemicals		Supplement: Supply chain / Digitalization	The European Petrochemical Association (EPCA) - October 4 - 7, Budapest
21/28 Sept	Supply chain		Directory: Adhesives & Sealants Directory	ASC Fall Adhesives & Sealants Council Convention - September 2020
5/12 Oct	Latin America		Directories: Paints & Coatings Redbook	Latin American Petrochemical Conference (APLA) 2020
19/26 Oct	Distribution	Harvey Study	Profile: Distribution profiles	Annual National Association of Chemical Distributors (NACD) GPS 2020: 8th Global Plastics Summit - October 22 - 23, Dallas, TX
2/9 Nov	Middle East		Supplement: Downstream & geographic diversification/ Digitalization	CPI Worldwide 2020 - November 5 - 7 Annual Gulf Petrochemical Association (GPCA)
16/23 Nov	Next US Wave	Catalyst	Directory: Soaps & Cosmetics Bluebook	
30 Nov/ 7 Dec	Sustainability		Podcast: Distribution / Digitization	
14/21 Dec	Fertilizers	Year in review	Podcast: Fertilizers, Crop protection	

CW Newsletters



CW Insider
Weekly digest of latest news, industry events and insight from CW's magazine.
Audience: 60,000
Weekly distribution



Business Daily
Daily expert analysis and data
Audience: 5,000+ C-level executives
Daily distribution



Plastics Sustainability
Audience: 20,000
Monthly distribution



Specialty Chemicals
Audience: 34,200
Monthly distribution



Feedstocks
Audience: 46,000
Monthly distribution



Finance & Strategy
Audience: 43,000
Monthly distribution

Editorial calendar

Sponsored Content Calendar

Date	Sponsored content	Industry Event
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13/20 Jul	Ranking	
27 Jul/ 3 Aug	Webinar: Sustainability (Environment, health & safety)	
10/17 Aug	Supplement: Crop protection / Digitalization	
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14/21 Dec	Podcast: Fertilizers, Crop protection	

Multimedia platforms

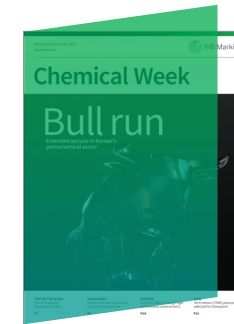
Print



Magazine

Distributed to a global audience of 20,400 decision-makers

- Cover wrap
- Inside front cover
- Outside back cover
- Facing news or
- news feature
- Bound inserts
- Cover tip
- Loose inserts



- Cover 0
- Embedded video
- Iframed websites
- Popups



Cover 0



Embedded video

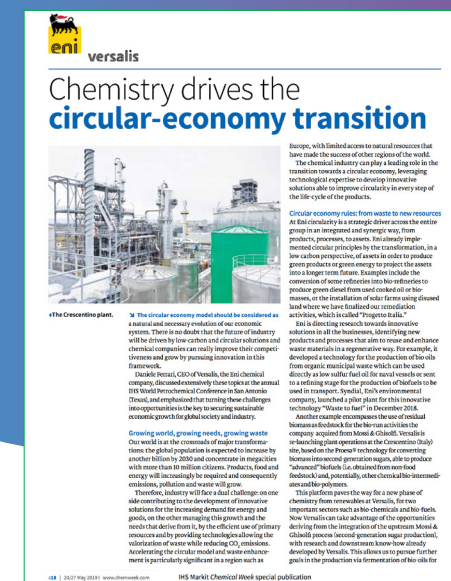
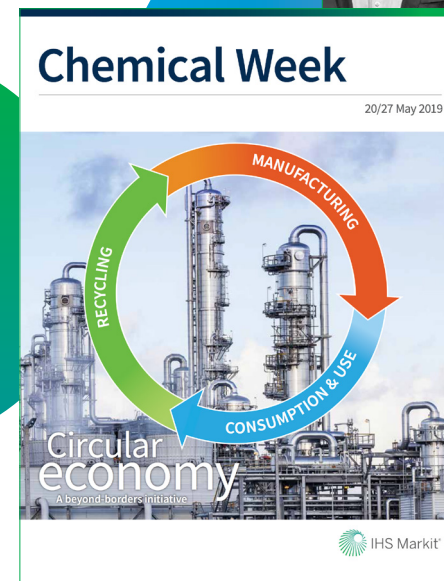
Supplements

Distributed at key industry events

CW's supplements offer 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.

Reprints and digital edition will provide your business with compelling marketing collateral.

