



# Advertising and media pack

**2018**

## GLOBAL NEWS

## Who are we?

Chemical Watch provides over **36,000** regulatory professionals with expert, authoritative, agenda-setting, affordable news and intelligence to help them meet their responsibilities under global chemicals legislation, in particular **REACH, GHS, K-REACH, CLP, TSCA and BPR** and keeps them ahead of the game with early warnings of emerging regimes.

Since 2007 our four subscription services - Chemical Watch, AsiaHub, BiocidesHub and Chemical Risk Manager - covering global chemicals regulation, Asia chemicals regulation, biocidal product regulation and product safety resources to help you manage the risks of chemicals throughout the supply chain - supported by our global conference series - have established themselves as trusted sources of impartial information and analysis, highly regarded by the regulatory community.

Whether as part of a major marketing campaign or a one-off promotion, we can direct traffic to your website via our advertising packages or we can create a package to suit your needs.

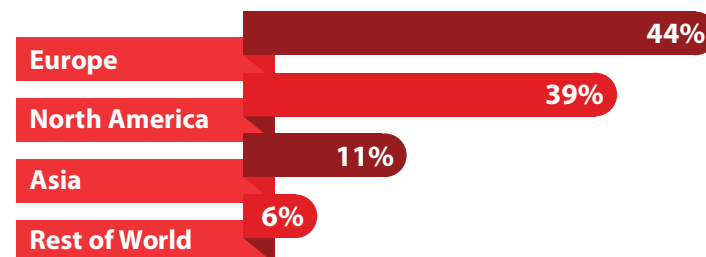
Advertise with us and you will share our impressive web traffic, drawn from regions and companies across the globe. Our advertisers create and deliver business solutions that fit the needs of our subscribers and drive the results they want.

[www.chemicalwatch.com/advertising](http://www.chemicalwatch.com/advertising)

# Our readers



## Where are they based?



## Our impressive website traffic includes:

- » Global & Regional Regulatory Managers
- » Global & Regional Regulatory Directors
- » Product Stewardship Managers & Directors
- » R&D Managers & Directors
- » EHS Managers & Directors
- » Government Regulators
- » Toxicologists
- » Consultants
- » Engineers
- » Lawyers



Downstream*	27%
Chemicals	33%
Service Providers	20%
Government	8%
Industry Bodies	6%
Other Sources	6%

\*Top Downstream Sectors: Manufacturing, Cosmetics, IT, Electronics & Telecoms, Engineering, Aerospace, Automotive

**30,000+**  
individual alert subscribers  
(as of April 2018)

**240,000**  
visitors every month  
(as of April 2018)



**90% of our subscribers  
renew every year**

# More than clicks...

When it comes to banner advertising, marketers tend to focus on click-throughs as a primary measure of return on investment, but the Chemical Watch portfolio offers something far more valuable than clicks alone:

*Sustained exposure, right in front of our tightly profiled readership; helping your organisation build positive brand awareness within the professional chemicals management and control community.*

Our readers view Chemical Watch as a trusted source of timely, impartial information. Very few other advertising opportunities within this sector can offer so much exposure to such a targeted readership, from such a well-respected platform.

The statistics, right, give a sense of the exposure your banner advert will achieve in a typical month.\*

## Don't forget our email alerts, too...

The figures shown are just for website banner impressions - banners are also featured in our weekly email alerts, increasing your reach and exposure even more.

**Example:** a 3 month banner advertising slot will see your advert appear in at least 7 email alerts across our 3 platforms - that's 182,000 emails delivered to 28,000 opt-in recipients through the 12 week period.

\*Based on October 2016 data



# Advertise with us

ChemicalWatch – Media Pack 2018

## What we can do for you:

### 1 Banner advertising

In either premium or regular positions on a rotational basis

### 2 Job advertising

On our websites and alerts

### 3 Event advertising

On our websites

### 4 Advertise your company profile

In our Global Service Providers Guide and Chemicals Management Software Guide

### 5 Display advertising

In our Global Service Providers Guide and premium reports

### 6 Exhibition space and sponsorship

At our conferences and exhibitions

### 7 Advertise with ChemSafetyPro



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[www.chemicalwatch.com/advertising](http://www.chemicalwatch.com/advertising)

# Banner Advertising

Increase your visibility in target markets and help drive relevant traffic to your own website using our banner advertising packages, including multiple, prominent placements on key channels of Chemical Watch and the hubs.

