

Chemical Week

Media Kit 2021

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.

Our team designs high-impact, multimedia content assets that bring your story to life.



Testimonials

"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

Readership

Readership

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

190
countries Chemical Week's global reach

Subscribers
21,500

Business
Daily
2,560

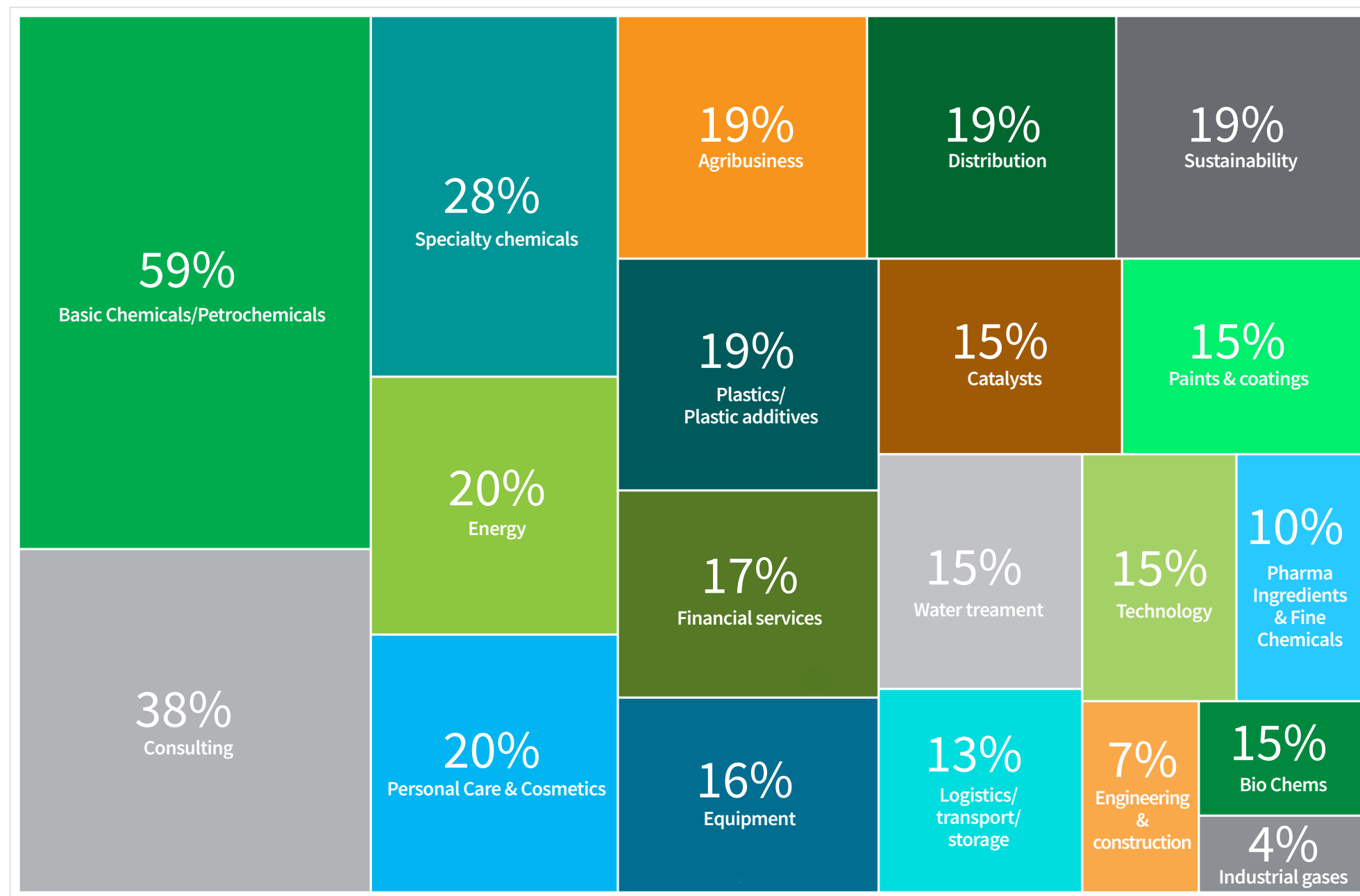
CW Insider
40,000

Chemical Week reader profile

Readership



Readers per chemical industry sector*



* The figures represent the percentage of readers per industry segment. For companies operating in multiple subsegments, each sub-segment in which they operate is counted.