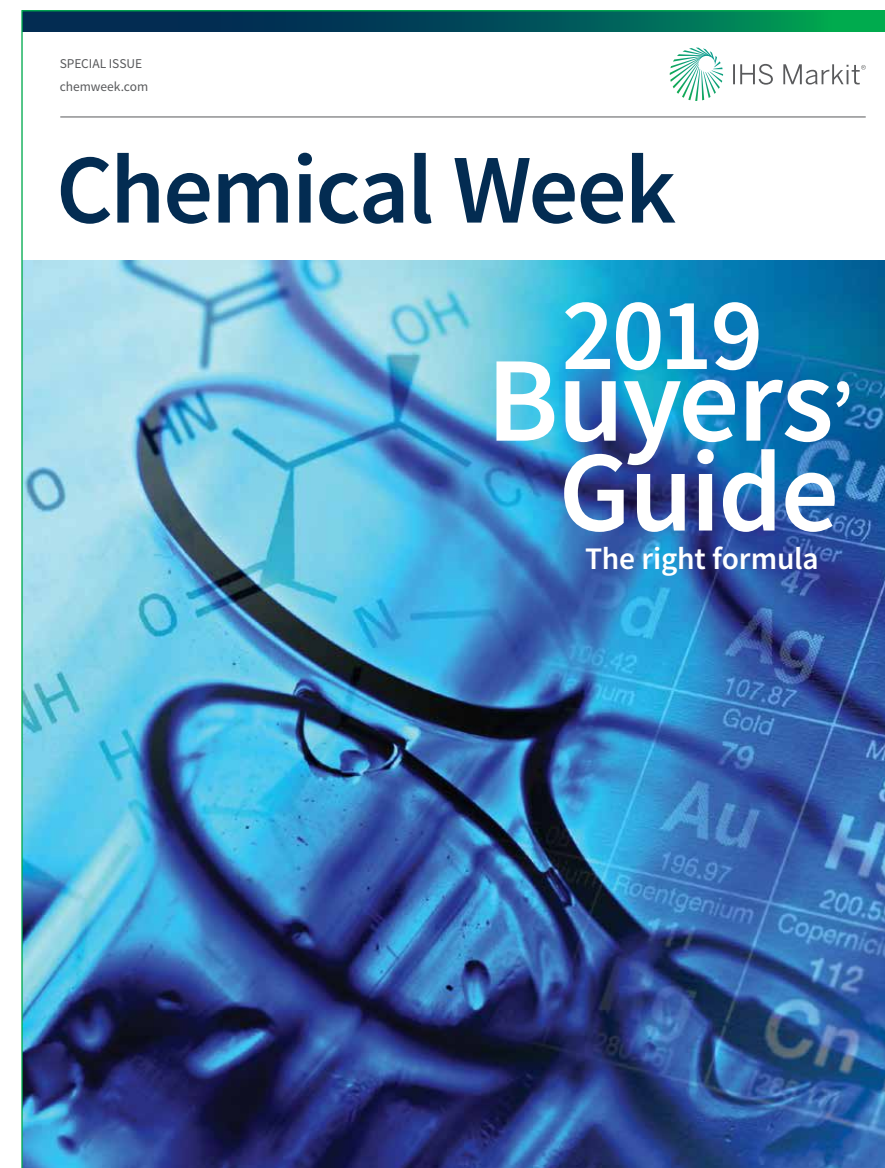


Buyers' guide, directories & profiles

One time buy. Twelve months of sales.

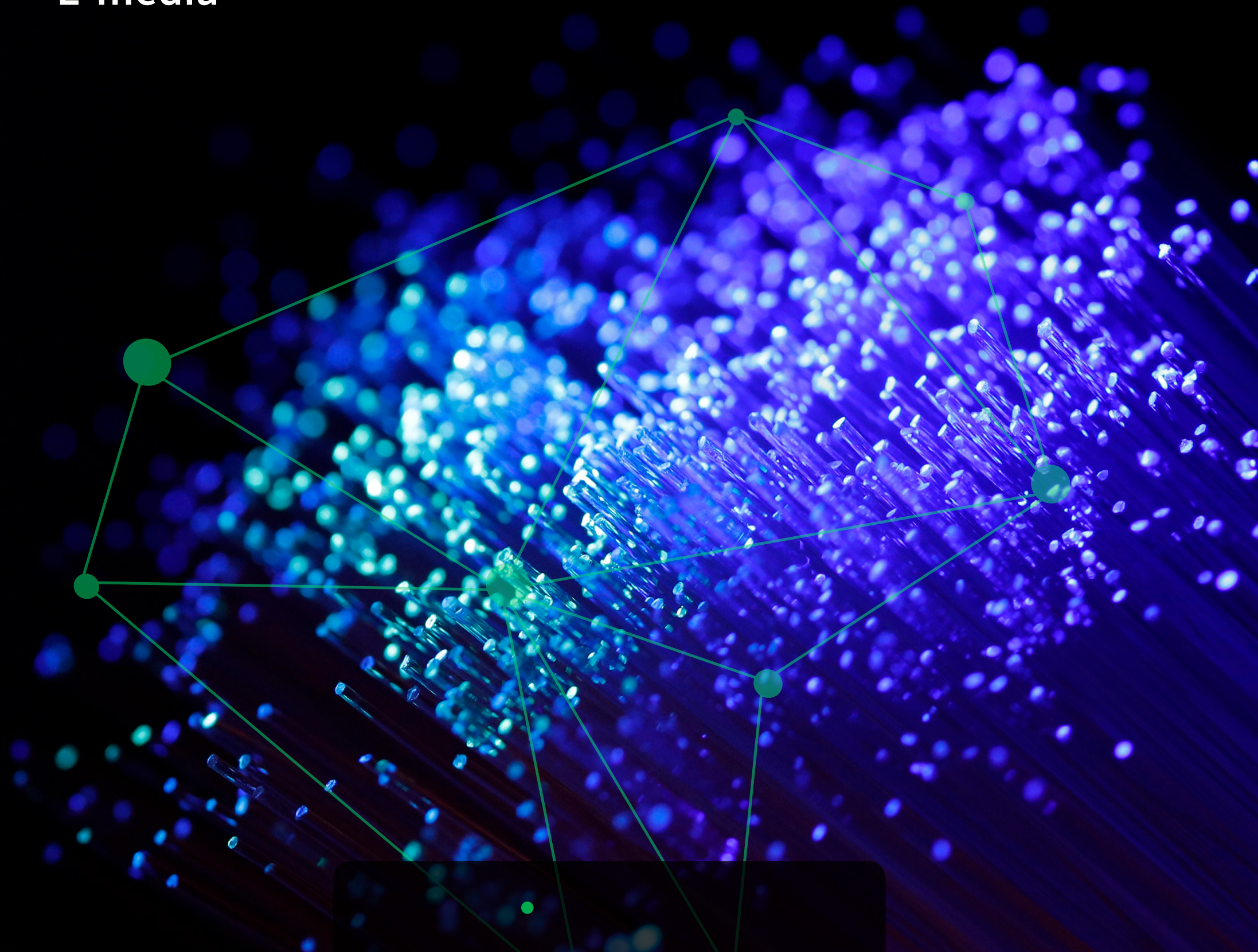
Put your products directly in front of a global audience of buyers, at the moment they are making purchasing decisions.

