



Advertising and media pack

2019



Who are we?

Chemical Watch provides over 40,000 regulatory professionals with expert, authoritative, agenda-setting, affordable news and intelligence to help them meet their responsibilities under global chemicals legislation, including REACH, GHS, K-REACH, CLP, TSCA and BPR and keeps them ahead of the game with early warnings of emerging regimes.

Since 2007 we have provided coverage of global 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, which have established themselves as trusted sources of impartial information and analysis, highly regarded by the regulatory community.

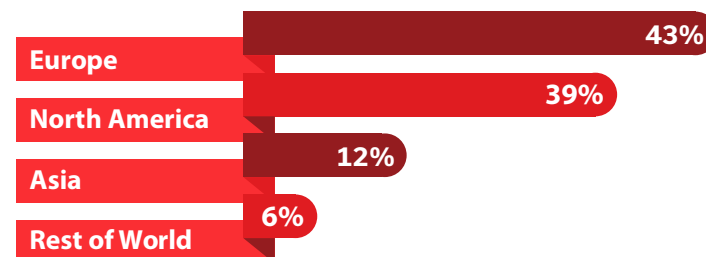
Whether as part of a major marketing campaign or a one-off promotion, we can direct users to your website via our advertising packages or we can create a package to suit your needs.

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.

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*	30%
Chemicals	30%
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 July 2018)

290,000

visitors every month
(as of July 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 to over 30,000 alert subscribers.

*Based on July 2018 data



Advertise with us

ChemicalWatch – Media Pack 2019

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 and in alerts

4 Advertise your company profile

In our Global Service Providers Guide, Chemicals Management Software Guide and in bespoke reports published throughout the year

5 Display advertising

In our Global Service Providers Guide

6 Exhibition space and sponsorship

At our conferences and exhibitions

7 Advertise with ChemSafetyPro



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.

- » **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	–	€ 3,520	\$4,068	£2,890
6 months	–	€ 5,960	\$7,022	£4,785
12 months	–	€11,200	\$ 12,960	£9,602

Advertising Prices – Regular

Banner Size: 222 x 140 pixels

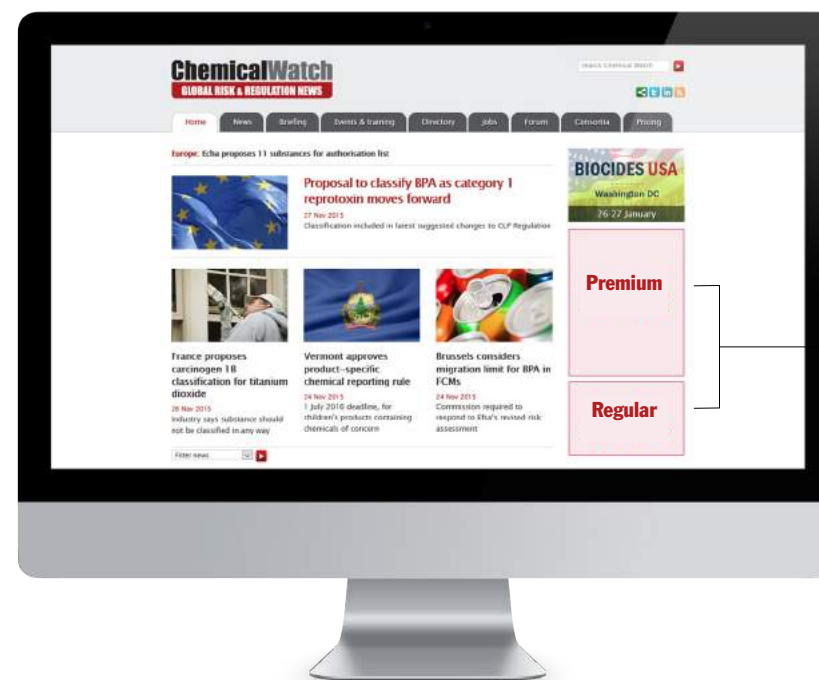
3 months	–	€1,780	\$2,082	£1,410
6 months	–	€3,062	\$3,520	£2,420
12 months	–	€5,520	\$6,360	£4,360

www.chemicalwatch.com/banner-advertising



Your ad included in
20–25% of email alerts

Ads displayed
on **thousands**
of web pages



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 Chemical Watch LinkedIn group.