- » **Included:** Banner advertising on Home page
- » **Included:** Banner advertising on News page
- » **Included:** Banner advertising on Article page
- » **Included:** Alert banners included in 20–25% of alerts

## Advertising Prices – Premium

Banner Size: 222 x 280 pixels

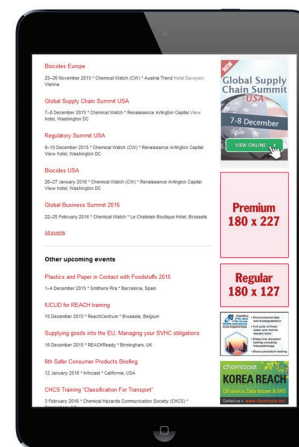
3 months	–	€3,360	\$3,920	£2,690
6 months	–	€5,800	\$6,820	£4,620
12 months	–	€10,520	\$12,160	£8,320

## Advertising Prices – Regular

Banner Size: 222 x 140 pixels

3 months	–	€1,680	\$1,962	£1,320
6 months	–	€2,920	\$3,400	£2,300
12 months	–	€5,260	\$6,120	£4,100

[www.chemicalwatch.com/banner-advertising](http://www.chemicalwatch.com/banner-advertising)



Your ad included in  
**20–25% of email alerts**

Ads displayed  
on **thousands**  
of web pages



## NEW FEATURES

# Advertise your job

When you advertise your job with Chemical Watch, you have the option to make your vacancy stand out from the rest with a **featured job** option or a cost-effective **jobs package**. We are also offering **recruiter profiles** to all job advertisers (excluding recruitment agencies), providing you with a dedicated company page that lists your other advertised vacancies.

Jobs are sorted by geographical area, making it easier for your listing to be found by those looking for vacancies in North America, Europe, Asia or Rest of World. We also feature job listings in our weekly alerts and share them in our monthly briefing (subject to space and timing), and with the Chemical Watch LinkedIn group.

**Extended  
Vacancy**  
Extend your listing to  
2 months to  
save 10%

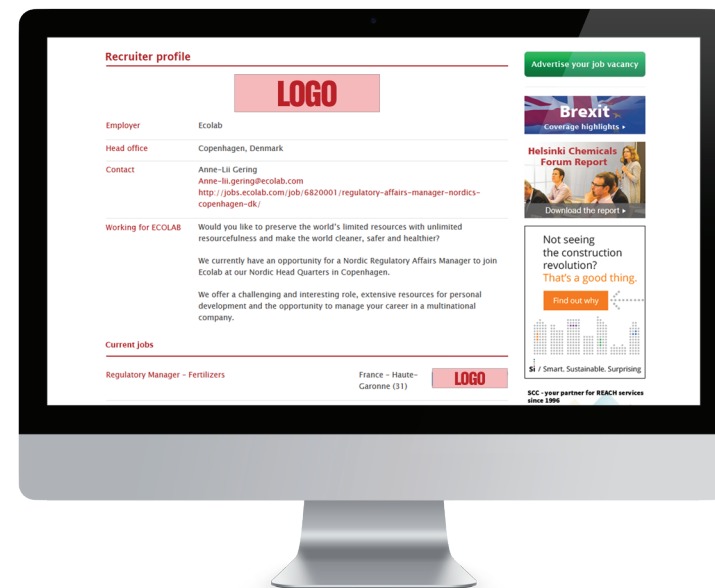
Chemical Watch  
subscribers receive  
a 20% discount