- Buyers Guide
- Directories
- Profiles



Multimedia platforms

E-media



Sponsored content module

Elevate your brand's position through thought leadership.

Your content will be...

- displayed on an exclusive branded module on chemweek.com (50,000 unique visitors a month)
- distributed through all CW digital channels including newsletters (60,000 registered users)
- available in printed format at key industry events [More ►](#)

IHS Markit
Chemical Week Brand amplification programs
Multimedia programs that grow brand awareness
[Get in touch](#)

Chemical Events

36th World Methanol Conference
October 5 - 6, 2018
Vienna, Austria

Global Plastic Summit
Oct. 30/Nov. 1, 2018
Chicago, IL

6th Annual Asia Chemical Conference (incorporating the Acrylonitrile, Derivatives & Fibres Conference)
Oct. 31/Nov. 2, 2018
Singapore

World Petrochemical Conference
18-22 March, 2019
San Antonio, USA

Podcast

NEW! EPI shortage hits epoxy markets

Trade war and specialty chemicals

What's next for M&A

Middle East
Aramco, Total launch engineering studies to build a \$5-billion petchem complex in Saudi Arabia
Oct 8, 2018 12:19:00 PM | Natasha Alperowicz
Start up is planned for 2024.

Content from our sponsor

GE Digital

Unleash the Data webcast recap

Hear leaders from PPG Industries, Forrester, Accenture and GrayMatter explain how Chemical organizations can boost efficiency with the Industrial Internet of Things.

[Watch the full webcast](#)

LogiChem
November 6 - 7, 2018 | Princeton, NJ

THE ONLY CONFERENCE FOR CHEMICAL SUPPLY CHAIN LEADERS

[LogiChemus.wbresearch.com](#) [LEARN MORE](#)

Most Read

Borealis proceeds with \$1-billion PDH project in Belgium

SABIC keen to participate in India's chemical industry growth, says CEO

Total links with Sonatrach in PDH and PP project in Algeria

Aramco, Total launch engineering studies to build a \$5-billion petchem complex in Saudi Arabia

EPCA 2018: IHS Markit seminar highlights strong petrochemical profitability, considers risks

[Data Files](#)
[Download full excel files](#)

Private Fleet / Dedicated Fleet **Dynamic Routing** **For-Hire Transportation**

LOGISTICS INSIGHT

Dynamically Routing Your Fleet and For-Hire Capacity

Are you getting the lowest possible transportation cost? Is your dedicated or private fleet sized based on averages resulting in a poorly sized fleet causing higher total transportation costs in the form of minimum guarantees or too much transportation purchased? Learn how to lower your transportation cost and think dynamically by reading our expert [Logistics Insight](#).

Sponsored by **KAG LOGISTICS**

Artificial Intelligence

An opportunity for advertisers who produce thought leadership content to personalize their message to chemweek.com's visitors, based on content they interact with.

