INDUSTRY PERSPECTIVE
MULTIMEDIA CONTENT MARKETING AND THOUGHT LEADERSHIP

We’re offering industry leaders with a story to tell, the opportunity to be featured in a unique Q&A feature that we’re calling “Industry Perspective.” Each Industry Perspective takes the form of a sponsored two-page Q&A interview between the magazine's editors and a company spokesperson on a topic of particular importance and meaning to your organization and our audience. It’s an excellent opportunity to get one-on-one with our Chemical Processing editors about thought leadership topics impacting our chemical community.

Because each Industry Perspective feature takes the form of a conversation, it's uniquely suited to telling stories that may be more difficult to convey in a traditional advertising format. Each Industry Perspective feature includes 4-6 questions, together with photo of interviewee and a supporting graphic. The sponsor will also receive a standalone PDF of the article which you can use for your own content marketing purposes.

To get additional mileage out of your Industry Perspective investment, we offer the opportunity to turn your Industry Perspective into a Solution Spotlight podcast... the perfect way to extend your reach across multiple media platforms.

Multimedia Development:
• 2-page spread in the magazine
• Website article
• pdf for your own use $6,500 net

Multimedia Development, including podcast:
• 2-page spread in the magazine
• Website article
• Solution Spotlight Podcast
• pdf for your own use $9,000 net