## Job Advertising Prices

Single vacancy (1 month)	-	€372	\$421	£290
Extended vacancy (2 months) save 25%	-	€648	\$726	£520
Featured job	-	€548	\$610	£420
Extended featured job (2 months) save 25%	-	€918	\$1,040	£796
Job Package Plus 6 single vacancy jobs (1 month per job)	-	€1,785	\$2,020	£1,400

[www.chemicalwatch.com/jobs](http://www.chemicalwatch.com/jobs)

ChemicalWatch – Media Pack 2018



Please contact: [lotte@chemicalwatch.com](mailto:lotte@chemicalwatch.com) Tel: +44 (0)1743 387 059

# Advertise your event

Chemical Watch's event advertising packages provide you with an unmissable opportunity to promote your events to thousands of potential delegates. Advertise with Chemical Watch and we will spread the word of your event across multiple channels, bringing your event to the attention of would-be delegates.

- » Listing on Chemical Watch's Events Directory page with company logo
- » Listing in at least 4 weekly email alerts
- » Listing in selected fortnightly Events email alerts
- » Listing in 1 monthly briefing (subject to timing)
- » Banner on Chemical Watch Events Directory page

Chemical Watch subscribers receive a **20% discount**

## Event Advertising Prices

Single event (displayed for 1 month)	– €280	\$310	£230
Up to 10 events (spread across 6-12 months)	– POA	POA	POA



[www.chemicalwatch.com/event-directory](http://www.chemicalwatch.com/event-directory)

Please contact: [sonja@chemicalwatch.com](mailto:sonja@chemicalwatch.com) Tel: +44 (0)1743 387 058

# Global Service Providers Guide

Chemical Watch's annual Global Service Providers Guide is the go-to reference for those seeking to provision chemicals management and control services. Packed full of detailed service provider profiles, along with over fifty pages of original editorial, and the insightful results of our global market trends and salary surveys, the Guide is both well-known and highly-regarded – making it the ideal tool to promote your service to this community.

As well as benefiting from a targeted, **3,000 copy print circulation**, all service provider profiles are also presented online, within searchable directories across our four websites, reaching as many as **190,000 monthly visitors**, with additional features including press-release listings and inclusion within our test methods database for relevant providers.

## 2018 Guide Prices

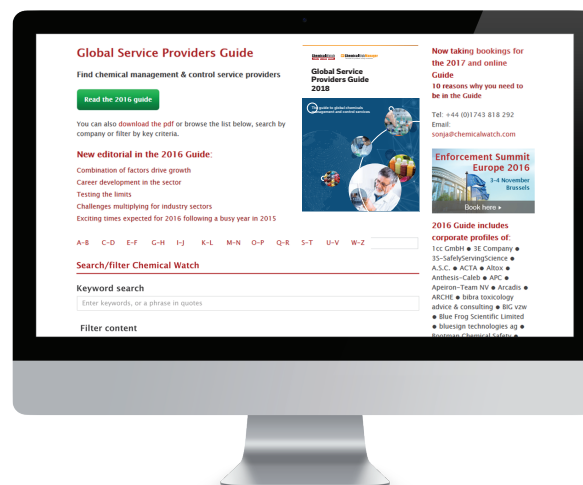
Niche profile	–	£ 362	€ 452	\$ 524
Full profile	–	£ 1,680	€ 2,120	\$ 2,550
- with 1 page ad	–	£ 2,486	€ 3,068	\$ 3,696
*Concessionary rate	–	£ 1,246	€ 1,582	\$ 1,920
- with 1 page ad	–	£ 2,052	€ 2,530	\$ 3,064
Full page ad (without entry)	–	£ 2,026	€ 2,500	\$ 3,060
Sponsorship	–	£ 9,450	€ 11,280	\$ 12,790