How it works

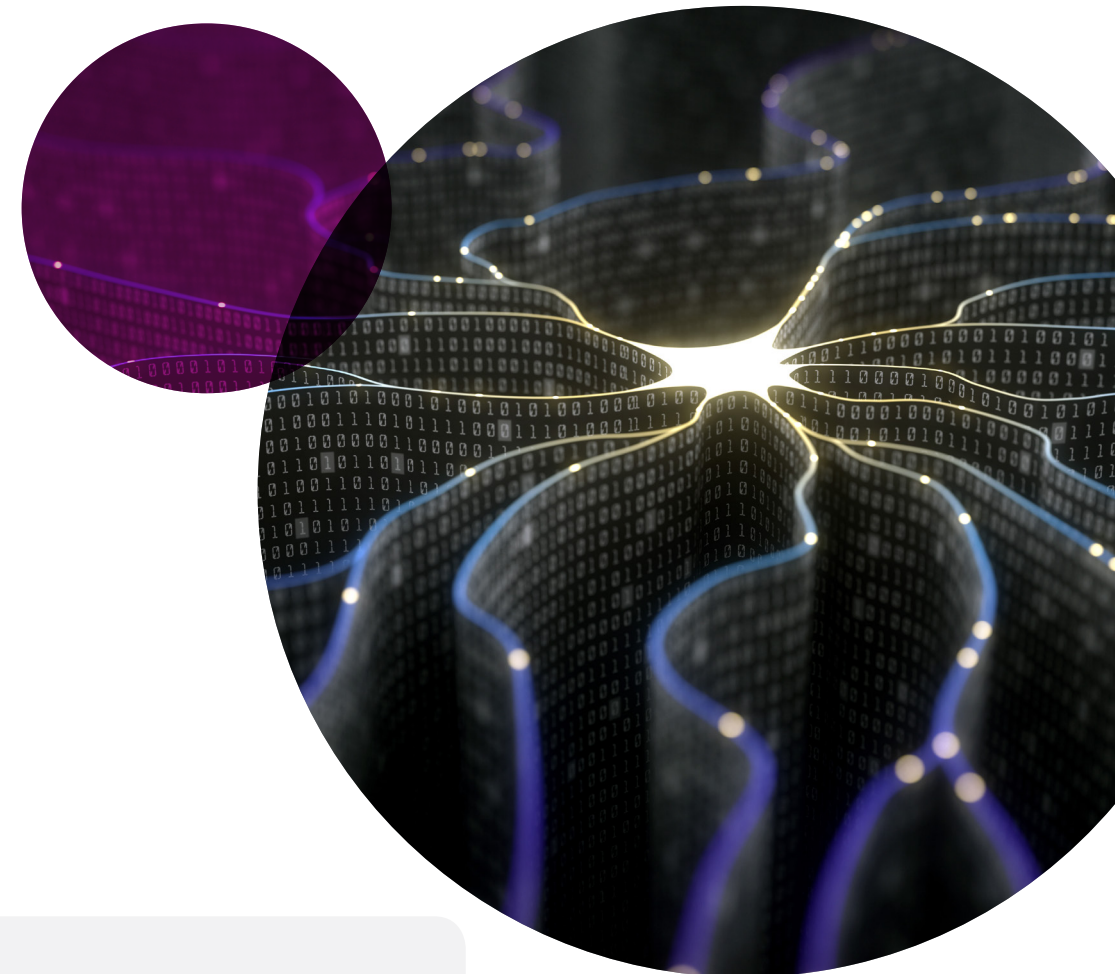
- A profile is created for each digital customer to enhance its user experience and predict what content to offer next.
- Companies will present the most relevant content, such as plastics, sustainability or logistics, to each user.

Key benefits

- Our technology is able to predict what content you should put forward for maximum commercial return.
- Automated workflow for advertisers that generate a lot of content so there's no need to worry about what to promote next. (Minimum 3-month commitment)

Format & distribution

- Up to 5 content pieces can be deployed at a time (Articles, videos, infographics).
- Unlimited number of articles for advertisers with established blogs/content sites (minimum 3 month slots)
- Delivery: chemweek.com (60,000 users a month)



Newsletters

A comprehensive portfolio of newsletters tailored to its readers' interests.

Chemical Week Business Daily

Distributed Daily to 5000+ C-level executives.

[Read More ►](#)

Chemical Week Insider

Distributed weekly to 60,800 global subscribers.

