

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**C&EN (CHEMICAL & ENGINEERING NEWS)** is a news magazine serving the industrial and specialty chemical, life sciences, and laboratory industries. For nearly 95 years, C&EN has provided scientists, engineers and R&D professionals around the globe with timely news coverage including the latest technologies, tools and trends that serve the chemical enterprise. C&EN's audience work in industrial, academic and government laboratories driving research and development. Published by the American Chemical Society, C&EN's integrated network is delivered in print, digitally and online.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**CHEMICAL & ENGINEERING NEWS**



26 Issues in the period  
102,997 average circulation

**CHEMICAL & ENGINEERING NEWS WEBINARS**



15 webinars in the period  
714 average registrants  
231 average attendees

**CHEMICAL & ENGINEERING NEWS WEBSITE**  
cen.acs.org



283,716 average users

**ACS JOURNALS WEBSITE**  
pubs.acs.org



3,300,147 average users

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>CHEMICAL &amp; ENGINEERING NEWS</b> (26 issues in the period)	12,707	90,290	102,997
a. Print	8,213	47,708	55,961
b. Digital	4,494	42,582	47,076
1. Requested	-	42,582	42,582
2. Non-Requested Digital Membership Benefit	4,494	-	4,494
<b>CHEMICAL &amp; ENGINEERING NEWS WEBINARS</b> (15 webinars in the period)			
a. Registrants	714	-	714
b. Attendees	231	-	231
<b>CHEMICAL &amp; ENGINEERING NEWS WEBSITE</b>			
Chemical & Engineering News Website			
a. cen.acs.org (Monthly Users with 628,810 average Pageviews)	283,716	-	283,716
ACS Journals Website			
b. pubs.acs.org (Monthly Users with 22,159,802 average Pageviews)	3,300,147	-	3,300,147

**FIELD SERVED**

**CHEMICAL & ENGINEERING NEWS** serves manufacturers including pharmaceutical, biotech/life sciences, industrial chemical, environmental/water, agricultural, food/beverage/flavors, petrochemical and others, independent consulting firms, independent laboratories, academic institutions, engineering/construction firms, government, hospital/clinics, public utilities/transportation, retail/wholesale trade and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are: Individuals in Chemistry/Science (Chief Chemist/Scientist, Research Scientist/Chemist, Senior Scientist/Chemist, Principal Scientist/Chemist, Graduate Student, Postdoctoral/Fellow Research, Chemical Technician), Executive Management (CEO, President, VP, Mgr Director, Owner, Partner), R & D Management (VP, Director, Manager of R & D, Research, Development, Laboratory Director/Head, Technical Director, Manager and Specialist), Engineering and Engineering Management (Chemical Engineer, Chief, Engineer, Plant/Production Engineer, Design Engineer, Director of Engineering, Engineering Mgr.), Health and Safety, Process/Quality Control, Production/Operations Management (Health and Safety Regulatory Affairs Manager, Process and/or Quality Control Manager, Quality Assurance Manager, Area Mgr, Dir of Production, Dir of Operations, Plant Mgr, Unit Mgr, Supervisor/Project Lead/Foreman, Area Manager, Group/Section Leader, Program Manager, Tech Supervisor), Sales/Marketing/Business Development/Purchasing (Acct. Exec., Bus. Dev Mgr., Dir of Sales, Dir of Marketing, Purchasing Manager, Buyer, Procurement Manager), Consulting/Advising (Consultant, Patent Attorney, Advisor, Association Expert), Education Staff/Management (University/College Professor, Teacher, Teaching Assistant, High School Teacher, University/College Administrator, Secondary Principal), Members of the American Chemical Society and others within the field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	939
Allocated for Trade Shows and Conventions	197
All Other	836
<b>TOTAL</b>	<b>1,972</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25	-	5	-	20	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	102,972	100.0	12,702	12.3	90,270	87.7
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>102,997</b>	<b>100.0</b>	<b>12,707</b>	<b>12.3</b>	<b>90,290</b>	<b>87.7</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January 2	51,796	43,850	11,483	84,163	95,646
January 9	52,532	44,383	11,614	85,301	96,915
January 16	52,342	45,030	11,713	85,659	97,372
January 23	54,616	45,658	12,833	87,441	100,274
January 30	54,974	45,698	12,816	87,856	100,672
February 6	55,147	45,692	12,829	88,010	100,839
February 13	55,277	45,913	12,828	88,362	101,190
February 20	55,721	46,322	12,841	89,202	102,043
February 27	55,452	46,177	12,819	88,810	101,629
March 6	56,247	47,163	12,896	90,514	103,410
March 13	56,361	47,272	12,908	90,725	103,633
March 20	56,711	47,583	12,910	91,384	104,294
March 27	56,776	47,570	12,926	91,420	104,346
April 3	56,885	47,745	12,914	91,716	104,630
April 10	57,038	47,996	12,921	92,113	105,034
April 17	57,182	48,354	12,831	92,705	105,536
April 24	57,019	48,244	12,816	92,447	105,263
May 1	56,731	48,069	12,787	92,013	104,800
May 8	56,598	47,868	12,787	91,679	104,466
May 15	56,443	47,616	12,777	91,282	104,059
May 22	56,262	47,484	12,769	90,977	103,746
<b>*May 29</b>	<b>57,096</b>	<b>48,392</b>	<b>12,793</b>	<b>92,695</b>	<b>105,488</b>
June 5	57,103	48,417	12,852	92,668	105,520
June 12	57,169	48,450	12,904	92,715	105,619
June 19	57,301	48,611	12,907	93,005	105,912
June 26	57,182	48,413	12,905	92,690	105,595