\*Concessionary rates available to small organisations only

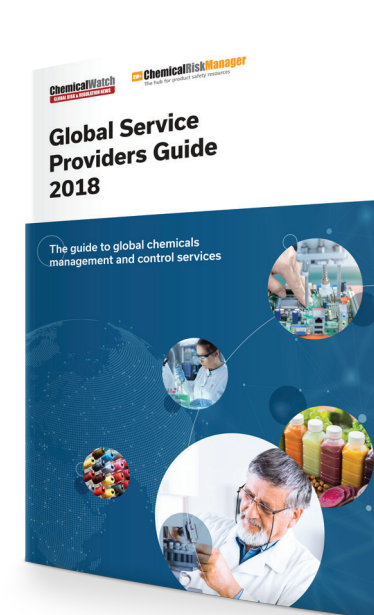
### Full Profile



### Online directory



Freely accessible  
to as many as  
**190,000 monthly**  
visitors



For full details on advertising in the Global Service Providers Guide, and to learn about our new features for 2018, download the **2018 Features Guide** [here](#)

[www.chemicalwatch.com/guide](http://www.chemicalwatch.com/guide)

# Chemicals Management Software Guide

The Chemicals Management Software Guide is the first publication of its kind. It helps readers understand the software used by businesses to meet compliance obligations and achieve safer chemicals in their products and throughout the supply chain.

Alongside five dedicated articles and a helpful glossary, software profiles are used to present solutions clearly and concisely to the reader. Alongside the printed profiles, the guide receives 12 months promotion and is accessible to our monthly average of **190,000 visitors**.

The Guide offers you a unique opportunity to promote your software products and expertise to thousands of qualified service users seeking chemicals management software solutions.

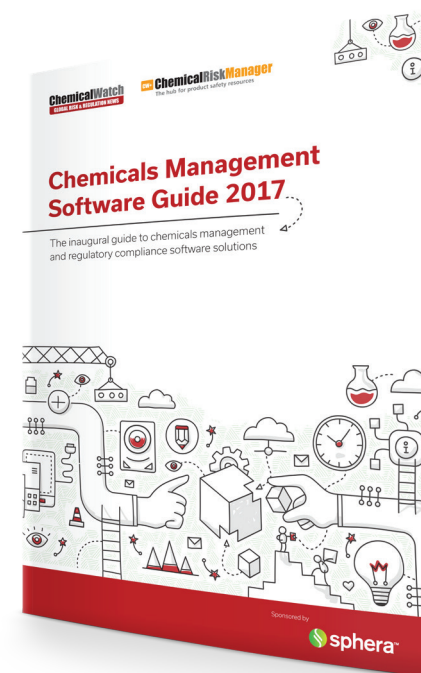
## What's inside?

- » Analysis of our chemicals management software user survey - taken by over 450 respondents
- » Five articles on how businesses are using software to meet compliance obligations
- » Glossary - key terms explained and how we define them in the guide
- » Software profiles - each presenting individual products/services to support chemicals management activities
- » Directory - find out the software tools and services that are being used by the Chemical Watch audience

You can [view the guide here](#), please contact us for more details on the second edition due for launch in October 2018.



**Freely accessible  
to as many as  
190,000 monthly  
visitors**



## Advertising opportunity

**Sponsor** - €10,000

**Software profile** - €1,428 / \$1,664

**Additional software profile** - €428 / \$491

**Software profile + advert** - €2,856 / \$3,328

**Full page advert** - €2,368 / \$2,760

# Display Advertising in our Premium Reports

Chemical Watch's reports, such as the **Business Guide to Safer Chemicals** and our new **Regulatory Impacts Report** series, offer invaluable opportunities to advertise your services to businesses seeking chemicals management solutions.

Our freely available reports are opened and read by thousands, providing you with an excellent opportunity to promote your services through a choice of half-page and full-page advertising spaces, or sponsorship of the report, which are distributed online and at key industry events.

**Business Guide to Safer Chemicals - Fourth Edition (September)** Provides insight into and analysis of the state of safer chemicals in products, covering the latest developments on the practice of assessing alternatives to hazardous and risky chemicals in products.

**NEW for 2018! Regulatory Impacts Report - monthly (2018)** Each month we publish a Regulatory Impacts Report aimed at helping businesses understand how a particular regulation affects them. With exclusive sponsor positions available for each series, this is an effective way to ensure your services are placed in front of thousands of companies seeking compliance solutions.