Channels

Channels



Supplements (print & digital)

Digital

100,000+

unique visitors a month

Print

150,000+

registered users

Print

21,500+

subscribers

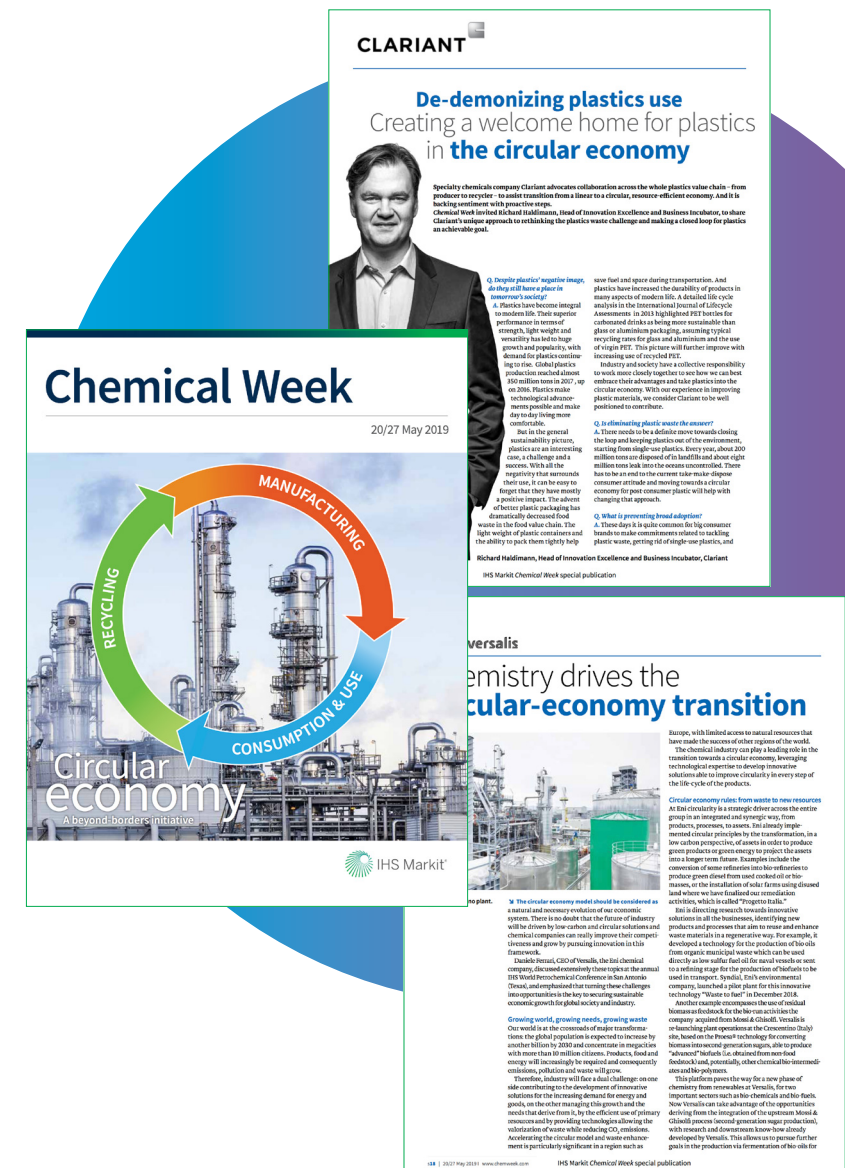
50,000

readers

Your one-stop communications solution

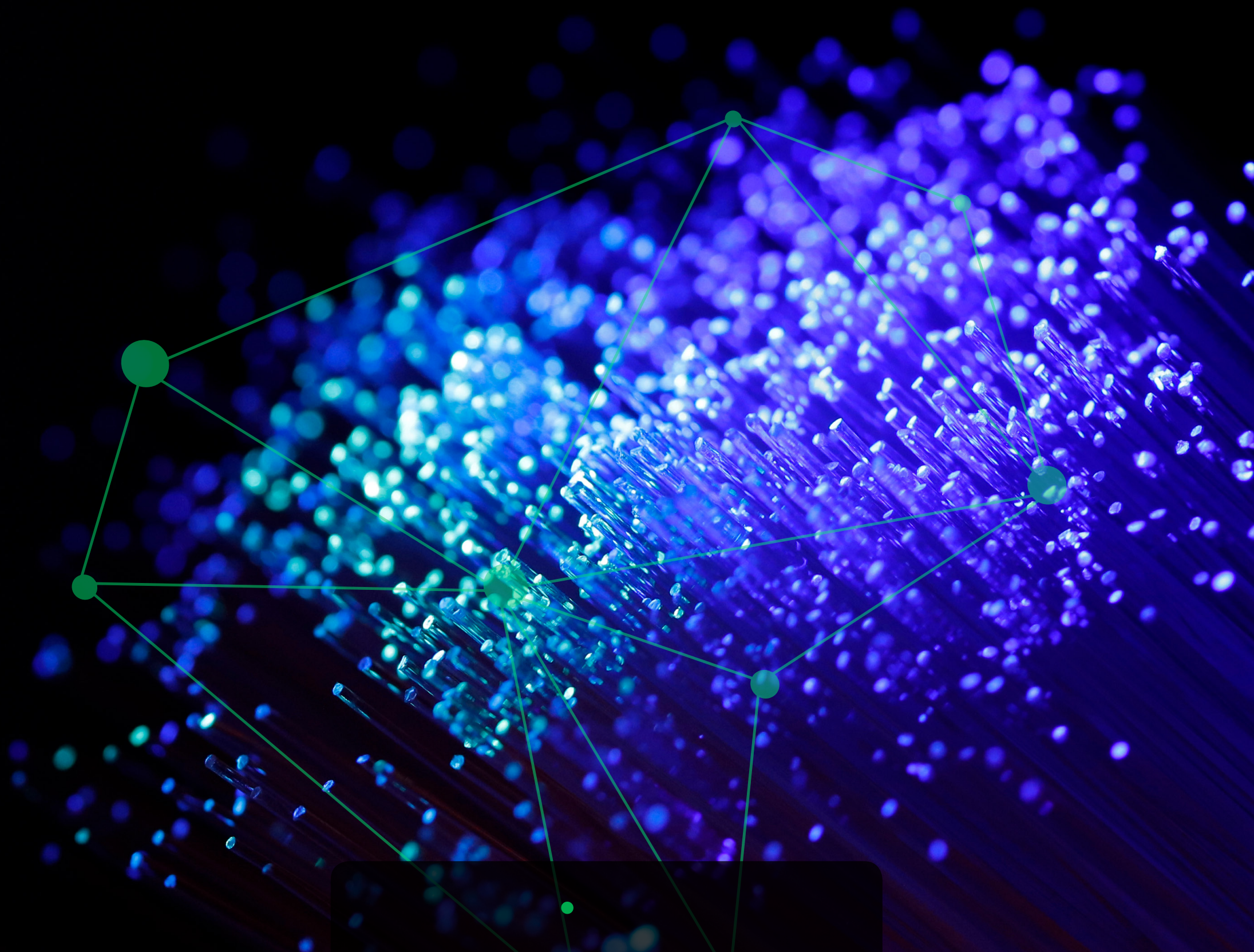
CW's supplements offer the impact of advertising combined with the scope of a public relations campaign.

Customized service: Our team will offer guidance on content, design and distribution, managing the production process from A – Z.



Digital

Digital



AI-backed sponsored content

Increase engagement and elevate your brand's position through content personalization

Key benefits

- **Return on investment:** Our technology can predict what content you should put forward for maximum commercial results.
- **Efficiency:** The automated workflow generates enough content, so advertisers don't need to worry about what to promote next.