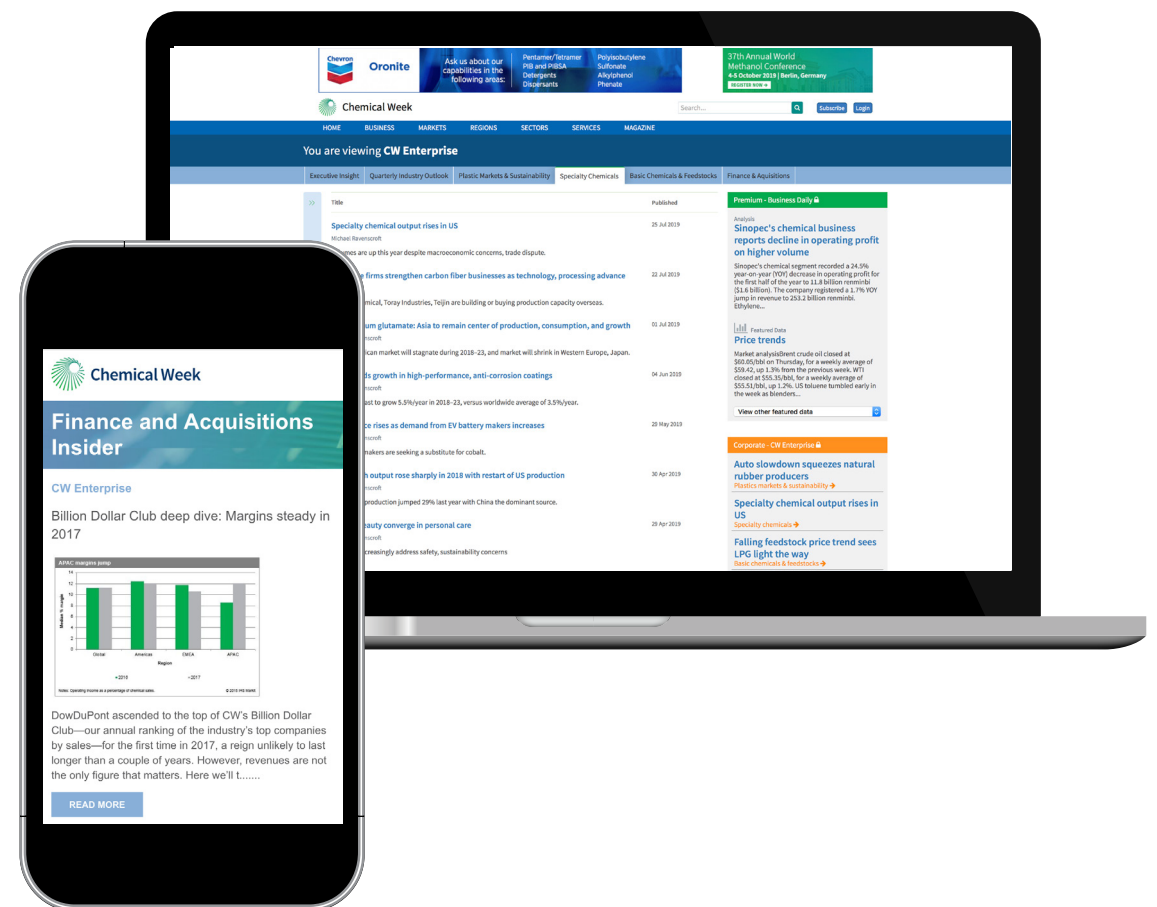
Custom e-newsletters

Distributed monthly to over 44,000 global audience

- Specialty Chemicals
- Finance and Acquisitions
- Plastic Markets and Sustainability
- Agri

Sponsorship opportunities

- Single sponsorship “*Presented by...*”
- **Native advertising** - Sponsored articles, infographics, videos ►
- Banners ►




Podcast

Become associated with relevant topics in your sector.

- Record an audio interview with market participants led by CW analysts
- Stream it on chemweek.com and place on your site
- Opportunity for sponsored series of monthly/quarterly content

Podcast // What's next for M&A



Chemical Week
What's next for M&A

Cookie policy

Description
CW's Vincent Valk discusses a white-hot chemicals M&A market with Roger Green of IHS Markit.

TWEET



Webinars

Partner with us to produce and distribute insightful content that will convert prospects into customers.

Sample topics

Your sponsor tool kit will include:

Branding and distribution - Our production team will send invitations to join event to over 150,000 readers

Production - One of our senior editors will chair your session that will include a live Q&A

Lead generation - You will receive the contact details of all the registrants

Chemweek TV

Position your organization as an industry leader in CW's multimedia platforms

Your video will be distributed to CW's 150,000 readers through:

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

→ Distribution could be timed with relevant industry events



Global Plastics Summit



Annual World Petrochemicals Conference

Banners

Over 43,000 unique monthly visitors make about 65,000 visits, generating 170-180,000 impressions.*

Chemweek.com

The most **up-to-date news coverage and analysis** ► for the chemical industry

- One of the best search engines in the industry
- Access to the **Chemical Week Buyers' Guide** ►
- Industry **events** ► information

Website

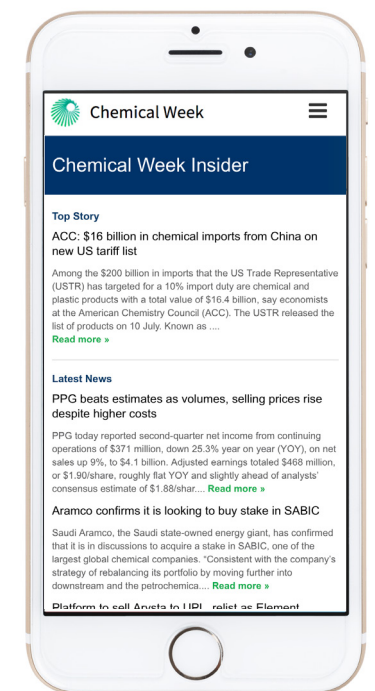
Traditional Banners available in all industry standard sizes:

- Leaderboard: 728x90 pixels
- Sm banner: 300x90 pixels
- MPU: 300x250 pixels



Newsletters

- Leaderboard: 728x90 pixels
- Middle rectangle: 300x250 pixels



Readership

150,000 chemical industry professionals, from senior executives to plant managers, provide a powerful audience for your message.

