



# CHEMICAL INDUSTRY JOURNAL

Media Pack 2024

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# Publisher

*Established in 2003, Distinctive Publishing, (now Distinctive Media Group Ltd), is a well established publisher of industry journals and industry specific publications.*

Based in Newcastle upon Tyne for over 20 years, our organisation is well established within the publishing industry; sharing exceptional links within the print, distribution and marketing industries throughout the UK. We represent some of the world's leading brands in terms of design and marketing, while producing and distributing some of the UK's most respected publications.

Our approach to quality and service are our main hallmarks and our reputation throughout the publishing fraternity is unsurpassed in respect of quality of product and client interaction.

We have an enviable history of fostering relationships that add long term value to client brands, while providing consultative excellence to advertisers that reflect and endorse the philosophy of their organisations; an approach that has proven to grow and enrich our clients growth aspirations.

Our Company representatives are some of the best trained within the Chemical industry, and our staff loyalty serves as a reminder that our team have an element of longevity and professionalism necessary to provide long term winning strategies for clients and partners alike.

Over  
**36,000**  
editorials

Over  
**1,400**  
Publications  
Produced

Over  
**25,000**  
Advertisers

Approx  
**110,000**  
recipients of  
Distinctive  
publications  
annually

**65,000**  
profiled  
social followers  
and growing

Over  
**195,000**  
downloads

Over  
**2.3 million**  
page impressions

# Chemical Industry Journal

Chemical Industry Journal is one of the leading voices of the chemical industry, giving expert industry analysis and comment on legislation, regulations and innovations as well as insights on leadership and management issues throughout the industry.

Covering aspects such as revealing profiles and interviews of some of the industry's leading lights, CIJ aims to inspire and educate its readership with insightful case studies and features, matched with a refreshing mix of industry specific news that impact the current industry landscape.

The Chemical Industry Journal is mailed out on an individual

named basis to over 5,000 industry professionals across the Chemical industry, Tier 1 and Tier 2 contractors, wider supply chain and regulators.

The Chemical Industry Journal reaches boardroom executives and senior government decision makers wide, getting your message directly to chosen audience within the Chemicals and associated industries.

Wherever it is found, CIJ aims to enlighten and empower its readership by enhancing, contributing and encouraging the readership throughout the chemical industry supply chain.

## Audience

Print Magazine - **3,500**

Print Magazine Readership - **10,000**

Online Magazine Subscribers - **3,000**

Social Media followers - **32,000**

Linkedin Newsletter subscribers - **17,500**

## Online Audience

UK **37%**, Europe **29%**

USA **21%**, Rest Of World **13%**

## Website stats:

Average visits per month - **8,800**

Average page views per month - **19,400**



# UK Chemical Industry facts

*The nations largest manufacturing exporter*

3,608  
businesses

153,000  
employees

supporting a further  
350,000  
employees

Salary  
50%>  
than the average  
weekly earning

Exports  
£56.6bn

Imports  
£58.7bn

£19.2bn of  
GVA on a  
turnover  
£55.5bn

↑90%  
than  
manufacturing

↑113%  
than average  
worker

21.4%  
of total UK  
R&D spend

13%  
of manufacturing's  
business  
investment

# Print Schedule & Feature List 2024

## QUARTER 1 - JANUARY / FEBRUARY / MARCH

- CHEMUK - Preview Issue
- StocExpo - Exhibition Issue
- Distribution & Logistics
- Ingredients & Blending
- Agrichemicals

## QUARTER 3 - JULY / AUGUST / SEPTEMBER

- CHEMUK – Review
- ACHEMA – Review
- Innovation
- Distribution & Logistics
- Industry 4.0
- Ingredients & Blending

## REGULAR FEATURES

REACH

Green Chemicals

Legal & IP

The Big Interview

Environmental & Health Safety,

Security

Training / Education

## QUARTER 2 - APRIL / MAY / JUNE

- CHEMUK - EXHIBITION ISSUE
- ACHEMA - EXHIBITION ISSUE
- Cyber Security
- Tanks & Storage
- Industry 4.0
- Distribution & Logistics
- Fine Chemicals

## QUARTER 4 - OCTOBER / NOVEMBER / DECEMBER

- Cyber Security
- Distribution & Logistics
- Industry 4.0
- Fine Chemicals
- Tanks & Storage

# Standard Advertising Rates

Inside Front Cover:	£2,310
Inside Back Cover:	£1,995
Outside Back Cover:	£2,415
Double Page Spread:	£2,415
Full Page:	£1,525
Half Page:	£940
<b>Multiple Edition Discounts:</b>	
2 Issues:	5%
3 Issues:	7%
4 Issues:	10%
<b>Pre-Payment Discounts</b> (invoiced in full on receipt of order)	
2 Issues:	10%
3 Issues:	15%
4 Issues:	20%

All bookings include a digital link to your website from our **reveala** publication to encourage further audience traffic.