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 29, 2017**  
**This issue is 3.9% or 3,986 copies above the average of the other 25 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Academic Institutions	20,781	19.7	1,853	18,928
Engineering/Construction Firms	387	0.4	12	375
Government/Public Utility/Transportation	2,170	2.0	77	2,093
Hospitals/Clinics	263	0.2	8	255
Independent Consulting Firms	1,429	1.4	46	1,383
Independent Laboratories	1,069	1.0	58	1,011
Manufacturers	9,961	9.4	178	9,783
Wholesale/Retail Trade	177	0.2	4	173
American Chemical Society Members not elsewhere classified	69,184	65.6	10,556	58,628
Others Allied to the Field	67	0.1	1	66
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,488</b>	<b>100.0</b>	<b>12,793</b>	<b>92,695</b>
<b>PERCENT</b>	<b>100.0</b>		<b>12.1</b>	<b>87.9</b>

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Executive Management (See Note 1)	1,548	1.5	25	1,523
Health and Safety, Process/Quality Control, Production/Operations Management (See Note 2)	1,523	1.5	31	1,492
Engineering and Engineering Management (See Note 3)	932	0.9	26	906
R & D Management (See Note 4)	2,422	2.3	48	2,374
Chemistry/Science (See Note 5)	15,839	15.0	452	15,387
Sales/Marketing/Business Development/Purchasing (See Note 6)	575	0.5	8	567
Consulting/Advising (See Note 7)	1,076	1.0	34	1,042
Education Staff/Management (See Note 8)	11,232	10.6	1,104	10,128
American Chemical Society Members not elsewhere classified	69,121	65.5	10,932	58,189
Others Allied To The Field	1,220	1.2	133	1,087
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,488</b>	<b>100.0</b>	<b>12,793</b>	<b>92,695</b>
<b>PERCENT</b>	<b>100.0</b>		<b>12.1</b>	<b>87.9</b>

Note 1 - CEO, President, VP, Mgr Director, Owners, Partners, etc.

Note 2 - Health and Safety Regulatory Affairs Manager, Process and/or Quality Control Manager, Quality Assurance Manager, Area Mgr, Dir of Production, Dir of Operations, Plant Mgr, Unit Mgr, Supervisor/Project Lead/Foreman, Area Manager, Group/Section Leader, Program Manager, Tech Supervisor, etc.

Note 3 - Chemical Engineer, Chief, Engineer, Plant/Production Engineer, Design Engineer, Director of Engineering, Engineering Mgr.

Note 4 - VP, Director, Manager of R & D, Research, Development, Laboratory Director/Head, Technical Director, Manager and Specialist

Note 5 - Chief Chemist/Scientist, Research Scientist/Chemist, Senior Scientist/Chemist, Principal Scientist/Chemist, Graduate Student, Postdoctoral/Fellow Research, Chemical Technician

Note 6 - Acct. Exec., Bus. Dev Mgr., Dir of Sales, Dir of Marketing, Purchasing Manager, Buyer, Procurement Manager

Note 7 - Consultant, Patent Attorney, Advisor, Association Expert

Note 8 - University/College Professor, Teacher, Teaching Assistant, High School Teacher, University/College Administrator, Secondary Principal