100,000+
unique visitors per month

150,000+
registered users

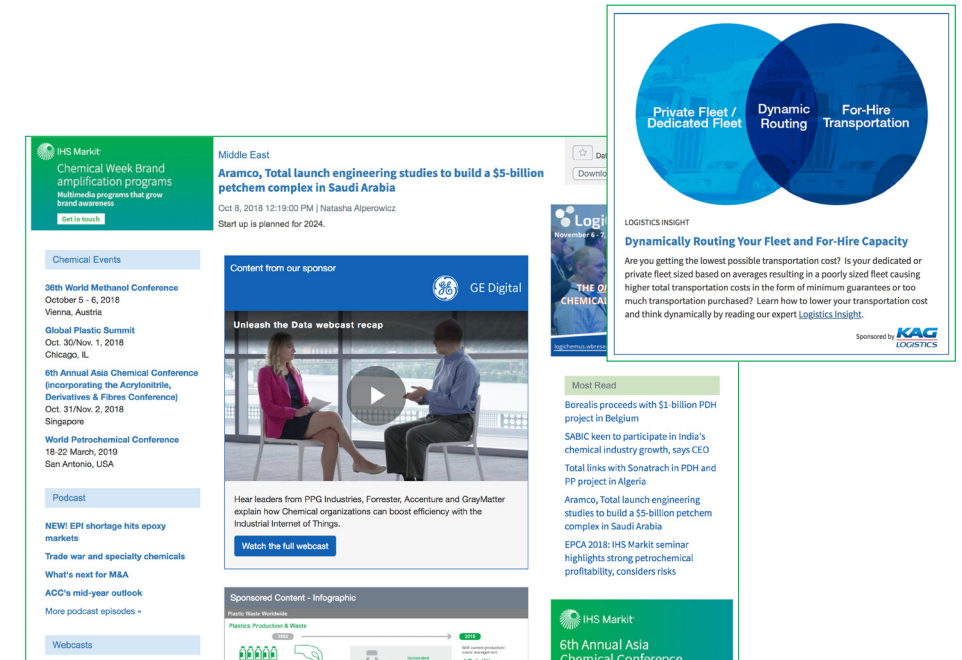
How it works

- 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.

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)

Digital



Newsletters & websites

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

Audience numbers

- Agribusiness: 25,600
- Finance: 23,200
- Specialty: 21,800
- Feedstocks: 25,400
- Plastics: 20,000

Digital

Chemical Week Business Daily

5,000+ C-level executives receive Chemweek Business Daily

[Read More](#) ►

Chemical Week Insider

Weekly - reaching 40,000 subscribers worldwide subscribers.