# Digital Packages

## Newsroom Package

Our on-line and social media option is our “Newsroom Package” for press releases, webinars, and case studies. The service consists of:

- Unlimited uploads to **chemicalindustryjournal.co.uk** for 12 months

- Each article shared 3 times over a month across our social media channels
- Analytics reporting included for each article

12 Month Package **£725**



## Digital Package for Customer Announcements/Product launches

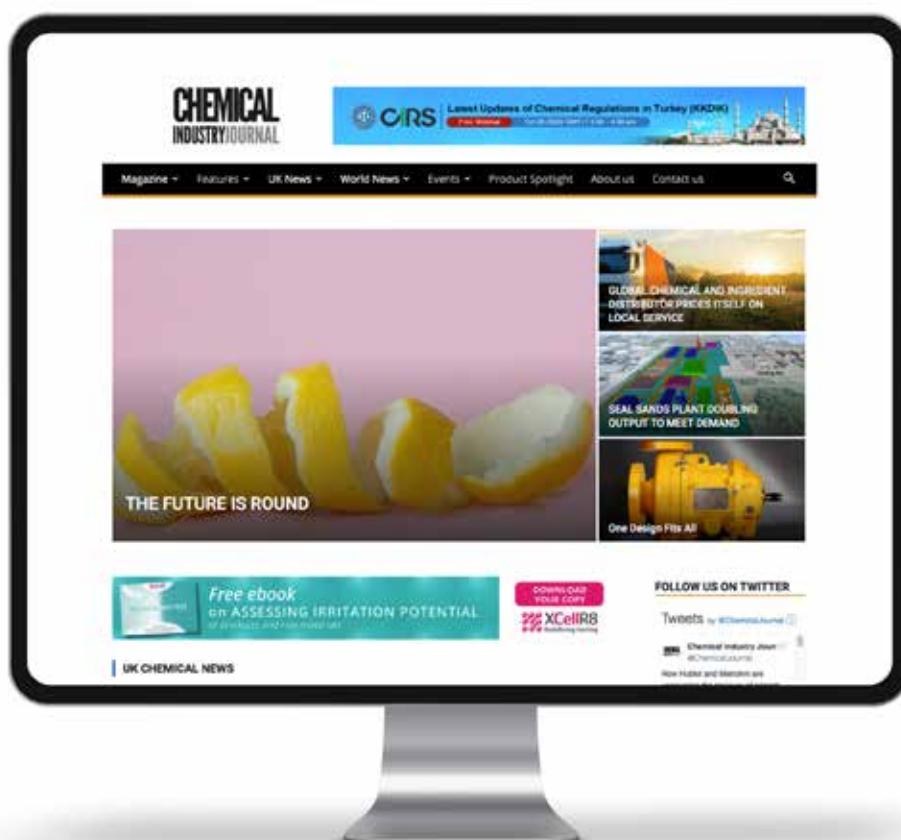
- Editorial feature on your products and/or services on the **chemicalindustryjournal.co.uk**
- Featured on the home page of **chemicalindustryjournal.co.uk** – one of the top three articles

- Featured as our Product Spotlight of the Week in our eNews letter including links to your profile (One week)
- One month of analytics reporting included for the article

- Shared 6 times on our social media channels – one month campaign (3 times per social feed)

Package is **£480**

*All prices quoted are exclusive of VAT*





# Digital Packages

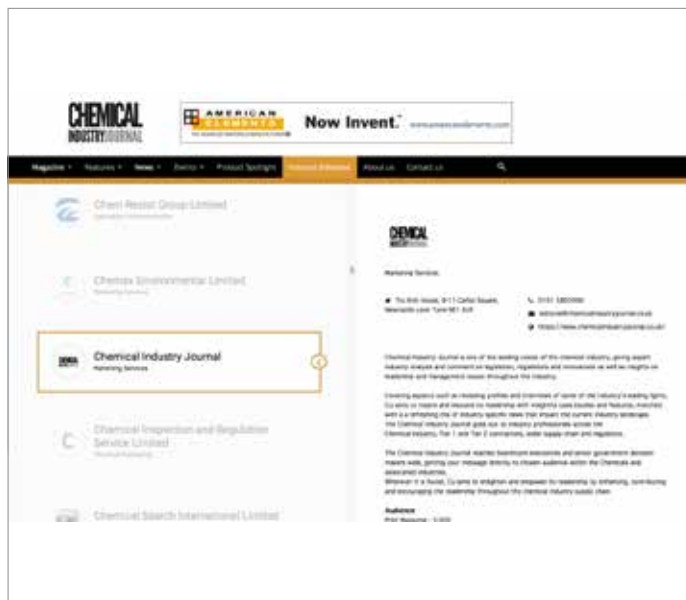
## Feature Sponsorship

This exclusive opportunity for companies to become the sole sponsor of one of our key categories within the features section on the website.