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 29, 2017**

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years*	Print	Digital				
I. Direct Request:	17	10	-	11	16	6	21	27	-
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	92,116	10,949	2,396	57,085	48,376	12,787	92,674	105,461	100.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>92,133</b>	<b>10,959</b>	<b>2,396</b>	<b>57,096</b>	<b>48,392</b>	<b>12,793</b>	<b>92,695</b>	<b>105,488</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.3</b>	<b>10.4</b>	<b>2.3</b>	<b>54.1</b>	<b>45.9</b>	<b>12.1</b>	<b>87.9</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	112,608	105,817	110,880	106,495	107,909	102,997
Qualified Non-Paid:	11,305	10,891	12,082	14,069	12,818	12,707
Print:	8,864	8,406	8,455	8,346	8,440	8,213
Digital:	2,441	2,485	3,627	5,723	4,378	4,494
Qualified Paid:	101,303	94,926	98,798	92,426	95,091	90,290
Print:	58,516	53,701	55,877	50,870	52,100	47,708
Digital:	42,787	41,225	42,921	41,556	42,991	42,582
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$45.56	\$53.10	\$53.11	\$53.04	\$52.85	\$55.08

\*NOTE: July 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 29, 2017\***

State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent	State	Print	Digital	Non-Paid	Paid	Total Qualified	Percent
Maine	170	83	55	198	253		Kentucky	463	225	79	609	688	
New Hampshire	278	117	63	332	395		Tennessee	936	565	174	1,327	1,501	
Vermont	112	66	30	148	178		Alabama	388	215	57	546	603	
Massachusetts	2,944	1,922	424	4,442	4,866		Mississippi	206	142	42	306	348	
Rhode Island	212	113	31	294	325		EAST SO. CENTRAL	1,993	1,147	352	2,788	3,140	3.0
Connecticut	1,224	671	236	1,659	1,895		Arkansas	212	138	37	313	350	
NEW ENGLAND	4,940	2,972	839	7,073	7,912	7.5	Louisiana	425	268	72	621	693	
New York	3,019	1,628	681	3,966	4,647		Oklahoma	372	218	83	507	590	
New Jersey	3,278	1,470	709	4,039	4,748		Texas	2,957	1,747	553	4,151	4,704	
Pennsylvania	3,968	2,062	735	5,295	6,030		WEST SO. CENTRAL	3,966	2,371	745	5,592	6,337	6.0
MIDDLE ATLANTIC	10,265	5,160	2,125	13,300	15,425	14.6	Montana	115	83	22	176	198	
Ohio	2,324	1,272	498	3,098	3,596		Idaho	137	92	32	197	229	
Indiana	1,248	765	183	1,830	2,013		Wyoming	76	40	21	95	116	
Illinois	2,548	1,393	418	3,523	3,941		Colorado	943	687	184	1,446	1,630	
Michigan	1,788	1,003	343	2,448	2,791		New Mexico	392	234	112	514	626	
Wisconsin	986	463	145	1,304	1,449		Arizona	495	337	165	667	832	
EAST NO. CENTRAL	8,894	4,896	1,587	12,203	13,790	13.1	Utah	328	212	52	488	540	
Minnesota	997	669	154	1,512	1,666		Nevada	192	132	65	259	324	
Iowa	407	299	71	635	706		MOUNTAIN	2,678	1,817	653	3,842	4,495	4.3
Missouri	992	565	162	1,395	1,557		Alaska	42	42	8	76	84	
North Dakota	101	48	11	138	149		Washington	1,024	681	220	1,485	1,705	
South Dakota	94	41	14	121	135		Oregon	549	382	111	820	931	
Nebraska	197	119	28	288	316		California	6,460	4,348	1,081	9,727	10,808	
Kansas	379	222	71	530	601		Hawaii	100	56	20	136	156	
WEST NO. CENTRAL	3,167	1,963	511	4,619	5,130	4.8	PACIFIC	8,175	5,509	1,440	12,244	13,684	13.0
Delaware	661	357	183	835	1,018		UNITED STATES	53,467	31,297	10,451	74,313	84,764	80.4
Maryland	1,723	1,045	370	2,398	2,768		U.S. Territories	114	145	15	244	259	
Washington, DC	203	161	36	328	364		Canada	1,116	902	166	1,852	2,018	
Virginia	1,416	880	333	1,963	2,296		Mexico	59	170	4	225	229	
West Virginia	208	123	53	278	331		Other International	2,333	15,873	2,157	16,049	18,206	
North Carolina	1,726	976	359	2,343	2,702		APO/FPO	7	5	-	12	12	
South Carolina	701	395	144	952	1,096								
Georgia	1,171	712	211	1,672	1,883								
Florida	1,580	813	510	1,883	2,393								
SOUTH ATLANTIC	9,389	5,462	2,199	12,652	14,851	14.1							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,096</b>	<b>48,392</b>	<b>12,793</b>	<b>92,695</b>	<b>105,488</b>	<b>100.0</b>							