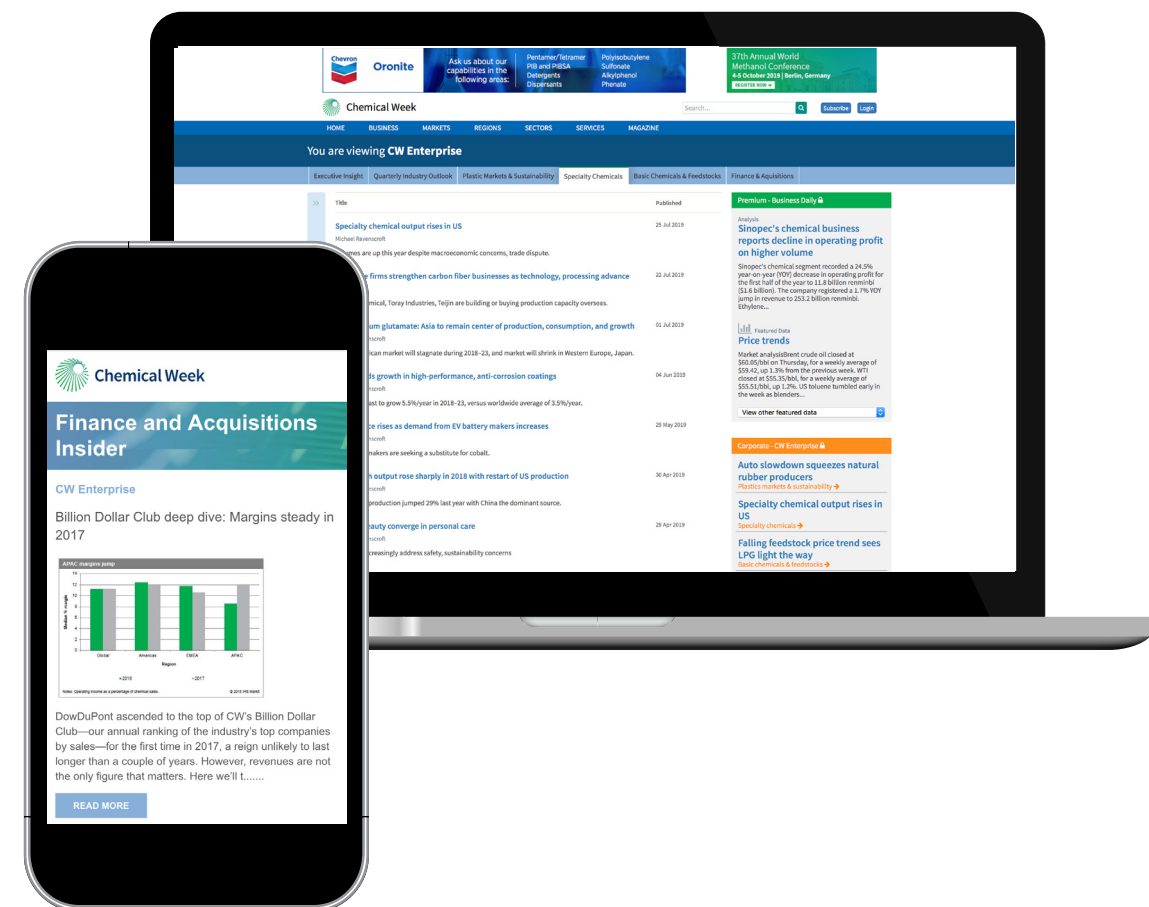
Custom e-newsletters

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](#) ►



Webinars & Podcasts

Partner with us to produce and distribute insightful content that will convert prospects into customers. Opportunity for sponsored series of monthly/quarterly content.

Digital

Webinars

Reach and influence a specific audience

Sample events

- **Customized service:** Our team will offer guidance on content, design and distribution, managing the production process from A-Z
- **Powerful outreach:** Invite our 150,000 readers and registered users
- **Editorial support:** One of our senior editors will chair your session that will include a live Q&A
- **Lead generation:** Receive the contact details of all the registrants

Podcasts

Reach and influence a specific audience

Sample podcasts

LIVE

The multimedia arm for Chemical Week, brings together interviewees and audiences of unparalleled seniority and influence.

Dialogues

Exclusive live interviews, chaired by senior journalists from Chemical Week, focusing on the most disruptive technology reshaping the chemical industry right now.

Forums

Four annual data-rich online events, featuring live interview's and stimulating panel debates, to tackle issues that matter to our readers.

Speciality
Strategies

Asia

Crop
Sciences

Financial
Outlook &
Sustainability



Directories

One yearly campaign.
Twelve months of sales

Place your products before a worldwide audience of informed buyers.

Our portfolio

- Buyers' Guide
- Paints & Coating - RedBook
- Soaps & Cosmetics - BlueBook
- Sustainable Chemical & Plastics Directory - GreenBook
- Pharma Ingredients

1,100+
suppliers, manufacturers
and producers

15,000+
product listed



Editorial calendar



| 2021 EDITORIAL CALENDAR Subject to change | | | | | V13 |
|---|---------------|---|---|---|--|
| | Issue Date | Primary Feature | Regional & Special focus | Sponsored content | Industry Events |
| JANUARY | 28 Dec/ 4 Jan | Global outlook | | | |
| | 11/18 Jan | Energy transition: Decarbonizing the energy mix | Soap & detergents | Supplement: Energy Transition | American Cleaning Institute (ACI) Virtual Summit - 25 February |
| FEBRUARY | 25 Jan/ 1 Feb | ESG strategies | Water treatment | Supplement: Circular Economy series Webinar: M&A | Specialty & Custom Chemicals America, 9 - 11 February |
| | 8/15 Feb | Renewable Chemicals | Chemical Industry Regulations | | Personal Care & Products Council Annual Meeting - February 28 - March 2 |
| MARCH | 22 Feb/ 1 Mar | Petrochemicals | Refinery & Petrochemical catalysts Middle East | Supplement: Petrochemicals / Digitalization/Circular Economy | Annual Gulf Petrochemical Association (GPCA) - February 2021 World Petrochemical Conference (WPC) Online – March 2021 |
| | 8/15 Mar | Ports and terminals | | Supplement: Digitalization | CPHI Japan - 14 - 16 April |
| | 22/29 | Finance | Paints and coatings | WPC Digital Edition | ASC Adhesives & Sealants Council Convention - 19 - 21 April |
| APRIL | 5/12 Apr | Fine chemicals/ Pharma | Personal Care | Supplement: Circular Economy series Webinar: Pharma ingredients supply chain | Chemical Week LIVE: Specialty Strategies InCosmetic Global 2021 - 13 - 15 April Interphex - 20 - 22 April NYSCC Suppliers' Day, 4 -5 May CPHI North America INFORMEX, 20 - 22 April |
| | 19/26 Apr | Hydrogen economy | Southeast Asia | Supplement: Energy Transition | CPHI South East Asia 2021 - 18 - 20 May Chemical Week LIVE: Asia |
| MAY | 3/10 May | Distribution | Japan Plastics | | ChemSpec Europe - June 2021 |
| | 17/24 May | Chemical recycling | | Supplement: Circular Economy/Plastics | ACC Annual Meeting - June 2021 |
| JUNE | 31 May/ 7 Jun | Digitalization - Enhancing R&D | Specialty Chemicals Catalysts | | BIO Digital - 14 - June Semicon West - 13 - 15 July |
| | 14/21 Jun | Electronic chemicals | | | Asia NGLS & Naptha Conference - June 2021 |

