



# JOIN THESE

# CHEMICAL ENGINEERING

ESSENTIALS FOR THE CPI PROFESSIONAL

# SUPPORTERS

Are you looking for a way to obtain your goals? Reach your target audience? Get the most out of your investment?

Join these **CHEMICAL ENGINEERING** supporters and let **CHEMICAL ENGINEERING** work for you too!

## CHEMICAL ENGINEERING Supporters from December 2021 - November 2022

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FLUID LINE PRODUCTS, INC.  
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PARATHERM — HEAT TRANSFER FLUIDS  
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POSI-FLATE  
PROCO PRODUCTS  
REMBE GMBH  
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SIEMENS ENERGY GLOBAL GMBH & CO. KG  
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STILWELL & ASSOCIATES  
STRATUS ENGINEERING  
SULZER MANAGEMENT AG  
SWAGelok  
THE CHEMOURS COMPANY  
THERMO FISHER SCIENTIFIC CHEMICALS INC.  
TLV CORPORATION  
TRI-MER CORPORATION  
UIC, INC.  
UNIFLUX/EXOTHERM  
UNIVERSITY OF CALIFORNIA, SAN FRANCISCO  
UOP, HONEYWELL  
VALVE ACCESSORIES & CONTROLS, INC.  
VDM METALS INTERNATIONAL GMBH  
VEGA AMERICAS, INC  
VEOLIA WATER SOLUTIONS & TECHNOLOGIES  
VESCONITE BEARINGS  
VIBRA SCREW INCORPORATED  
WATSON-MARLOW BREDEL PUMPS  
WILDEN PUMP AND ENGINEERING LLC  
WINSTED  
XCHANGER, INC.  
XYLEM INC  
YOKOGAWA ELECTRIC CORPORATION  
YSTRAL GMBH MASCHINENBAU +  
PROCESSTECHNIK  
ZEECO INC.

# THE CHEMICAL ENGINEERING INVESTMENT STORY

ESSENTIALS FOR THE CPI PROFESSIONAL

**148**  
companies ran  
campaigns with  
Chemical Engineering  
December 2021 -  
November 2022.

Those  
**148** advertisers  
invested an average  
of \$13,867 per  
campaign.

**26%**  
of advertisers included  
lead generation as part  
of their campaign.  
Those marketing partners  
spent an average  
of \$20,410  
per campaign.

Lead Generation campaigns included at least one of the following: Test Your Knowledge Quiz, FLOW Campaign, White Paper or Webinar as part of their overall campaign.

**52%**  
of advertisers included  
branding/awareness/  
thought leadership as part  
of their campaign. Those  
marketing partners spent  
an average of \$14,566 per  
campaign.

Branding/Awareness/Thought Leadership campaigns included at least one of the following: Website banners, Digital Edition banners, Enewsletter banners, Email blasts, Brand Connect or a Cascade sponsorship.

**70%** of advertisers ran an integrated campaign to include some digital in their programs.

Want more information on the CHEMICAL ENGINEERING  
community and how it can work for you?

Contact your sales representative today!

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