## Promotional opportunities

### Sponsorship

- » Logo and "sponsored by" statement on the front cover of the report
- » Choice of inside front cover or back cover full page advert
- » Sponsor acknowledged in the Foreword
- » Sponsor acknowledged in all promotional emails about the report, including logo
- » Sponsor acknowledged on the promotional web pages for the report, including logo

**Reserve a full  
page advert  
or half page  
advert today!**

## Rates

Report	Business guide to safer chemicals	BPR reports (includes x 3 reports)	REACH reports (includes x 3 reports)	TSCA report (includes x 3 reports)
<b>Sponsorship</b>	€5,000 / \$5,525	€8,000 / \$9,514	€8,000 / \$9,514	€8,000 / \$9,514
<b>Advert</b>	€1,450 / \$1,600	€2,900 / \$3,448	€2,900 / \$3,448	€2,900 / \$3,448
<b>½ Page Advert</b>	€950 / \$1,050	€1,800 / \$2,140	€1,800 / \$2,140	€1,800 / \$2,140

Given the limited space available for advertising in our reports, bookings are taken on a strictly first-come, first-served basis, so look out for future announcements of upcoming reports, and don't hesitate to get in touch to discuss pricing and secure your space.

[www.chemicalwatch.com/advertising-premium-reports](http://www.chemicalwatch.com/advertising-premium-reports)

## Report calendar 2018

### How the Biocidal Product Regulation (BPR) impacts business

- » Automotive and BPR - (February)
- » Food contact materials and BPR - (March)
- » Personal care products and BPR - (April)

### How REACH impacts business (tbc)

### How TSCA reform impacts business (tbc)

# Sponsorship & Exhibition

## Targeted programme

We run a number of conferences each year across our global chemicals regulation, Asia chemicals regulation, product safety and biocidal product regulation event series.

## Events in 2018

- » Post-Brexit options for UK chemicals law - **London**
- » Biocides Symposium - **Germany**
- » Food Contact Regulations Europe - **Belgium**
- » Enforcement Summit - **Belgium**
- » AsiaHub Summit Europe - **Belgium**
- » Regulatory Summit USA - **Washington, US**
- » Biocides USA - **Washington, US**
- » Biocides Asia - **Singapore**
- » Regulatory Summit Asia - **Singapore**
- » Food Contact Asia - **Singapore**
- » Biocides Europe - **Austria**



## Exhibitor Package \$3,850 / €3,850

- » One free exhibitor ticket for a representative to staff the stand
- » Delegate tickets can be booked at 75% of the full rate
- » Table, chairs and area for exhibition stand/banner
- » ½ page advert in the event programme
- » Leaflet distribution on registration and other tables outside conference room
- » Logo on event web page with a link back to exhibitor's website
- » Logo and 100 word description on exhibitor page via the event web page
- » Morning coffee, afternoon tea and lunch each day

## Cocktail Package \$5,500 / €5,500

### Exhibitor package, plus:

- » Logo on special banner for the cocktail reception
- » Highlighting in the events programme as sponsor of the cocktails
- » Two additional invitations - for clients, partners or extra staff - to attend the cocktail reception only
- » The cocktail reception is at the close of the first day of the conference

[www.chemicalwatch.com/exhibitor-sponsorship](http://www.chemicalwatch.com/exhibitor-sponsorship)

# Advertise with ChemSafetyPRO

In addition to the advertising opportunities from Chemical Watch, we are proud to offer our partner platform ChemSafetyPRO (CSP), as an additional advertising resource. Targeting an audience of chemical management and control professionals, CSP provides chemical safety and regulatory tutorials, compliance information and references to regulatory professionals and non-regulatory experts as well as those new to this area.