Editorial calendar

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|-----------|---------------|--|----------------------------|--|--|
| JULY | Jun 28/ Jul 5 | Responsible Care | M&A | Supplement: Circular Economy/Closing the loop on plastic waste | |
| | 12/19 Jul | Industrial Gases | | | |
| AUGUST | 26 Jul/ 2 Aug | ESG metrics | Executive compensation | Webinar: Sustainability (Environment, Health & Safety) | |
| | 9/16 Aug | Crop protection | Mobile Emissions Catalysts | Supplement: Crop protection / Digitalization | |
| | 23/30 Aug | Specialty Chemicals | | Specialty Chemicals Ranking | Global Chlor-Alkali Conference + Workshops |
| SEPTEMBER | 6/13 Sept | European petrochemicals Billion Dollar Club | China | Supplement: Circular Economy series | PEPP 2021: 29th Polyethylene-Polypropylene + Workshop The European Petrochemical Association (EPCA) - April 2021 |
| | 20/27 Sept | De-carbonizing the supply chain | Fine Chemicals/Pharma | Supplement: Energy Transition Directory: Pharma Ingredients | CPhI Worldwide 2021- Autumn |
| OCTOBER | 4/11 Oct | Distribution | Marine Transportation | Directory: Distribution Webinar: Pharma Ingredients | Latin American Petrochemical Conference (APLA) 2021 , Brazil - 6 - 9 November |
| | 18/25 Oct | Latin America | Crop Science (US) | Directory: Paints & Coatings Redbook | Annual National Association of Chemical Distributors (NACD) - November 2021 GPS 2020: 8th Global Plastics Summit |
| NOVEMBER | 1/8 Nov | Middle East | Catalyst | Supplement: Circular Economy Series | Chemical Week LIVE: Crop Science Awards Annual Gulf Petrochemical Association (GPCA) 8th Annual Asia Chemical Conference |
| | 15/22 Nov | China | Next US Wave | Directory: Soaps & Cosmetics Bluebook | Chemical Week LIVE: Financial Outlook & Sustainability Awards World Soda Ash Conference World Methanol Conference Latin America LPG Conference |
| DECEMBER | 29 Nov/ 6 Dec | Sustainability | | Directory: Sustainable Chemicals and Plastics | |
| | 13/20 Dec | Agribusiness | Year in review | | |

CW Newsletters



CW Insider
Weekly digest of latest news, industry events and insight from CW's magazine.
Audience: 40,000
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: 21,800
Monthly distribution



