In March 2019, Chemical Engineering emailed a survey to gain insights into Chemical Engineering’s audience. Using a random sample of 1,486 Chemical Engineering digital and print subscribers, the following information was derived.

Readers indicated how they use the internet for their jobs

- **To do research**: 80.22%
- **To get daily news**: 58.82%
- **To access archives of technical information (other than magazines)**: 57.00%
- **For analysis of industry news, trends, and events**: 56.26%
- **To communicate with peers/customers**: 50.34%
- **To research vendors**: 49.39%
- **For data or statistics**: 49.13%
- **To search magazine archives**: 43.20%
- **For financial information and earnings reports**: 22.68%
- **To look for employment opportunities**: 19.18%
- **Other (please specify)**: 2.83%
- **Do not use internet**: 0.27%

*Total response count = 1,486*

Readers ranked the usefulness of the following information sources in order to stay informed about the chemical process industries:

1. Search engines (Google, Yahoo, Bing, Ask, etc.)
2. Websites
3. Digital magazines
4. E-newsletters
5. White papers
6. Print magazines
7. Webinars
8. In person trade shows/conferences
9. Videos
10. Virtual trade shows/conferences
11. RSS feeds or “Alerts”
12. Podcasts
13. Blogs
14. Social media (Facebook, Twitter, LinkedIn, Google+, etc.)

Over 97% of readers receive and read work-related e-newsletters.

- Nearly 48% receive e-newsletter DAILY
- Over 38% receive e-newsletters weekly

51% of readers use an Android for work. 39% use an iPhone.

Over 84% of those readers use their device to check email.

Over 56% of readers use apps for work-related information.

Nearly 96% of readers that have experienced re-targeting took action:
- Over 29% went back to purchase
- Nearly 67% went back to view the product

Nearly 72% of readers have attended webinars related to their work in the past 12 months.

Nearly 66% will attend the same number or more webinars this year.

In 2019 Sponsored Webinars with Chemical Engineering on average yielded 600+ registrations per webinar.

69% rank Chemical Engineering’s website as useful or very useful to their work.

Nearly 76% of Chemical Engineering readers view online advertisements.

Chemical Engineering’s website, digital issues, e-newsletters, and emails are designed with smart phones in mind. Digital advertising for the mobile user is a must.
**SURVEY DEMOGRAPHICS**

### Industry

- **Engineering and design services** 33.87%
- **Pharmaceuticals** 2.78%
- **Power generation/storage** 3.48%
- **Food and beverages** 2.55%
- **Pulp and paper** 0.62%
- **Other (please specify)** 14.46%
- **Industrial organic or inorganic chemicals** 12.99%
- **Water treatment** 4.64%
- **Plastics and synthetic resins** 5.18%
- **Education** 7.35%
- **Petroleum refining** 8.43%
- **Other/Specialty chemical** 3.63%

**Total response count = 1,293**

### Title

- **Engineering** 36.43%
- **Consultant** 15.43%
- **Corporate management** 17.29%
- **Other (please specify)** 6.98%
- **Technical director** 8.06%
- **Plant operations/production management** 10.31%
- **Maintenance** 0.62%
- **Professor** 4.88%

**Total response count = 1,290**

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*Chemical Engineering* offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive traffic to your own website.

Below are just a few products to choose from. Custom digital packages are also available to fit your needs and budget. [Learn more at chemengonline.com/mediakit.](http://chemengonline.com/mediakit)

**WEBSITE & E-NEWSLETTER**

Industry professionals rely on our fully responsive website chemengonline.com and e-newsletters CE DIRECT, CE FOCUS, BREAKTHROUGH TECHNOLOGIES and HOT PRODUCTS to get regular information on their topics of choice. Select banner positions are available that provide best visibility without being invasive to our visitors.

**WEBSITE & E-MAIL RETARGETING**

The days of one-and-done marketing are behind us. To be successful you need your website ad seen multiple times and your e-mail marketing reinforced through behavioral retargeting. Make sure your target audience sees your message, with *Chemical Engineering’s* website and e-mail retargeting programs.

**BRAND CONNECT CONTENT MARKETING**

Brand Connect allows you to position your content alongside *Chemical Engineering’s* editorial content. This dynamic content marketing platform is an efficient way to reach buyers at key points in their decision-making process and is an extremely effective way to generate leads.

**WEBINARS**

*Chemical Engineering’s* webinars are an engaging, measurable and cost-effective way to reach the chemical process industries. By combining the immediacy of the internet with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

Contact your sales representative for more information about how *Chemical Engineering* can work for you.

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