Job Advertising Prices

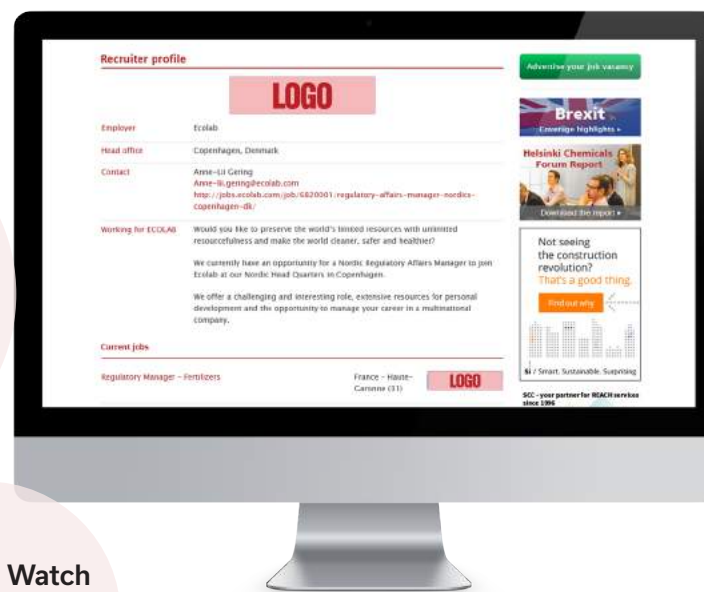
Single vacancy (1 month)	–	€395	\$442	£320
Extended vacancy (2 months) save 25%	–	€685	\$782	£600
Featured job	–	€572	\$642	£492
Extended featured job (2 months) save 25%	–	€966	\$1,092	£896
Job Package Plus 6 single vacancy jobs (1 month per job)	–	€1,874	\$2,121	£1,470

www.chemicalwatch.com/jobs

**Extended
Vacancy**

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

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



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 weekly Events email alerts
- » Banner on Chemical Watch Events Directory page

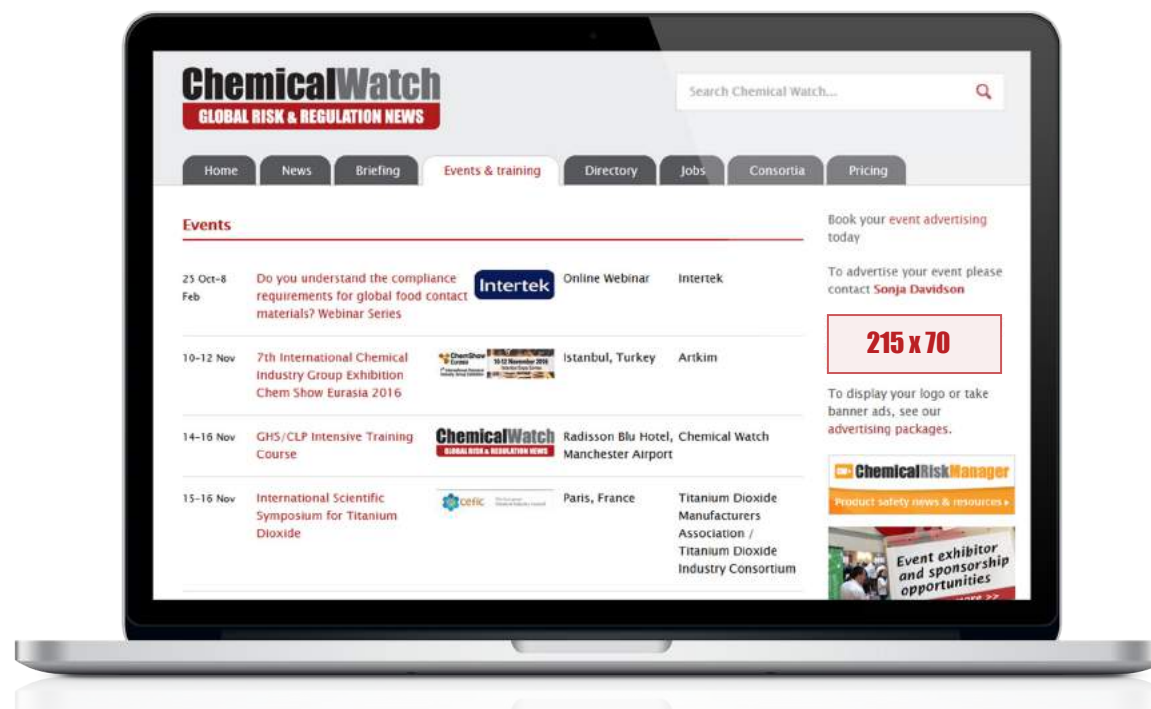
Chemical Watch subscribers receive a **20% discount**