Feedstocks
Audience: 25,400
Monthly distribution



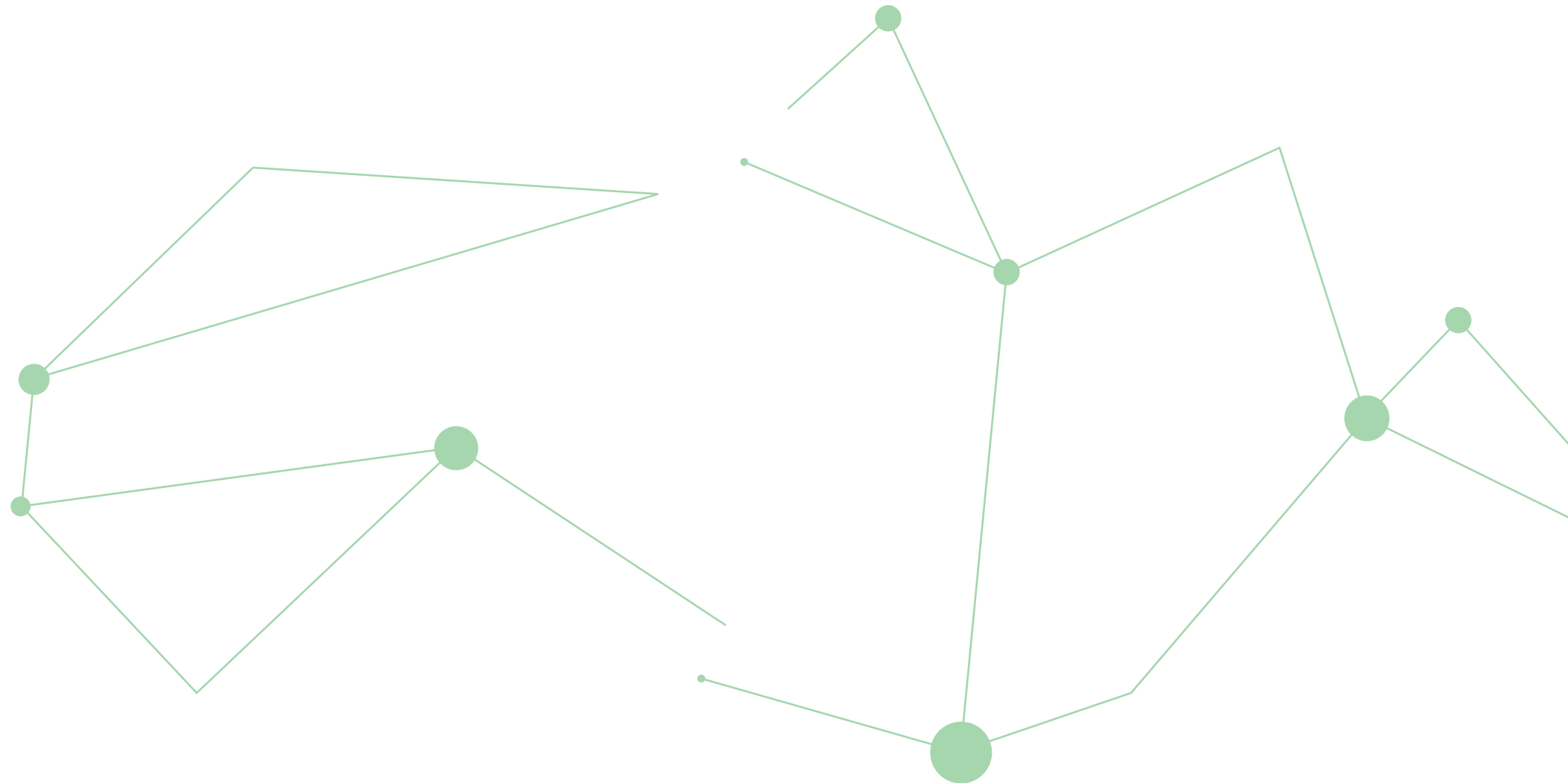
Finance & Strategy
Audience: 23,200
Monthly distribution

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

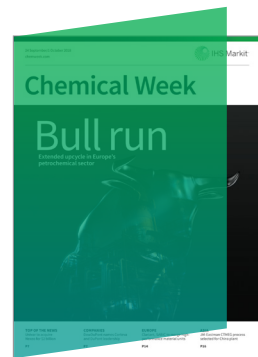
Advertising specs



Print

Distributed to a global audience of 21,500 decision-makers

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



Advertising specs

Digital

Digital magazine

- Cover 0
- Embedded video
- Iframed websites
- Popups

Cover 0*



Embedded video



* Cover 0 is a full page ad to the left of the front cover of the digital issue.

Newsletters

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



100,000+
unique visitors per month



65,000
visits per month



180K+
impressions

Website

Traditional Banners available in all industry standard sizes:

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

Advertising specs



2021 advertising rates

THOUGHT LEADERSHIP CAMPAIGNS

3 months campaign- 1 component *

\$25,000

6 months campaign- 2 component

\$45,000

12 months campaign- 4 component

\$80,000

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 3x 6x 12x

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 rates

* There are four components to choose from: Supplement **OR** LIVE Dialogue **OR** LIVE Forum **OR** AI Campaign.
Different combinations components can be used for 6-month and 12-month campaigns; one component per three-month period.

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ABOUT CHEMICAL WEEK

IHS Markit (NYSE: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 80 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

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