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

Magazine

20,400

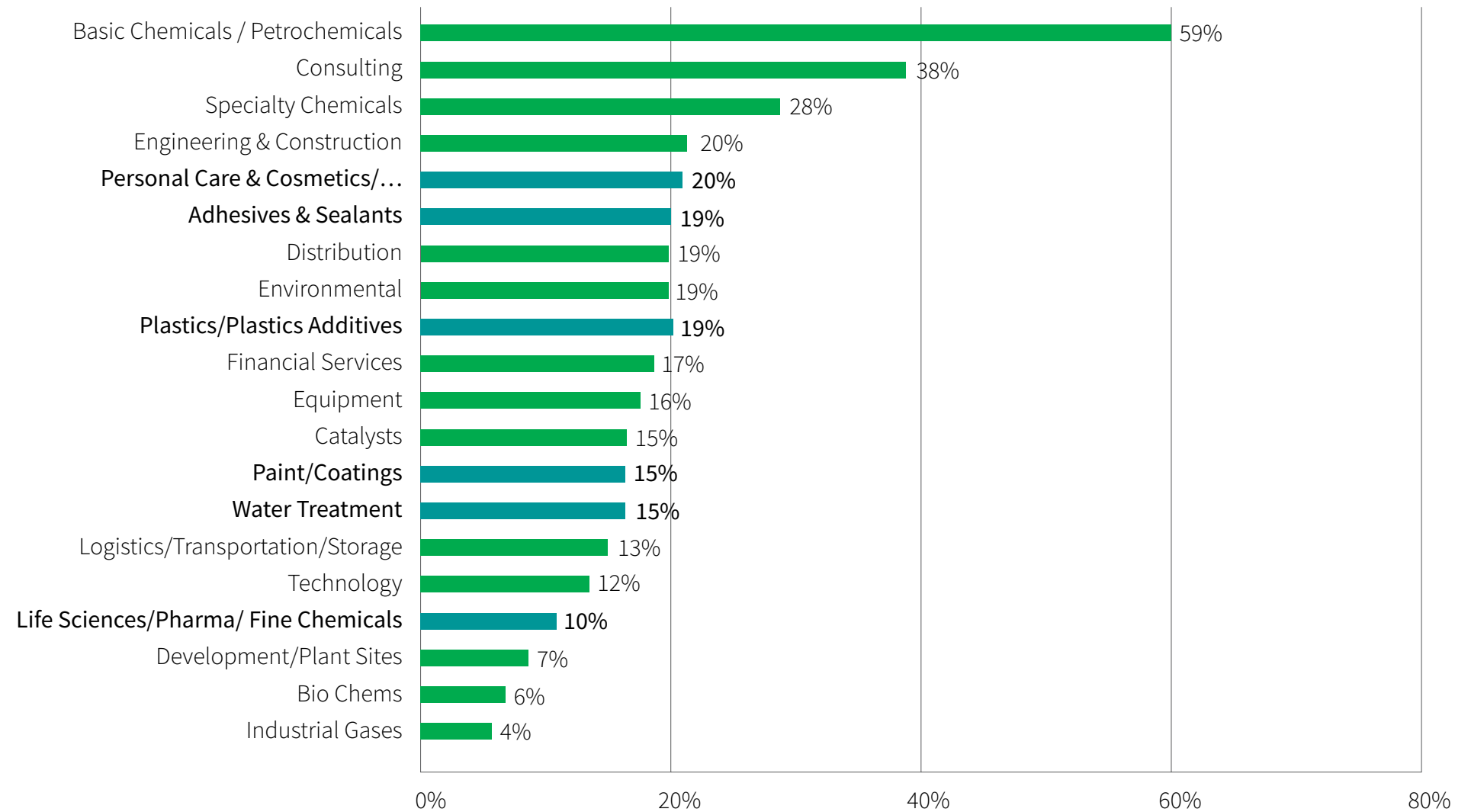
Digital
audience

150,000

Chemical Week reader profile

- 64% hold management titles
- 45% are in corporate & senior level management
- 10% are in purchasing
- 88% of readers have taken action as a result of an ad/article
- 42% have requested information, recommended a purchase or bought a product/service advertised
- 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

