

In April 2021, *Chemical Engineering* emailed a survey to gain insights into *Chemical Engineering's* audience. Using a random sample of 813 *Chemical Engineering* digital and print subscribers, the following information was derived.



93% of readers receive and read work-related e-newsletters.
48% receive e-newsletters **DAILY**.
43% receive e-newsletters weekly.

***Chemical Engineering* offers advertising opportunities in **FOUR** e-newsletters with a combined subscriber base of **106,000**.**

84% ranked *Chemical Engineering's* website as important, very important or critical.

68% of *Chemical Engineering* readers read sponsored content on websites (content generated by a product or service supplier).

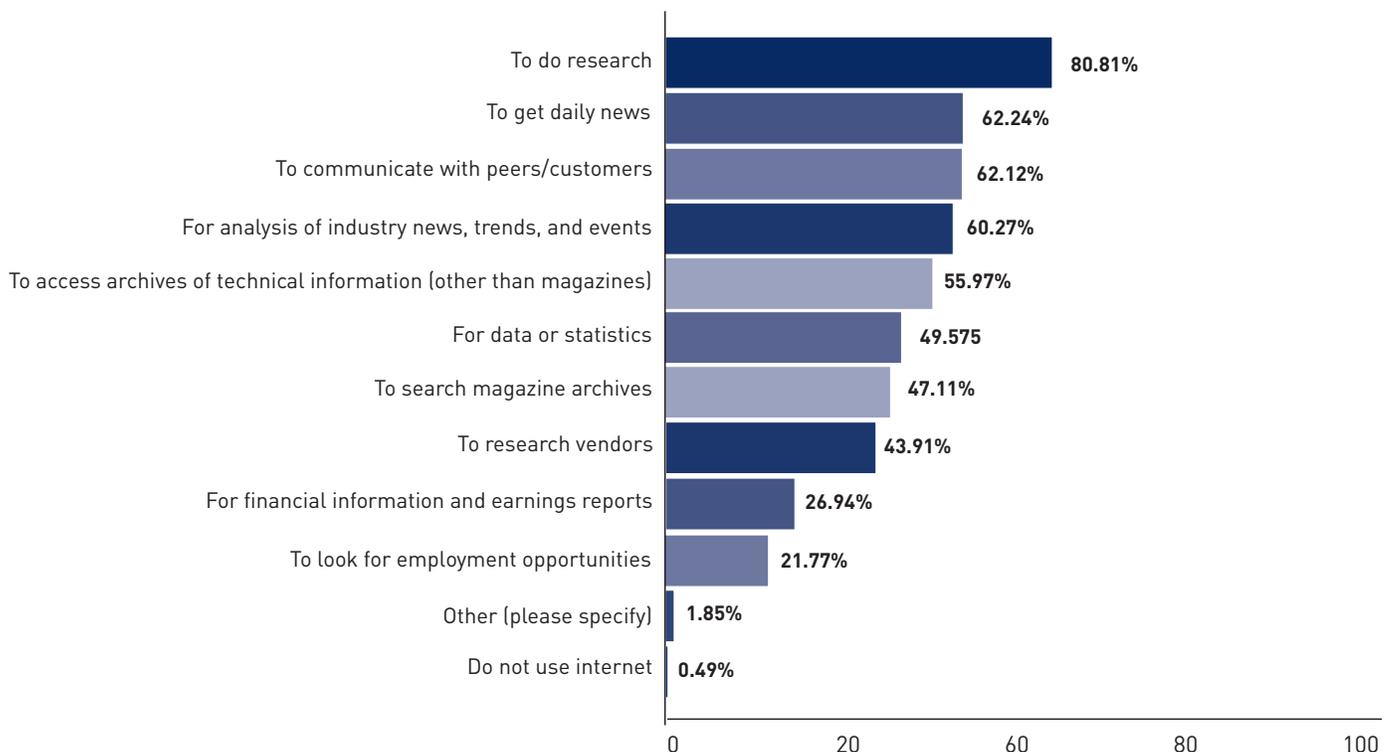
93% of readers have attended webinars related to their work in the past 12 months.

84% of readers plan to attend work-related webinars this year.