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 29, 2017\***

Region/Country	Print	Digital	Non-Paid	Paid	Total Qualified	Percent	Region/Country	Print	Digital	Non-Paid	Paid	Total Qualified	Percent
<b>ASIA</b>							Liechtenstein	1	1	-	2	2	
Armenia	-	1	-	1	1		Lithuania	-	4	-	4	4	
Azerbaijan	-	2	-	2	2		Luxembourg	-	12	-	12	12	
Bangladesh	1	2	-	3	3		Macedonia	-	2	-	2	2	
Cambodia	-	1	-	1	1		Malta	1	8	-	9	9	
China	28	2,268	1,247	1,049	2,296		Montenegro	-	1	-	1	1	
Georgia	1	4	-	5	5		Netherlands	71	229	8	292	300	
Hong Kong - SAR	24	122	10	136	146		Norway	23	83	2	104	106	
India	63	1,306	467	902	1,369		Poland	19	88	-	107	107	
Indonesia	1	30	-	31	31		Portugal	8	52	2	58	60	
Japan	657	2,838	80	3,415	3,495		Romania	3	61	1	63	64	
Kazakhstan	-	10	-	10	10		Russian Federation	7	108	1	114	115	
Korea, Republic Of	85	520	5	600	605		Serbia	-	15	-	15	15	
Macao	-	2	-	2	2		Slovakia	3	22	-	25	25	
Malaysia	9	153	3	159	162		Slovenia	2	27	1	28	29	
Myanmar	-	2	-	2	2		Spain	61	393	6	448	454	
Pakistan	3	26	-	29	29		Sweden	51	355	13	393	406	
Philippines	6	30	1	35	36		Switzerland	167	524	20	671	691	
Singapore	16	161	-	177	177		Turkey	8	93	-	101	101	
Sri Lanka	2	10	1	11	12		Ukraine	-	7	-	7	7	
Taiwan	52	267	5	314	319		United Kingdom	121	1,262	25	1,358	1,383	
Thailand	7	68	-	75	75		Subtotal	1,163	6,258	184	7,237	7,421	7.0
Vietnam	2	3	-	5	5		<b>AFRICA</b>						
Subtotal	957	7,826	1,819	6,964	8,783	8.3	Algeria	-	4	-	4	4	
<b>MIDDLE EAST</b>							Botswana	-	6	-	6	6	
Bahrain	1	5	-	6	6		Burkina Faso	-	1	1	-	1	
Iran	1	21	-	22	22		Cameroon	1	2	-	3	3	
Iraq	-	30	-	30	30		Egypt	1	21	-	22	22	
Israel	31	141	23	149	172		Ghana	-	4	-	4	4	
Jordan	2	22	1	23	24		Kenya	-	13	-	13	13	
Kuwait	1	13	-	14	14		Libyan Arab Jamahiriya	-	1	-	1	1	
Lebanon	1	7	-	8	8		Malawi	-	2	-	2	2	
Oman	1	9	-	10	10		Morocco	-	2	-	2	2	
Qatar	3	33	-	36	36		Namibia	-	3	2	1	3	
Saudi Arabia	8	136	1	143	144		Nigeria	3	81	2	82	84	
United Arab Emirates	-	40	1	39	40		Sierra Leone	1	-	-	1	1	
Subtotal	49	457	26	480	506	0.5	South Africa	16	87	3	100	103	
<b>EUROPE</b>							Tunisia	-	1	-	1	1	
Albania	-	2	-	2	2		Uganda	-	2	-	2	2	
Austria	27	132	2	157	159		Zambia	1	4	-	5	5	
Belarus	-	1	-	1	1		Zimbabwe	-	1	-	1	1	
Belgium	47	208	6	249	255		Subtotal	23	235	8	250	258	0.3
Bosnia and Herzegovina	-	3	-	3	3		<b>NORTH AMERICA</b>						
Bulgaria	-	22	-	22	22		Canada	1,116	902	166	1,852	2,018	
Croatia	4	25	1	28	29		Mexico	59	170	4	225	229	
Cyprus	2	13	-	15	15		United States	53,589	31,447	10,466	74,570	85,036	
Czech Republic	17	91	1	107	108		Subtotal	54,764	32,519	10,636	76,647	87,283	82.8
Denmark	41	144	2	183	185		<b>CARIBBEAN</b>						
Estonia	-	12	-	12	12		-	25	1	24	25	-	
Faroe Islands	-	1	1	-	1		<b>CENTRAL AMERICA</b>						
Finland	20	91	3	108	111		3	25	1	27	28	-	
France	118	463	24	557	581		<b>SOUTH AMERICA</b>						
Germany	252	1,016	44	1,224	1,268		31	420	92	359	451	0.4	
Greece	10	70	3	77	80		<b>ASIA PACIFIC</b>						
Hungary	13	38	1	50	51		106	627	26	707	733	0.7	
Iceland	2	6	-	8	8		<b>TOTAL QUALIFIED CIRCULATION</b>						
Ireland	11	90	2	99	101		57,096	48,392	12,793	92,695	105,488	100.0	
Italy	51	469	15	505	520								
Latvia	2	14	-	16	16								

