

CHEMICAL PROCESSING AUDIENCE BY THE NUMBERS

Chemical Processing connects with a monthly worldwide audience of more than 130,000 chemical industry professionals responsible for designing, operating, maintaining and managing more than 40,000 chemical, petrochemical, refining, agricultural and pharmaceutical facilities in North America and across the globe in over 175 countries. These professionals are responsible for optimizing and developing cost-effective processes, optimizing the efficiency and reliability of plant assets, regulatory compliance, improving environmental, health and safety, wastewater treatment, conserving water and implementing product and production strategies.

Key Audience Initiatives

- Safety
- Energy Efficiency/Optimization
- Asset Management
- Process Improvements
- Reducing Emissions/Environmental Compliance
- Cost Reduction
- Plant Optimization
- Digitalization/Industrial Internet of Things
- Water and Wastewater Treatment
- Water Conservation

Experience with a Large Degree of Responsibility

- **90%** make final supplier decisions or play a key role in making recommendations to a buying team
- **35%** specify products, technology and services for multiple locations
- **58%** have been in the chemical industry for 21+ years
- **45%** have been with their current company for 11+ years
- **52%** have subscribed to *Chemical Processing* for 6 or more years

Engaged Magazine Audience

- **81%** read *Chemical Processing* regularly
- **62%** visit a vendor website or research additional vendor materials after reading an article or ad
- **43%** contact a vendor/advertresources to help them do their jobs
- **71%** are utilizing industry magazines on a monthly/weekly or daily basis as a resource for work
- **85%** are looking to keep current with industry news, new products and new technologies
- **62%** are looking for new ideas

Chemical industry publications ranked number 1 for keeping current with industry trends, new technologies and vendors

Engaged Digital Audience

- **81%** are likely to very likely to register for vendor content as part of a lead-generation effort
- **83%** are likely or very likely to contact a vendor after downloading a vendor asset
- **72%** indicate that they use chemicalprocessing.com on at least a monthly basis

* *Chemical Processing* Audience Survey – July 2019