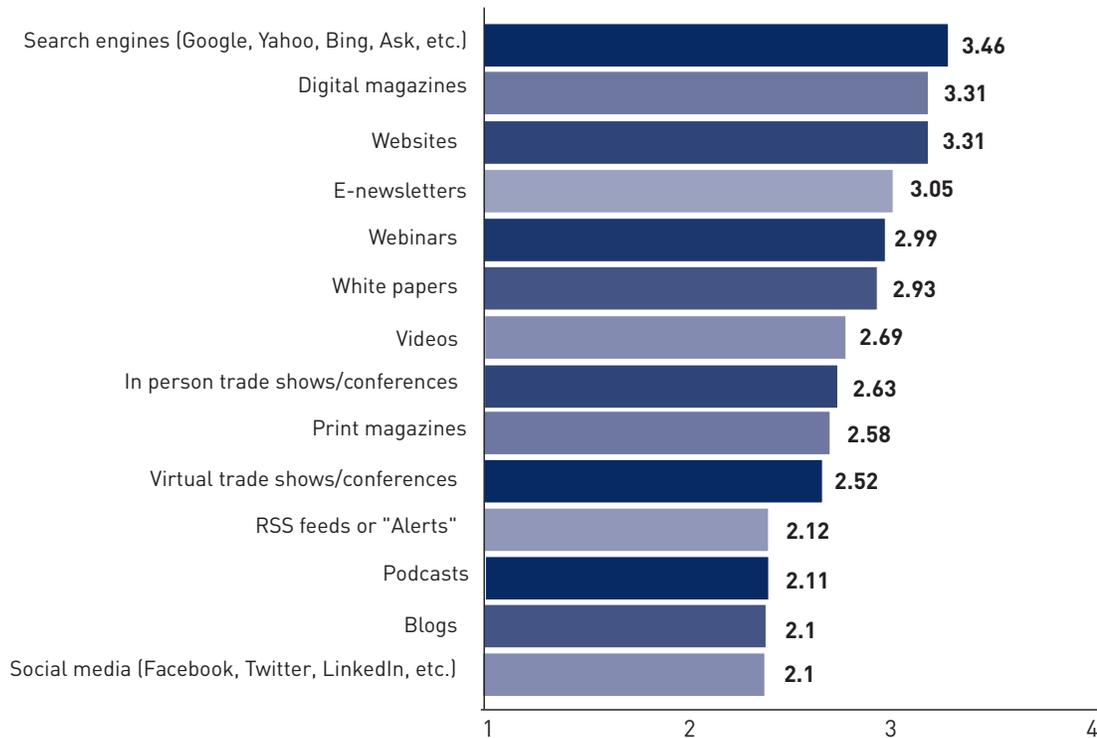


In 2021 sponsored webinars with *Chemical Engineering* on average yielded **600+ registrations per webinar.**

Readers indicated how they use the internet for their jobs.

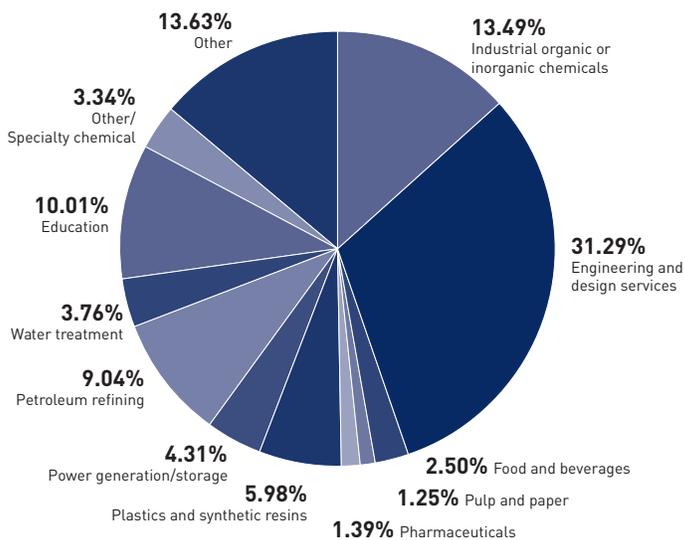


Readers ranked the usefulness of the following information sources in order to stay informed about the chemical process industries.

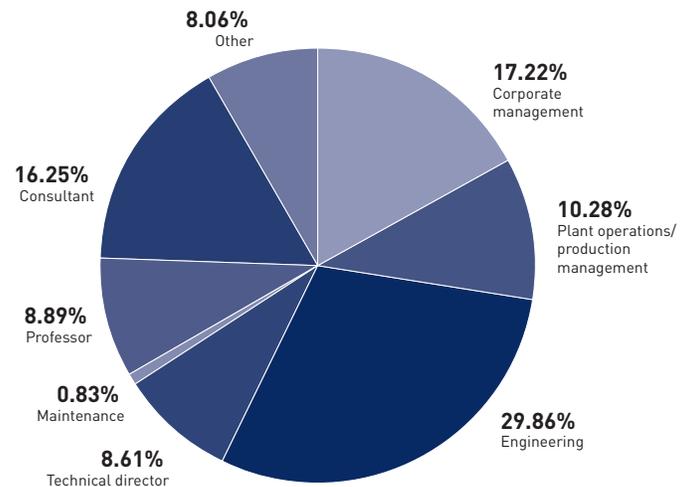


SURVEY DEMOGRAPHICS

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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 mediakit.chemengonline.com



WEBSITE & E-NEWSLETTER

Industry professionals rely on our fully responsive website chemengonline.com and e-newsletters CE DIRECT, CE SUSTAINABILITY DIRECT, CE FOCUS, CE 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.



BRANDCONNECT 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.