\*See Additional Data

## WEBINAR CHANNEL

2017	Sponsor Name	Webinar Name	Total Registered	Live Attendees	On Demand
January 25	Agilent	Innovations in Gas Chromatography for the Future	1,374	580	225
January 26	Agilent	Learn How the Latest Reporting Innovations Can Improve the Quality of Your Laboratory Data	787	240	39
February 15	Waters	Evaluating Extractable & Leachable Profiles of 3D Printed Medical Devices	583	199	88
February 16	NETZSCH	Thermophysical Properties Characterization of Solid and Liquid Polymers using the Flash Technique	451	173	52
March 16	Thermo	Open 10 Doors at Once: Sample Multiplexing with 10-plex Tandem Mass Tags (TMT) Provides a New Perspective on any Biology	459	178	50
March 29	Metrohm	Solutions for Challenges in Industrial Water Conservation and Treatment	640	213	70
March 30	Thermo	Developing cross-linking mass spectrometry to define protein complexes.	779	191	65
April 19	Horiba	New Method for Accurate Nanoparticle Size and Concentration Measurements	958	324	113
April 27	Agilent	New Elemental Impurities Tests for Pharmaceutical Products to Start in Less Than One Year. Are You ready?	1,215	260	280
May 25	Unchained Labs	Development of high throughput workflows for Lewis Acid screening	449	130	58
June 1	NETZSCH	Thermogravimetry – A Powerful Tool for the Determination of Thermal Stability and Composition of Polymers	1,014	392	106
June 7	Bruker	Proteoforms: A Matter of Preservation in Proteomics	406	101	56
June 8	Anton Paar	Micro-RNA Nanoparticles for Gene Silencing: Measuring Size and Zeta Potential with Light Scattering Technologies	311	89	21
June 22	KNF, Nanalysis	Setting up a great laboratory	667	198	34
June 27	Agilent	Leachables Testing in a GMP environment: Introducing the Agilent Infinity Lab LC/MSD XT. Instrument Overview and Case Study	619	192	61
<b>AVERAGE</b>			<b>714</b>	<b>231</b>	<b>88</b>

## WEBSITE CHANNEL

[HTTP://WWW.CEN-ONLINE.ORG/INDEX.HTML](http://www.cen-online.org/index.html)

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	584,811	323,321	239,138	1:28
February	597,252	348,221	265,632	1:21
March	657,163	385,458	292,014	1:18
April	602,849	363,093	279,484	1:14
May	706,230	434,240	331,180	1:11
June	624,559	383,360	294,850	1:10
<b>AVERAGE:</b>	<b>628,810</b>	<b>372,948</b>	<b>283,716</b>	<b>1:17</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

[PUBS.ACS.ORG](http://pubs.acs.org)

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	20,509,414	7,942,877	3,073,762	3:45
February	20,105,473	7,671,597	2,925,429	3:50
March	23,980,545	9,062,025	3,355,013	3:50
April	21,370,467	8,095,070	3,136,411	3:44
May	24,432,364	9,817,176	3,895,318	3:34
June	22,560,551	8,985,415	3,414,951	3:41
<b>AVERAGE:</b>	<b>22,159,802</b>	<b>8,595,693</b>	<b>3,300,147</b>	<b>3:44</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 1:

Qualified Paid Membership Benefit subscriptions averaging 90,270 copies were sold to qualified recipients at the following subscription price: \$55.70 for North American and International print and digital subscribers. The membership yearly subscription price is included in the dues.

### PARAGRAPH 3b:

There are 203 active, qualified subscriptions to C & EN that are older than 3 years.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Webinars and Websites is not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Stephanie Holland, Assistant Director, Sales and Marketing  
Bibiana Campos-Seijo, Editor in Chief & VP, C&EN Media Group

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 2, 2017
State	District of Columbia
County	Washington
Received by BPA Worldwide	August 2, 2017
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ID Number	C394B0J7

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.