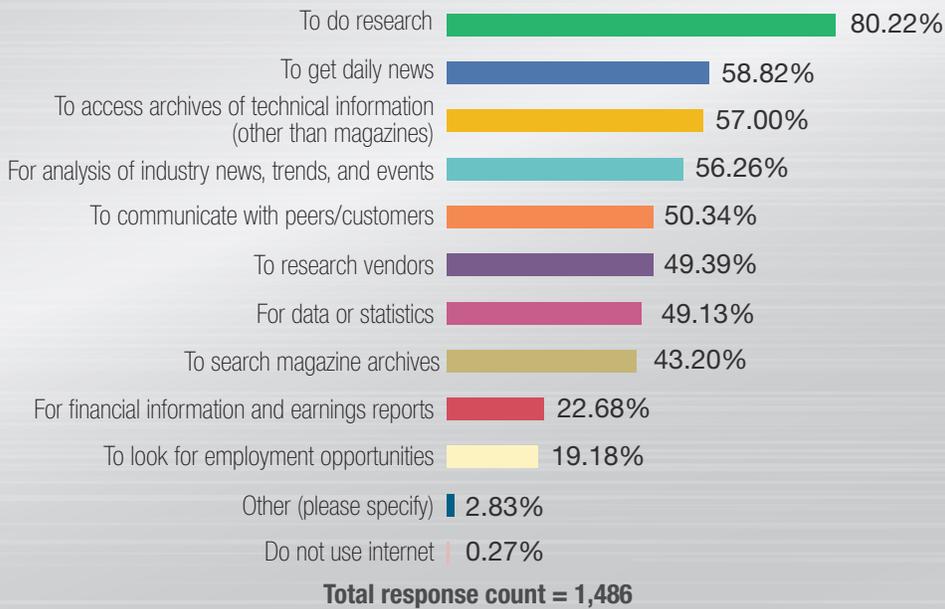


In March 2019, *Chemical Engineering* emailed a survey to gain insights into *Chemical Engineering's* audience. Using a random sample of 1,486 *Chemical Engineering* digital and print subscribers, the following information was derived.

Readers indicated how they use the internet for their jobs



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

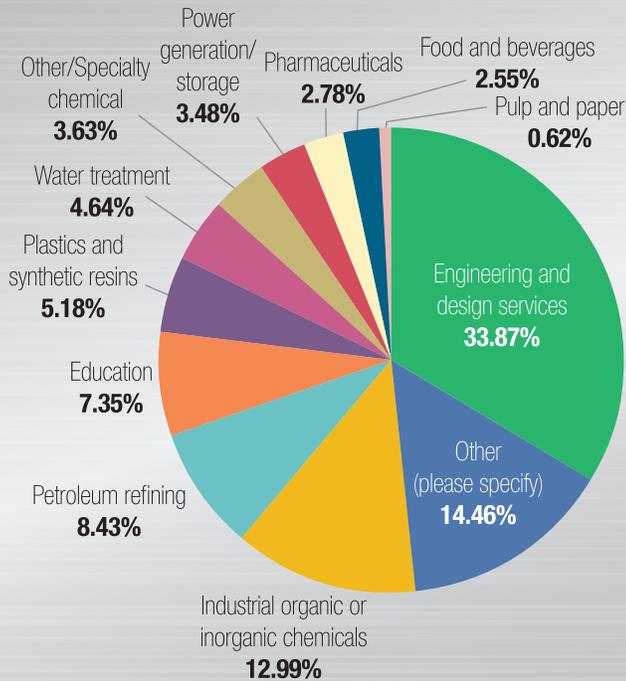
- 
- The *Chemical Engineering* app has been downloaded more than **21,800** times
 - Nearly **96%** of readers that have experienced re-targeting took action
 - Over **29%** went back to purchase
 - Nearly **67%** went back to view the product

- 
- 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
 - 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.

- 
- 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

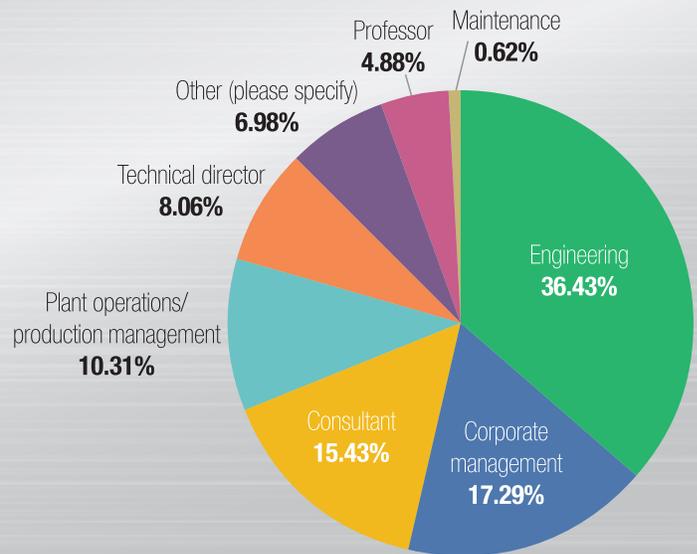
SURVEY DEMOGRAPHICS

Industry



Total response count = 1,293

Title



Total response count = 1,290

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.**

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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