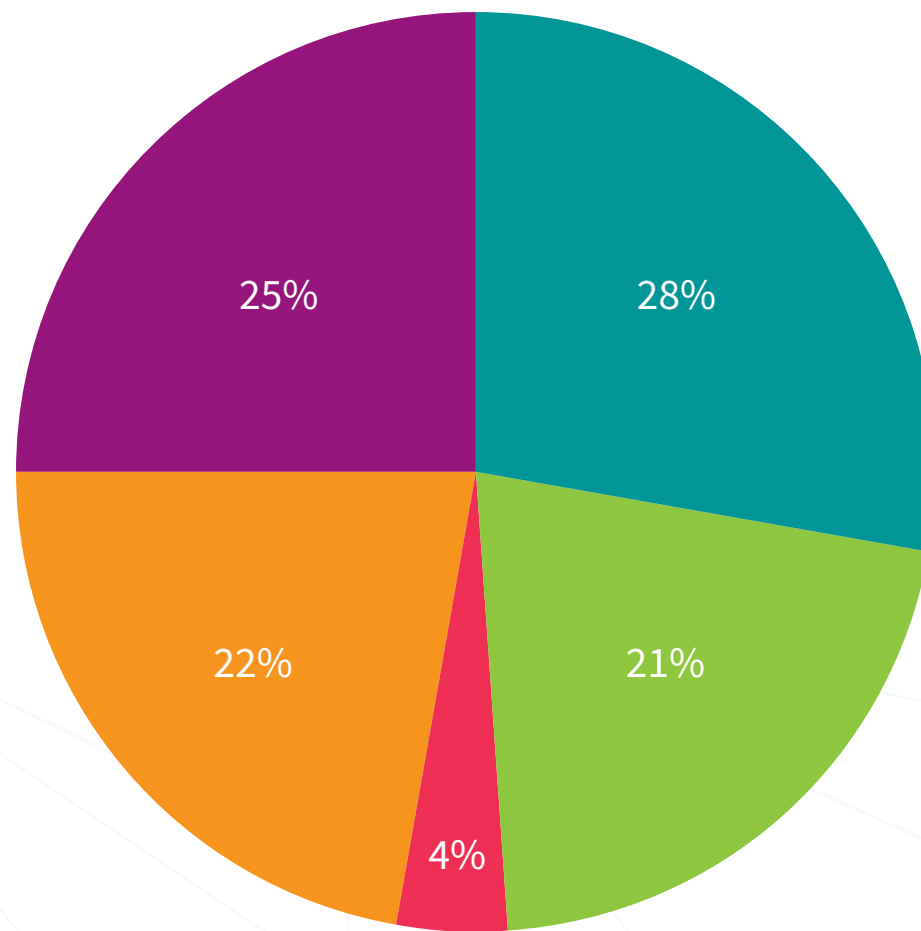
Chemical industry sector



* Source: Harvey Research 2015

Companies

Reader Markets



- Basic Plastics / Petrochemicals
- Pharmaceuticals / Specialty Chemicals
- Allied Products
- Engineering / Consulting
- Other

Distribution at trade shows

Trade shows where the magazine/supplement will be distributed:

In 2020	
Month	Trade shows
January - February	ACI Annual Meeting & Convention 2020 Orlando, FL
February	Specialty & Custom Chemicals America
	Personal Care & Products Council Annual Meeting 2020 Palm Beach, FL
March	DCAT WEEK 2020 New York
	94 th Annual DCAT Dinner New York
	35 th Annual World Petrochemical Conference New Orleans, LA
	AFPM International Petrochemical Conference 2020 New Orleans
April	2020 ACC Annual Meeting
	Interphex 2020 New York
	APIC 2020
	ASC 2020 Annual Spring Convention & EXPO
	CCNJ Annual Meeting 2020
	ASC Fall Adhesives & Sealants Council Convention 2020 Chicago, IL
	38 th World Methanol Conference & Workshop
	In-Cosmetics Global 2020 Barcelona
May	CPhI North America INFORMEX Philadelphia, PA
	LPG Asia Seminar
	NYSCC Suppliers' Day 2020 New York
	FECC Annual Congress 2020
June	2020 BIO International Convention Philadelphia, PA
	PEPP 2020
	24 th Annual Asia LPG Seminar and Workshop
	SemiCon West 2020
	Global Chlor Alkali Conference TBD
September	11 th China Petroleum and Chemical International Conference (CPCIC)
October	European Petrochemical Association 2020
	Global Plastics Summit 2020
November	Asia Chemical Conference & Workshop 2020
	Latin American LPG Seminar And Workshop
	Latin American Petrochemical Association (APLA) 2020
	Annual National Association of Chemical Distributors (NACD) 2020
	EMEA Aromatics & Olefins Conferences
	Gulf Petrochemical Association (GPCA) 15 th Annual Forum

2020 advertising rates

SPONSORED CONTENT

Chemweek.com

- **One article:** \$10,000 / month
- **Several articles powered by Artificial Intelligence:** \$10,000/month *Introductory rate

