

CHEMICAL PROCESSING
Established 1938
Issues Per Year: 12
Issues This Report: 12

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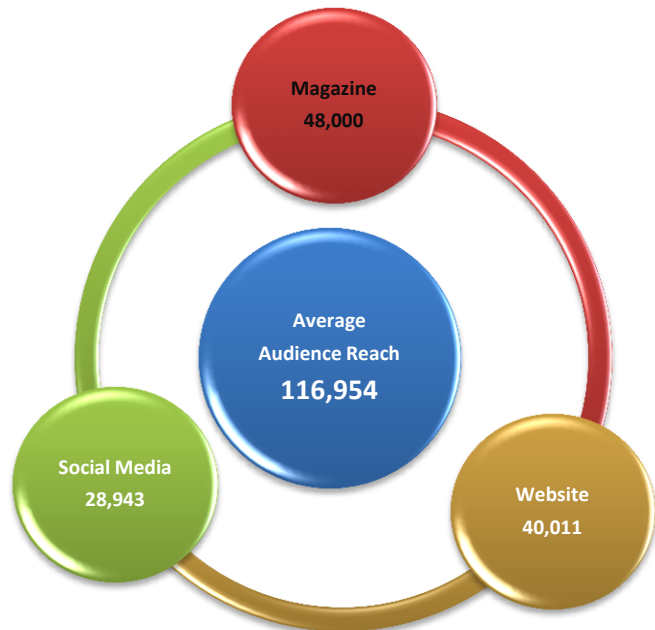
PUBLICATION DESCRIPTION

CHEMICAL PROCESSING is a media franchise that serves global chemical industry professional who design, operate, maintain and retrofit existing fine, specialty and commodity chemical, petrochemical and pharmaceutical plants. Through print and digital magazines, website, webinars and other vehicles, it strives to provide practical information that will allow these professional to do their jobs more effectively and to make their plants operate more safely and efficiently, and to sensitize this audience to trends and developments that may impact them.




FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

CHEMICAL PROCESSING serves the Chemical Industry which includes industrial inorganic chemicals; plastic materials, synthetic resins & manmade fibers; drugs & pharmaceuticals; soaps, cosmetics, detergents, cleaning preparations; paints, varnishes, & related products; industrial organic chemicals; agricultural chemicals; miscellaneous chemical products, ethanol/bio-fuels producers. Also served are Petroleum refining & related products, chemical industry construction and engineering firms, consultants, independent laboratories other process industries and others allied to the field.

Qualified recipients are titled personnel in General Management, Productions & Plant Operations, Engineering, and Research & Development and Quality Assurance and Quality Control. General Management includes Presidents, Vice Presidents, CEOs, CFOs, General Managers, other Corporate Officers, their staffs, and other General Management personnel. Productions & Plant Operations includes COOs, Plant Managers, department heads, operations managers, maintenance and utilities managers, safety and environmental directors and managers, and other Production & Plant Operations personnel. Engineering includes Engineering Directors, Engineering Managers, Chief Engineers, Plant Engineers, Engineering Department Heads, Project Managers, Project Engineers, Process Engineers, Design Engineers, Technical Directors, their staffs, and other Engineering personnel. Research & Development and QA & QC includes Directors of Research, Chief Chemists, Research & Development Directors, Quality Assurance Directors, Research & Development Managers, their staffs, and other R&D and QA/QC personnel.



AUDIENCE REACH: JULY 1, 2018 – JUNE 30, 2019

		
Magazine	Website	Social Media
<p>12 Issues per year</p> <p>Average Total Monthly Qualified Unduplicated Magazine Distribution: 48,000</p> <p>Qualified Print: 38,151 Qualified Digital: 9,849</p>	<p>www.chemicalprocessing.com</p> <p>Total Users: 450,538 Total Page views: 995,771</p> <p>Average Monthly Users: 40,011 Average Monthly Page views: 82,981</p>	<p>Total Facebook Lifetime Likes: 2,726</p> <p>Total LinkedIn Group Membership: 14,585</p> <p>Total Twitter Followers: 11,632</p>

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average monthly users, total Facebook lifetime likes, total LinkedIn Group Membership, and total Twitter followers. Average total qualified unduplicated calculated by dividing the total qualified print and digital distribution for the period Jul. 1, 2018 – Jun. 30, 2019 by 12. Average monthly users calculated by dividing the total users for the period Jul. 1, 2018 – Jun. 30, 2019 by 12. Average monthly page views calculated by dividing the total page views for the period Jul. 1, 2018 – Jun. 30, 2019 by 12. Facebook Lifetime Likes as of Jun. 30, 2019. Total LinkedIn Group Membership as of Jun. 30, 2019. Twitter followers as of Jun. 30, 2019. Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Explanation, Audit of Internal Records and Affidavit. Digital Activity Report; Web Activity, Social Media Activity.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	38,151	9,849	48,000	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	38,151	9,849	48,000	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within		Total Qualified Unduplicated*	Percent
			1 - 3 Years	3+ Years		
Direct Request from the Recipient	38,151	9,849	38,286	-	38,286	80.0%
Request from Recipient's Company	-	-	-	-	-	-
Association/Group/Directory	-	-	9,714	-	9,714	20.0%
Total Qualified Circulation	38,151	9,849	48,000	-	48,000	100.0%

* Combined print and digital may not equal Total Qualified Unduplicated.

