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
<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Primary Feature</th>
<th>Regional &amp; Special focus</th>
<th>Sponsored content</th>
<th>Industry Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Dec/ Jan 6</td>
<td>Global outlook</td>
<td></td>
<td>Ranking</td>
<td></td>
</tr>
<tr>
<td>13/20 Jan</td>
<td>Soap &amp; detergents</td>
<td></td>
<td>Supplement: ACI Show Daily</td>
<td>ACI Annual Meeting &amp; Convention 2020 - Jan 27 - Feb 1</td>
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<tr>
<td>27 Jan/ 3 Feb</td>
<td>Water treatment</td>
<td></td>
<td>Webinar: M&amp;A</td>
<td>Specialty &amp; Custom Chemicals America, Feb 10-12</td>
</tr>
<tr>
<td>10/17 Feb</td>
<td>Rethinking innovation</td>
<td>Industrial biotech</td>
<td>Supplement: Specialty strategies/ Circular economy</td>
<td>Personal Care &amp; Products Council Annual Meeting - March 1 - 3</td>
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<tr>
<td>24 Feb/ 2 Mar</td>
<td>Ports and terminals</td>
<td>Refinery catalysts</td>
<td>Supplement: Feedstocks/ Digitalization</td>
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<tr>
<td>9/16 Mar</td>
<td>Petrochemicals</td>
<td>Harryw Study</td>
<td>Supplement: Petrochemicals / Digitalization (IFIC TV &amp; Digital Edition)</td>
<td>CPPh South East Asia - March 4 - 6</td>
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<td>CPPh Japan - March 18 - 20</td>
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<td>23/30 Mar</td>
<td>Finance</td>
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<td>Podcast: M&amp;A</td>
<td>In-Cosmetics Global 2020 - March 31 - April 2</td>
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<tr>
<td>6/13 Apr</td>
<td>Personal Care</td>
<td>Southeast Asia</td>
<td>Podcast: Trend with VC’s buying up smaller distributors</td>
<td>NYSSC Suppliers’ Day 2020 - May 7 - 8, Jacob Javitz Center</td>
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<td>APC - May 28 - 29</td>
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<td></td>
<td>International NGLS &amp; Feedstocks Conf. &amp; Workshops - April 21 - 24, Houston, TX</td>
</tr>
<tr>
<td>20/27 Apr</td>
<td>Fine chemicals</td>
<td>Pharma</td>
<td>Webinar: Digitalization</td>
<td>Interphex 2020 - April 28 - 30</td>
</tr>
<tr>
<td>4/11 May</td>
<td>Distribution</td>
<td>Japan</td>
<td>Profile: Informex profiles</td>
<td>ASC Adhesives &amp; Sealants Council Annual Spring Convention &amp; Expo - April 20 - 22</td>
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<td>CPPh North America INFORMEX - May 5 - 7</td>
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<td>FECC Annual Congress 2020 - May 27-29</td>
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<tr>
<td>1/8 Jun</td>
<td>Germany</td>
<td></td>
<td>Podcast: Sustainability</td>
<td>ACC Annual Meeting - June 2020</td>
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<td>2020 BIO International Convention - June 3 - 6</td>
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<td>PEEPP 2020: 28th Polyethylene-Polypropylene Chain Forum &amp; Workshops - June 23 - 25, Europe</td>
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<tr>
<td>15/22 Jun</td>
<td>Electronic chemicals</td>
<td></td>
<td>Podcast: Circular Economy</td>
<td>SemiCon West - July 21 - 23</td>
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<td>Asia NGLS &amp; Naphtha Conference - June 23 - 25, Asia</td>
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</tbody>
</table>
### Editorial calendar

<table>
<thead>
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<tbody>
<tr>
<td>Jun 28/Jul 6</td>
<td>Responsible Care</td>
<td>Harvey Study</td>
<td></td>
<td>Webinar: Closing loop on plastic waste</td>
<td></td>
</tr>
<tr>
<td>13/20 Jul</td>
<td>M&amp;A</td>
<td></td>
<td></td>
<td>Ranking</td>
<td></td>
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<tr>
<td>27 Jul/3 Aug</td>
<td>Paints and coatings</td>
<td>Executive compensation</td>
<td></td>
<td>Webinar: Sustainability (Environment, health &amp; safety)</td>
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<tr>
<td>10/17 Aug</td>
<td>Crop protection</td>
<td></td>
<td></td>
<td>Supplement: Crop protection / Digitalization</td>
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<tr>
<td>24/31 Aug</td>
<td>Billion Dollar Club</td>
<td></td>
<td></td>
<td>Ranking</td>
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<tr>
<td>13/20 Jul</td>
<td>European petrochemicals</td>
<td></td>
<td></td>
<td>Supplement: Supply chain / Digitalization</td>
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<tr>
<td>5/12 Oct</td>
<td>Latin America</td>
<td></td>
<td></td>
<td>Directories: Paints &amp; Coatings Redbook</td>
<td>Latin American Petrochemical Conference (APLA) 2020</td>
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<tr>
<td>19/26 Oct</td>
<td>Distribution</td>
<td>Harvey Study</td>
<td></td>
<td>Profile: Distribution profiles</td>
<td>Annual National Association of Chemical Distributors (NACD)</td>
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<tr>
<td>2/9 Nov</td>
<td>Middle East</td>
<td></td>
<td></td>
<td>Supplement: Downstream &amp; geographic diversification / Digitalization</td>
<td>CPhI Worldwide 2020 - November 5 - 7</td>
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<tr>
<td>30 Nov/7 Dec</td>
<td>Sustainability</td>
<td></td>
<td></td>
<td>Podcast: Distribution / Digitization</td>
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<tr>
<td>14/21 Dec</td>
<td>Fertilizers</td>
<td>Year in review</td>
<td></td>
<td>Podcast: Fertilizers, Crop protection</td>
<td></td>
</tr>
</tbody>
</table>