- Web banner on feature page
- Upload unlimited articles to the sponsored category
- Selected social media promotion of key articles max 4 per month
- Banner analytics supplied every quarter of your campaign

3 months **£725**  
 6 months **£1090**  
 12 months **£1450**

## Industry Database



Your company will be listed for 12 months on our searchable industry database providing unrivalled opportunities for new buyers & suppliers

Price is: **£260** for 12 month listing

## eNews Sponsorship

We offer the opportunity to be the exclusive sponsor of our monthly eNews bulletin

(Banners can be different) Linked to your website / landing page

The sponsorship includes:

- 45-word sponsor message

- Solus Sponsorship
- Two banners - top and bottom

Price is: **£490** per eNews

## Eshot

- Dedicated eshot about your product/services written by yourselves, sent out to our subscribers

- Analytics report supplied following eshot mailing

From **£630**

## Chemical Industry Journal LinkedIn Newsletter

- Editorial uploaded to **chemicalindustryjournal.co.uk**
- Editorial promoted on weekly LinkedIn newsletter

- Editorial shared 3 times over a month on our LinkedIn & Twitter channels.
- Average of 40% Article Views.

From- **£600**

All prices quoted are exclusive of VAT



# Website Banners



## Website Banners

The Chemical Industry Journal website offers a range of banner advertising options at cost-effective prices.

With an average of 4500+ website views weekly, our web banners help businesses build brand recognition, promote their products & services and effectively target those in the chemical industry.

### LeaderBoard Banner

**£680 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds

### Skyscraper MPU Banner

**£575 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

### Square MPU Banner

**£415 per month\***

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 300px deep
- If animated no longer than 4 seconds

### Homepage Banner

**£415 per month\***

- Visible on Homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 728px wide x 90px deep
- If animated no longer than 4 seconds



**\*Discounts available for multiple months**

# Print Specifications

## Mechanical Data:

Full Page Trim Size:  
297mm x 210mm

Type Area:  
275mm x 182mm

Bleed:  
303mm x 216mm

Half Page Horizontal:  
120mm x 180mm

Double Page Spread:  
297mm x 420mm (trim area)

275mm x 394mm (type area)

303mm x 426mm (bleed)

## Supplied Artwork:

Advertisers supplying complete artwork should supply in the following formats:

Files can be supplied as a high resolution PDF. All fonts should be embedded or sent as outlines.

We also accept photoshop files at 300dpi and CMYK.

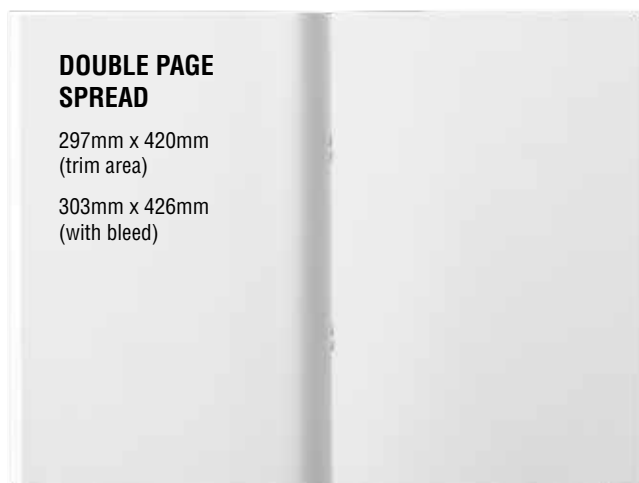
Images in Word, Excel or Powerpoint cannot be used for this publication.

## Supplied copy:

Text should be supplied as a text document. Please provide high resolution (at least 300dpi) logos and images with captions.

Artwork can be sent via email to:

[production@distinctivegroup.co.uk](mailto:production@distinctivegroup.co.uk)





PLEASE CONTACT:

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Distinctive Media Group Ltd

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**CHEMICAL  
INDUSTRY JOURNAL**