

# Reaching an engaged audience through right medium and format

New Age Industries with C&EN Media Group  
A Case Study

**c&en**  
MEDIA GROUP



# THE CHALLENGE

New Age Industries sought to work with C&EN Media Group with the goal of building brand awareness and driving their target audience to their site. More specifically, New Age Industries wanted to reach chemists that would use their high-quality fluid transfer tubing, hose, fittings, clamps, and other services.

C&EN was tasked with solving this question from the team:

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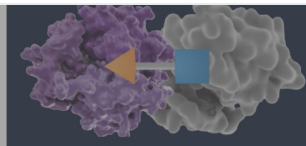
**Where could they place an ad to get the high engagement they needed?**





# THE SOLUTION

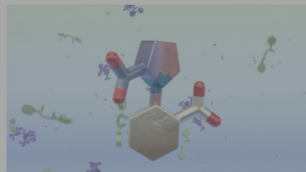
The team at C&EN proposed that New Age Industries promote their product in our Sponsored Content top spot in C&EN's Weekly Newsletter. The newsletter reaches over **236,000** ACS members and subscribers every week and receives above-average industry click-through rates. The sponsored content ad unit allowed New Age Industries to display an image, text and description along C&EN's top editorial stories and news of the week.



## Halda emerges from stealth with bifunctional molecules to treat cancer

Halda Therapeutics is developing a new class of therapies called regulated induced proximity targeting chimeras (RIPTACs) to treat cancer. RIPTACs are bifunctional molecules that draw two different proteins together.

[Read More >](#)



**ICYMI: MATERIALS**

## Chemists debate how to fuel molecular machines

Researchers are beginning to see how molecular machines might be harnessed for useful tasks. Molecular motors can flex nanofibers or rearrange liquid crystals, for example, which can be used to create responsive, smart materials. Now researchers are turning to deeper questions: How do the machines work, and how can we improve them?

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## [Chemical Resistant PTFE, FEP and PFA Tubing](#)

Fluoropolymer tubing from NewAge® Industries handles chemicals, solvents and corrosives.

[Learn more](#)



# Results

With an engaging image and detailed product description, New Age Industries' Sponsored Content ad received a CTR of .38% in our February 22nd edition of the C&EN Weekly Newsletter with over 200 clicks.

## Metrics

CTR	.38%
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Clicks	220
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Newsletter Average CTR	.22%
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