EDITORIAL TRACKS

INDUSTRIAL & SPECIALTY CHEMICALS

C&EN’s experienced reporters offer sophisticated coverage of the biggest chemical companies. Our annual Top 50 U.S. and Global Chemical Company rankings are authoritative and widely read. The Personal Care sub-track offers chemistry-rich coverage of trends in the household and personal-care products industry. The Specialty & Performance Chemicals sub-track includes cutting-edge stories on the specialties industry, and our Petrochemicals features go beyond supply and price dynamics to explain broader business and technology trends affecting the chemical industry’s building blocks.

ANKOR ISSUES

C&EN’S U.S. TOP 50 CHEMICAL COMPANIES

C&EN’S GLOBAL TOP 50 CHEMICAL COMPANIES

ADDITIONAL INDUSTRIAL & SPECIALTY CHEMICALS FEATURES

Personal Care

- JAN 28 SOAPS & DETERGENTS
- MAY 6 PERSONAL CARE/COSMETICS

Chemical Business

- JUN 10 INDUSTRIAL R&D
- NOV 11 C&EN’S 10 START-UPS TO WATCH

Specialty & Performance Chemicals

- APR 8 SPECIALTY CHEMICALS
- OCT 28 PERFORMANCE CHEMICALS
- NOV 25 SPECIALTY CHEMICALS

- Petrochemicals
- FEB 25 PETROCHEMICALS
- OCT 7 POLYMERS & PLASTICS

KEY BONUS DISTRIBUTIONS

AACC, ACI, ACS Spring Nat’l Meeting, AFPM, American Society for Cell Biology, Chemicals America, ChemSpec Europe, Chemspec India, Cosmetics Suppliers’ Day, CPhI China, CPhl North America, HPLC, IHS Petrochemical conference, K-show, MRS, Redex on Target Print Ad Study, Society of Toxicology, SOCMA Dinner

KEY ACS JOURNALS

- Accounts of Chemical Research
- ACS Catalysis
- ACS Macro Letters
- Energy & Fuels
- Analytical Chemistry
- Journal of Agricultural and Food Chemistry
- Journal of Chemical Education
- Industrial & Engineering Chemistry Research
FAST FACTS
UNDERSTANDING C&EN’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.

$200MM+ BUYING POWER
Survey respondents accounted for more than $200mm in funds.

WORK SECTOR | 70% of readers work in R&D
37% ACADEMIA
23% MANUFACTURING
20% BIOTECH/PHARMA/CRO
11% GOVT/HOSPITAL/NON-PROFIT
5% CONSULTING
4% ENGINEERING

TOP PRODUCTS | Our readers actively shop for industry products
67% CHEMICALS/RAW MATERIALS & SPECIALTIES
62% GLASSWARE/CONSUMABLES
37% GASES & GAS EQUIPMENT
32% FINE CHEMICALS & INTERMEDIATES/CUSTOM/SPECIALTY CHEMICALS
25% TECHNOLOGY/COMPUTERS/HARDWARE/SOFTWARE
8% INCUBATOR/REFRIGERATOR

TOP AREAS OF RESEARCH
29% ENVIRONMENTAL/FOOD & AG
25% ANALYTICAL
23% MEDICINAL CHEMISTRY
21% DRUG DISCOVERY/DEVELOPMENT
18% PLASTICS/POLYMERS/COATINGS
10% ENERGY & FUELS

97% OF OUR AUDIENCE ARE BUYERS, VIA OUR 2017 READER STUDY

Learn more about reaching this audience with our custom solutions at cenmediakit.org/about