## Full package – Save \$200 **\$2900**

- » CSP Business Directory listing (sponsor)
- » Skyscraper ad on whole website (12 months)
- » Newsletter promotion

## Skyscraper ad on whole website & newsletter promotion

Web page banner: 225 x 600 pixels

Newsletter banner: 160 x 240 pixels

3 months	–	\$800
6 months	–	\$1500
12 months	–	\$2500

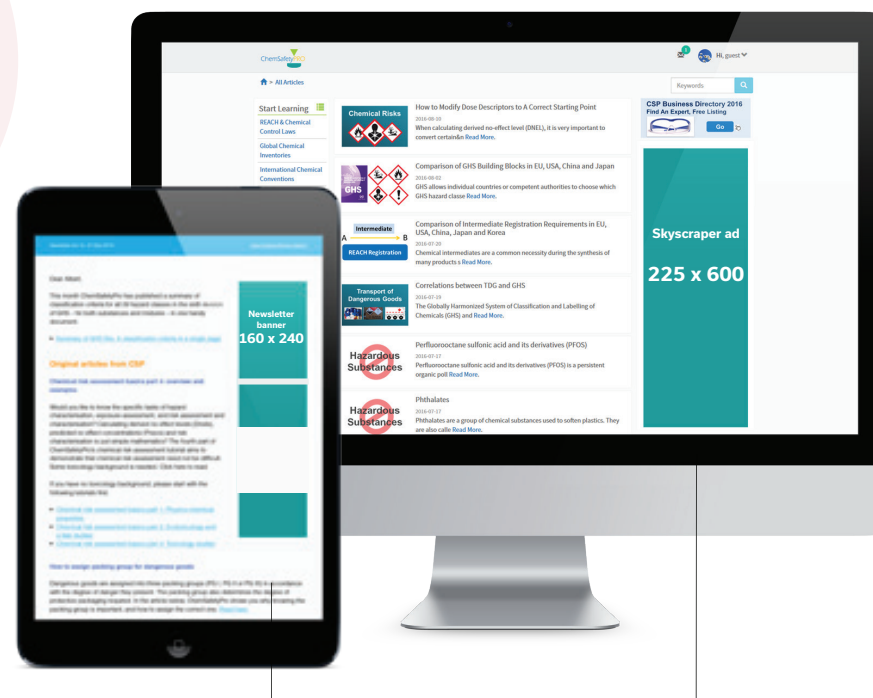
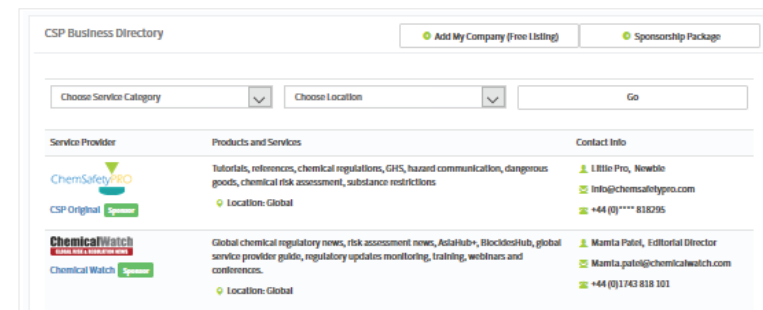
## CSP Business Directory listing

Free listing	–	NA
Sponsor (12 months)	–	\$600

Skyscraper Ads will be on rotation with **22,000 indicative impressions per month**

based on current volumes of traffic

Over **5,500** newsletter subscribers




[www.chemsafetypro.com/sponsor.html](http://www.chemsafetypro.com/sponsor.html)




## Talk to us

### Job Advertising


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 [lotte@chemicalwatch.com](mailto:lotte@chemicalwatch.com)

 +44 (0)1743 387 059

### Banner, Event and Display Advertising & Service Providers Guide

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 [sonja@chemicalwatch.com](mailto:sonja@chemicalwatch.com)

 +44 (0)1743 387 058

### Event Sponsorship


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 [geraldine@chemicalwatch.com](mailto:geraldine@chemicalwatch.com)

 +44 (0)1743 387 052

### ChemSafetyPro

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 [info@chemsafetypro.com](mailto:info@chemsafetypro.com)

 +44 (0)1743 818 295

**Start a free trial** on the Chemical Watch website to see for yourself what amazing opportunities there are to promote your business:

[www.chemicalwatch.com](http://www.chemicalwatch.com)