

FAST FACTS

Understanding C&EN Media Group's Audience



97% ARE BUYERS

The vast majority of survey respondents report involvement in the buying process.



3 OUT OF 4

are spending the same or more than they did last year.



67% PLAN TO PURCHASE

instruments or equipment in the next 18-24 months.



\$200M+ BUYING POWER

Survey respondents alone accounted for more than \$200m in funds for 2018.



YOUR REPUTATION MATTERS

among buyers, who leverage industry opinions in making buying decisions.

Scroll to see how we can help you reach and influence your prospective customers.

**Work with
C&EN Media Group to
grow your business:**



TARGET INFLUENCERS AND PURCHASERS

Get access to our extensive network to reach the buyers who matter.



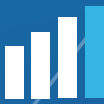
LEVERAGE OUR EXPERT RESOURCES

Use our market insights and C&EN BrandLab studio to build custom campaigns.



SURROUND OUR AUDIENCE WITH YOUR MESSAGE

Engage with, capture and influence the buyers most important to your business.



ANALYZE AND OPTIMIZE FOR BEST RESULTS

Rely on us to continually recommend ways to get the most out of your spend.

**Get in touch:
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c&en
MEDIA GROUP