

SPECIALITY CHEMICALS

ESTABLISHED 1981

MAGAZINE

The industry's number 1 choice for over 38 years



Media information

www.specchemonline.com

ESSENTIAL READING

For Speciality and Fine Chemical Managers and Buyers
Stay informed and one step ahead

Speciality Chemicals Magazine is the number one and longest published global magazine dedicated exclusively to the fine and speciality chemicals industries. Our unrivalled reputation for comprehensive coverage and perspective on the global chemical industry makes the magazine essential reading for everyone involved in this market.

Speciality Chemicals Magazine has the largest established global industry specific print and digital circulation with over 31,000 subscribers and bonus distribution to shows and events worldwide. These are personalised subscribers who have requested to be sent a copy of the magazine. This circulation has been built up over 38 years of publishing and has been cleared to European Data Protection Standards (EDPS) 2018. In addition to this personalised circulation, selected articles and industry news are posted on our website, social media sites and in a bi-weekly newsletter.

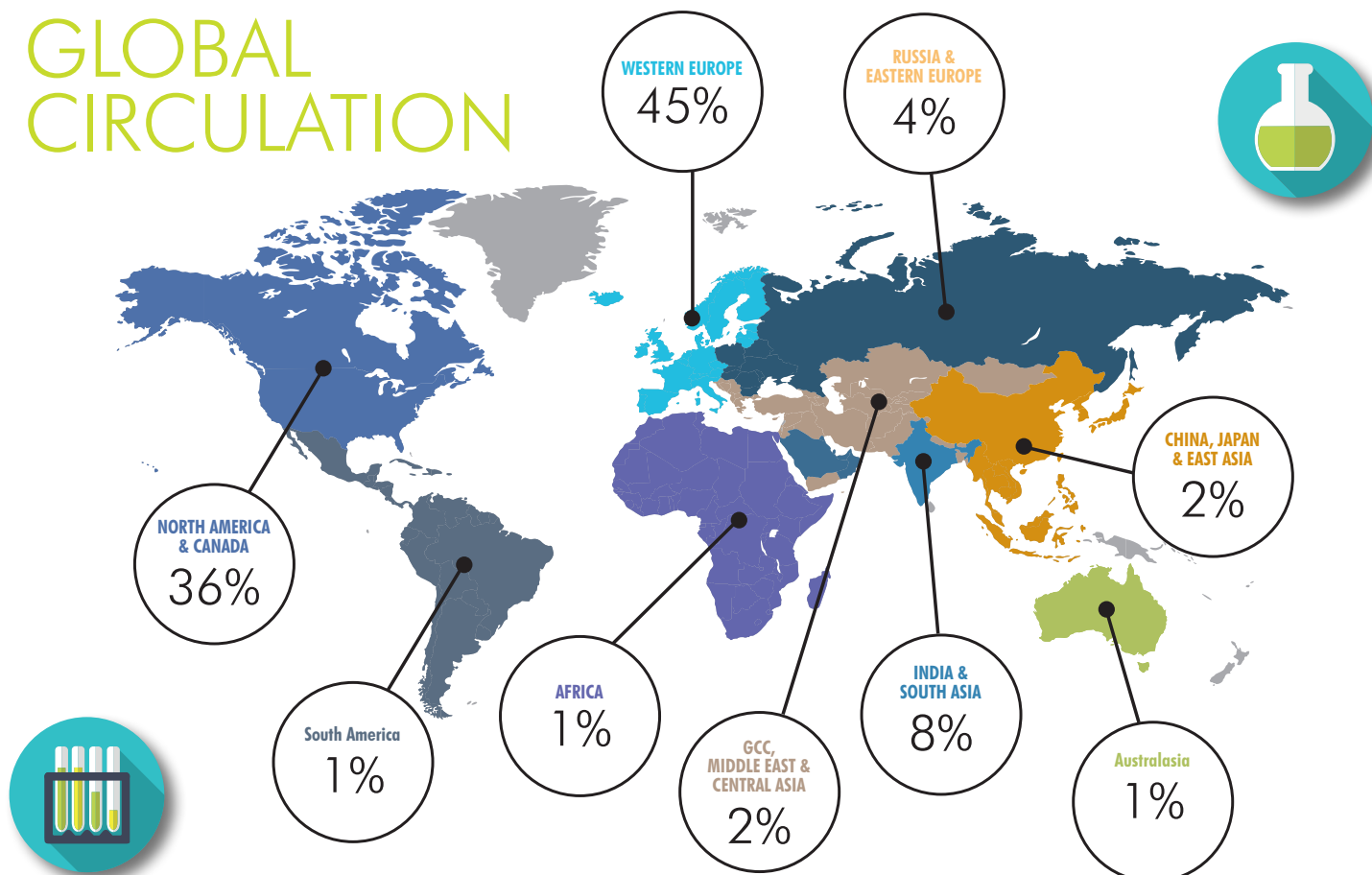
The magazine is also distributed to visitors and exhibitors at important events, promoting the magazine and its advertisers, widening awareness and expanding readership.

Our policy of engaging with and understanding the market is always attracting new readers who recognise the importance of the magazine. A presence at exhibitions, interviews with opinion leaders and site visits gives readers a trusted global perspective of their industry.

CIRCULATION BY JOB TITLE

Managing Director, CEO, President, Board Member	57%
Buyers, Purchasing, VP procurement	19%
Operational Management, VP Operations	14%
Researchers	6%
Sales, Communications, Marketing	4%

GLOBAL CIRCULATION



ADVERTISING OPPORTUNITIES

Prices listed are per issue. *Speciality Chemicals Magazine* is published ten times a year

MAGAZINE ADVERTISING, PRINT AND DIGITAL

Front Cover and Inside Front Cover Combination

.....	£8,500	\$11,000	€9,500
Outside Back Cover	£5,200	\$6,500	€5,700
Double Page Spread.....	£7,000	\$9,000	€7,800
Full Page	£4,000	\$5,200	€4,400
Half Page	£2,800	\$3,600	€3,000
Quarter Page	£1,500	\$1,900	€1,650

Volume discounts for multiple advertising bookings (excluding front cover)

- 10% for three issues
- 20% for five issues
- 33% for ten issues



FEATURE FOCUS

Single Page	£4,500	\$5,800	€5,000
Double page Spread	£7,500	\$9,750	€8,400

DIGITAL OPPORTUNITIES – WEBSITE MARKETING -

All website advertising is booked per calendar month.

Header Banner exclusive 728 x 90 pixels –	£3,000	\$3,900	€3,300
SideBar Banner 390 x 300 pixels –	£750	\$1,000	€825
Footer Banner exclusive 728 x 90 pixels –	£1,500	\$2,000	€1,650

DIGITAL OPPORTUNITIES – NEWSLETTER MARKETING

A fortnightly newsletter, rates are per newsletter.

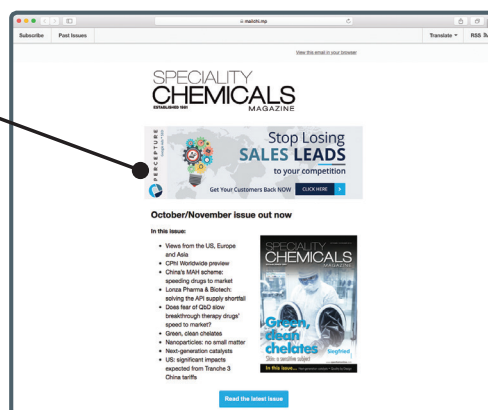
Header Banner 600 x 100 pixels –	£1,750	\$2,200	€1,900
Rotational banner 600 x 100 pixels –	£750	\$1,000	€825

DIGITAL OPPORTUNITIES – SPONSOR MAGAZINE DISTRIBUTION

Sponsorship banner, Magazine distribution 600 x 200 pixels –	£2,500	\$3,200	€2,750
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ABOVE: Front Cover / Inside Front Cover Combination Example





EDITORIAL SCHEDULE



September / October 2019

Copy deadline 5 August 2019

Specialty & Agro Chemicals America –
South Carolina, September 4-6
Pharma ChemOutsourcing, – New Jersey,
September 16-18

November 2019

Copy deadline 14 October 2019

CPhI World Wide – Frankfurt, November 5-7

December 2019 / January 2020

Copy deadline 17 November 2019

SOCMA week – New Orleans, December 4-6

February 2020

Copy deadline 13 January 2020

Specialty & Custom Chemicals America –
Texas, February 11-14

March 2020

Copy deadline 10 February 2020

Logi-Chem – Rotterdam, March 17-19
DCAT – New York, March 23-26

April 2020

Copy deadline 2 March 2020

in-cosmetics global – Barcelona, March 31 - April 2

May 2020

Copy deadline 6 April 2020

CPhI North America – Philadelphia, May 5-6
NY Society of Cosmetic Chemists – New York, May 5-7
Chem UK – Manchester, May 13-14

Chemspec Europe (June) 2020

Copy deadline 4 May 2020

Chemspec Europe – Cologne, May 27-28

July / August 2020

Copy deadline 15 June 2020

September 2020

Copy deadline 10 August 2020

Specialty & Agro Chemicals America, September
Pharma ChemOutsourcing, September

October 2020

Copy deadline 14 September 2020

CPhI World Wide – Milan, October 13-15

November 2020

Copy deadline 12 October 2020

December 2020 / January 2021

Copy deadline 9 November 2020

SOCMA week

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