Monthly newsletter sponsorship

(includes exclusive banner, logo, native advertising):
\$30,000 / year

ChemWeek TV (Distribution of a video through CW channels):
\$10,000

Custom supplement

(4-page article/company profile on the magazine): \$20,000

SPONSORED CONTENT SERIES

Article series

(3 articles; one a month in homepage or newsletters): \$25,000

Webinar series

(3 webinars; one a month in homepage or newsletters):
\$30,000

Podcasts series

(3 sponsored podcasts; one a month in homepage or newsletters): \$12,000

Artificial intelligence series: \$25,000 / 3 months

BANNERS

www.chemweek.com

Leaderboard (728x90)	\$3,750/month
Standard (300x90)	\$3,225/month
Square (300x250)	\$3,000/month

E-newsletters

Leaderboard (728x90)	\$3,000/month
Square (300x250)	\$2,000/month

MAGAZINE

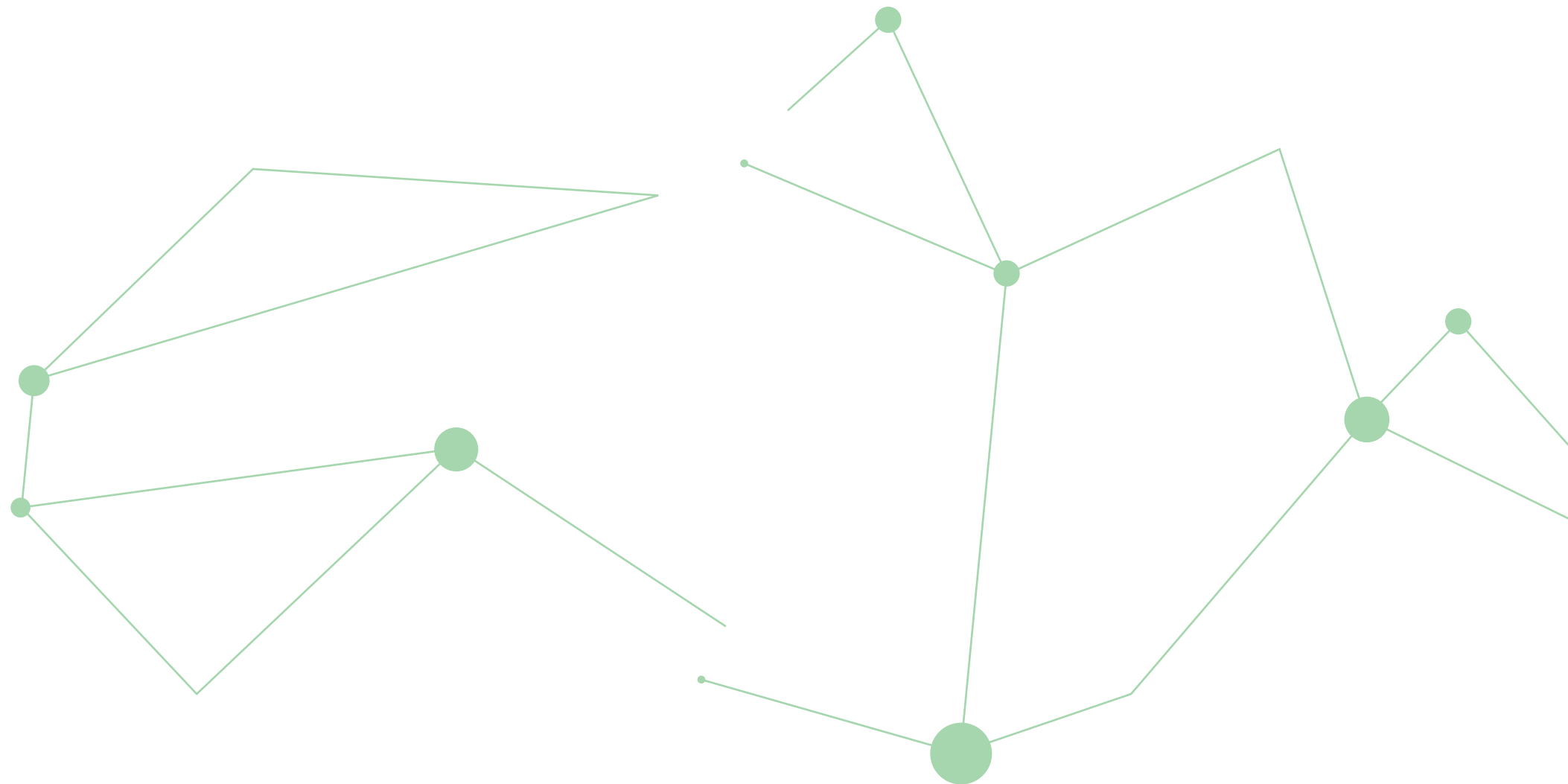
Advert

	1x	3x	6x	12x
4-color				
Full page	\$8,500	\$8,200	\$7,800	\$7,100
1/2 page	\$5,000	\$4,825	\$4,550	\$4,100
1/3 page	\$4,000	\$3,855	\$3,650	\$3,350
1/6 page	\$2,100	\$1,975	\$1,900	\$1,725

Advertising specifications

Production support

Our production team (editors, designers and marketers) will help design and distribute a tailor-made content piece to your target market



Get in touch

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ABOUT CHEMICAL WEEK

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chemweek.com

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