Event Advertising Prices

Single event (displayed for 1 month)	– €298	\$342	£256
Up to 10 events (spread across 6-12 months)	– POA	POA	POA

Disclaimer: CW reserves the right to reject any materials that it deems inappropriate for our audience

www.chemicalwatch.com/event-directory



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, with additional features including press-release listings and inclusion within our test methods database for relevant providers.

2019 Guide Prices

Niche profile	–	€490	\$562	£382
Full profile	–	€2,243	\$2,720	£1,768
- with 1 page ad	–	€3,198	\$3,842	£2,653
*Concessionary rate	–	€1,648	\$1,992	£1,253
- with 1 page ad	–	€2,682	\$3,172	£2,126
Full page ad (without entry)	–	€2,632	\$3,124	£2,120
Sponsorship	–	€12,400	\$14,210	£11,206

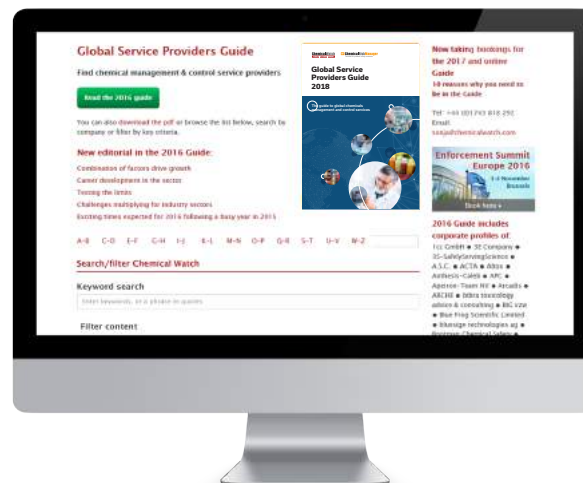
*Concessionary rates available to small organisations only

Full Profile



**Freely accessible
to as many as
290,000 monthly
visitors**

Online directory



For full details on advertising in the Global Service Providers Guide, and to learn about our new content for 2019, download the 2019 Features Guide here

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 **290,000 visitors**.

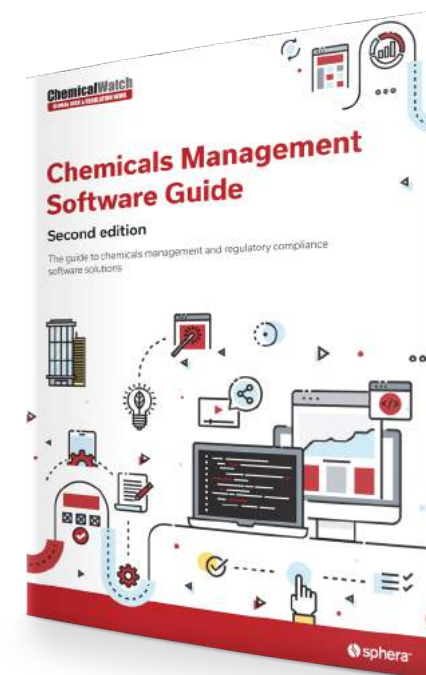
The Guide offers you a unique opportunity to promote your software products and expertise to thousands of qualified service users seeking chemicals management software solutions.

What's inside?

- » Analysis of our chemicals management software user survey
- » Articles on how businesses are using software to meet compliance obligations and improve chemicals management and control
- » 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



**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

You can [view the guide here](#)

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 2018-19

- » Brexit Conference – Brussels, February 2019
- » ASEAN Product Safety Forum – Singapore, February 2019
- » