

SPECIALITY CHEMICALS MAGAZINE



MEDIA INFORMATION 2021

Essential Reading

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

GLOBAL CIRCULATION

Speciality Chemicals Magazine has the largest established global industry specific print and digital circulation with over 28,905 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 give readers a trusted global perspective of their industry.



ADVERTISING OPPORTUNITIES



MAGAZINE ADVERTISING

PRINT & DIGITAL EDITIONS

Cover & IFC combination	\$11,000	£8,500	€9,500
Ouside back cover	\$6,500	£5,200	€5,700
Double page spread DPS	\$9,000	£7,000	€7,800
Full page	\$5,200	£4,000	€4,400
1/2 page	\$3,600	£2,800	€3,000
1/4 page	\$1,900	£1,500	€1,650

FEATURE FOCUS

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

DIGITAL OPPORTUNITIES

WEBSITE MARKETING

All website advertising is booked per calendar month

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

NEWSLETTER MARKETING

A fortnightly newsletter, rates are per newsletter

Header Banner 600 x 100 pixels	\$2,200	£1,750	€1,900
Banners within content 600 x 100 pixels	\$1,000	£750	€825

NEWSLETTER FOCUS

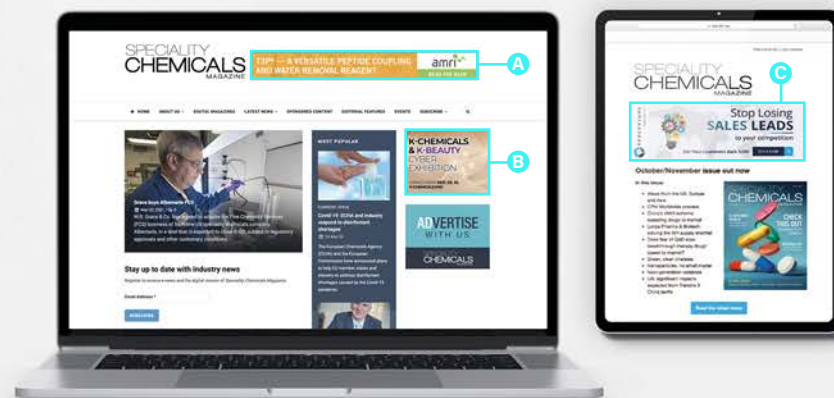
Profile your company or product in one of our email newsletters

Includes: 125 words, logo (600 x 100 pixels), contact details, two images (max 200 x 200 pixels) and up to 6 links	\$3,500	£2,750	€3,000
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SPONSOR MAGAZINE DISTRIBUTION

Sponsorship banner, Magazine distribution

Sponsorship banner, Magazine distribution 600 x 200 pixels C	\$3,200	£2,500	€2,750
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Editorial Schedule 2021



EDITORIAL COVERAGE

MAY-JUN

Pharmaceuticals • Agrochemicals • Flow Chemistry
Flame Retardants • Regulation & Compliance
DCAT Week preview

JULY-AUGUST

Agrochemicals • Contract & Toll Manufacturing
Pharmaceuticals • Green Chemistry • Nanotechnology
Supply Chain Management

SEPTEMBER - OCTOBER

High Potency APIs • Cosmetics & Personal Care
Agrochemicals • Biocides • Biobased Chemicals
CPhI Worldwide preview

NOVEMBER - DECEMBER

Pharmaceuticals • Cosmetics & Personal Care
Surfactants • Oilfield Chemicals
Supply Chain Management

EVENT DISTRIBUTION

DCAT Week

Specialty & Agro Chemicals America,
CPhI North America/Informex

CPhI Worldwide , ChemUK, Chemspec Europe, In-Cosmetics
Global, PharmaChem Outsourcing, SCS Formulate,
BCPC Congress, EFIB Forum, SOCMA Week

NYSCC Suppliers' Day,
In-Cosmetics Formulation Summit

CONTACT:

To discuss ways we can help you
meet your strategic goals



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