



SPECIALITY  
**CHEMICALS**  
MAGAZINE

MEDIA INFORMATION 2022

# 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 42,000 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 40 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 | <b>£8,500</b> | €9,500 |
| Ouside back cover       | \$6,500  | <b>£5,200</b> | €5,700 |
| Double page spread DPS  | \$9,000  | <b>£7,000</b> | €7,800 |
| Full page               | \$5,200  | <b>£4,000</b> | €4,400 |
| 1/2 page                | \$3,600  | <b>£2,800</b> | €3,000 |
| 1/4 page                | \$1,900  | <b>£1,500</b> | €1,650 |

### FEATURE FOCUS

|                        |         |               |        |
|------------------------|---------|---------------|--------|
| Single page            | \$5,800 | <b>£4,500</b> | €5,000 |
| Double page spread DPS | \$9,750 | <b>£7,500</b> | €8,400 |

## DIGITAL OPPORTUNITIES

### WEBSITE MARKETING

All website advertising is booked per calendar month

|  |                      |               |        |
|--|----------------------|---------------|--------|
| Header Banner 728 x 90 pixels <b>A</b>   | \$3,900              | <b>£3,000</b> | €3,300 |
| SideBar Banner 390 x 300 pixels <b>B</b> | \$1,625              | <b>£1,250</b> | €1,375 |
| Footer Banner 728 x 90 pixels            | \$2,000              | <b>£1,500</b> | €1,650 |
| Geo targeting                            | Price on application |               |        |
| Sponsored webinars                       | \$9,000              | <b>£7,000</b> | €7,800 |

### NEWSLETTER MARKETING

A fortnightly newsletter, rates are per newsletter

|   |         |               |        |
|---|---------|---------------|--------|
| Header Banner 600 x 100 pixels          | \$2,200 | <b>£1,750</b> | €1,900 |
| Banners within content 600 x 100 pixels | \$1,625 | <b>£1,250</b> | €1,375 |

### NEWSLETTER FOCUS

Profile your company or product in one of our email newsletters

|   |         |               |        |
|---|---------|---------------|--------|
| <b>Includes:</b> 125 words, logo (600 x 100 pixels), contact details, two images (max 200 x 200 pixels) and up to 6 links | \$3,500 | <b>£2,750</b> | €3,000 |
|---|---------|---------------|--------|

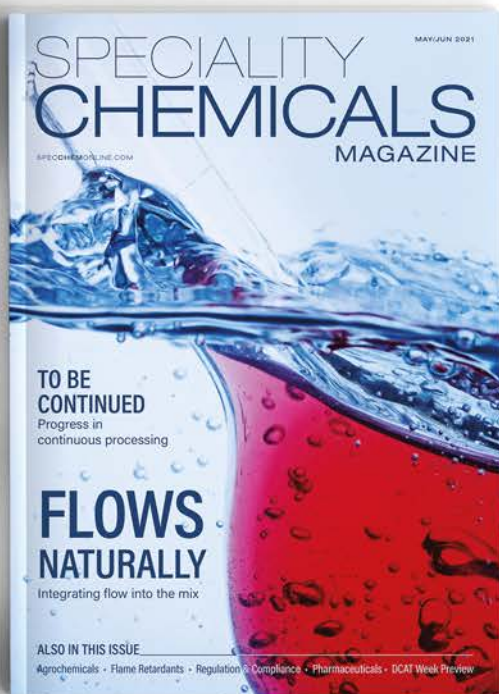
### SPONSOR MAGAZINE DISTRIBUTION

Sponsorship banner, Magazine distribution

|  |         |               |        |
|--|---------|---------------|--------|
| <b>Sponsorship banner, Magazine distribution</b> 600 x 200 pixels <b>C</b> | \$3,200 | <b>£2,500</b> | €2,750 |
|--|---------|---------------|--------|



# Editorial Schedule 2022



## EDITORIAL COVERAGE

### JANUARY-FEBRUARY 2022

Agrochemicals • Catalysts • Peptides & Proteins  
Regulation & Compliance • Sustainability

### MARCH-APRIL 2022

Pharmaceuticals • Cosmetics & Personal Care  
Flavours & Fragrances • Biobased Chemicals  
Water Treatment Chemicals

### MAY-JUNE 2022

Agrochemicals • Pharmaceuticals  
Contract & Toll Manufacturing • Regulation & Compliance

### JULY-AUGUST 2022

Agrochemicals • High Potency APIs • Green Chemistry  
Regulation & Compliance • Supply Chain Management

### SEPTEMBER-OCTOBER 2022

Pharmaceuticals • Flow Chemistry  
Cosmetics & Personal Care • Flame Retardants  
Biobased Chemicals

### NOVEMBER-DECEMBER 2022

Water Treatment Chemicals • Biocides • Surfactants  
Oilfield Chemicals • Supply Chain Management

## EVENT DISTRIBUTION

Specialty & Custom Chemicals America,  
Pharma ChemOutsourcing

DCAT Week, ChemCon Europe, In-Cosmetics Global, CPhI  
Japan

Chemspec Europe, CPhI North America, Chemspec Events  
Scholarship Golf Outing, SOCMA Golf Tournament, Specialty  
& Agro Chemicals America

Specialty & Agro Chemicals USA, PharmaChem Outsourcing

CPhI Worldwide, ChemUK, SCS Formulate, BCPC Congress,  
EFIB Forum, SOCMA Week

## CONTACT:

To discuss ways we can help you  
meet your strategic goals



### Charlie Wise

GLOBAL COMMERCIAL MANAGER

+44 1398 310 250  
+44 7787 565 771  
charlie@in2publishing.co.uk



### Ben Jones

NORTH AMERICA CONSULTANT

+1 610 225 2396  
+1 610 517 0844  
bjones@centurygloballlc.com