**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 report, analysis and data. **Audience**: 8,000. **Monthly distribution**
- **Plastics Sustainability**: **Audience**: 26,000. **Monthly distribution**
- **Specialty Chemicals**: **Audience**: 34,000. **Monthly distribution**
- **Feedstocks**: **Audience**: 46,000. **Monthly distribution**
- **Finance & Strategy**: **Audience**: 45,000. **Monthly distribution**
## Editorial Calendar

### Sponsored Content Calendar

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<td>24 Feb/2 Mar</td>
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<td>94th Annual DCAT Dinner March 26</td>
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<td></td>
<td>35th Annual World Petrochemical Conference - March 24 - 27</td>
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<td></td>
<td>AFPM International Petrochemical Conference March 29 - 31</td>
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<td>4/11 May</td>
<td>Profile: Informex profiles</td>
<td>ChemSpec Europe - May 27/28</td>
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<td>FECC Annual Congress 2020 - May 27-29</td>
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<td>7/14 Sept</td>
<td>Supplement: Supply chain/ Digitalization</td>
<td></td>
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<td>5/12 Oct</td>
<td>Directories: Paints &amp; Coatings Redbook</td>
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<td>16/23 Nov</td>
<td>Directory: Soaps &amp; Cosmetics Bluebook</td>
<td>Annual Gulf Petrochemical Association (GPAC) - TBD</td>
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</table>
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

Digital Magazine
- 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

View the Buyers’ Guide
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 ▶

EXPLORE MORE ▶
**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
Webinars

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

Sample topics

- Trade war
- M&A
- Plastics & basic chemicals

Your sponsor tool kit will include:

- **Branding and distribution** - Our production team will send invitations to join the 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 digital magazine
- CW Insider newsletter
- CW social media channels

Distribution could be timed with relevant industry events

EXPLORE MORE
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.
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

- Basic Chemicals / Petrochemicals: 59%
- Consulting: 38%
- Specialty Chemicals: 28%
- Engineering & Construction: 20%
- Personal Care & Cosmetics: 20%
- Adhesives & Sealants: 19%
- Distribution: 19%
- 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%
- Development/Plant Sites: 7%
- Bio Chems: 6%
- Industrial Gases: 4%

* Source: Harvey Research 2015
Companies

Reader Markets

- Basic Plastics / Petrochemicals: 28%
- Pharmaceuticals / Specialty Chemicals: 25%
- Allied Products: 22%
- Engineering / Consulting: 21%
- Other: 4%
### Distribution at trade shows

**Trade shows where the magazine/supplement will be distributed:**

<table>
<thead>
<tr>
<th>Month</th>
<th>Trade shows</th>
</tr>
</thead>
</table>
| January - February | ACI Annual Meeting & Convention 2020 | Orlando, FL  
|                 | Specialty & Custom Chemicals America                                                                                                         |
| February        | Personal Care & Products Council Annual Meeting 2020 | Palm Beach, FL |
| March           | DCAT WEEK 2020 | New York  
|                 | 94th Annual DCAT Dinner | New York  
|                 | 35th 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  
|                 | 38th 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                                                                                                                                  |
|                 | 24th Annual Asia LPG Seminar and Workshop                                                                                                  |
|                 | SemiCon West 2020                                                                                                                         |
|                 | Global Chlor Alkali Conference | TBD |
| September       | 11th 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) 15th 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

**BANNERS**

- **www.chemweek.com**
  - **Leaderboard (728x90)**: $3,750/month
  - **Standard (300x90)**: $3,225/month
  - **Square (300x250)**: $3,000/month

- **E-wnewsletters**
  - **Leaderboard (728x90)**: $3,000/month
  - **Square (300x250)**: $2,000/month

**MAGAZINE**

- **Advert**
  - 4-color:
    - 1x: $8,500
    - 3x: $8,200
    - 6x: $7,800
    - 12x: $7,100
  - Full page:
    - $8,000
  - 1/2 page:
    - $5,000
  - 1/3 page:
    - $4,000
  - 1/6 page:
    - $2,100

**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

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*Disclaimer: Rates are subject to change without notice.*
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

## Key contacts

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**E** ferruccio@silvera.it

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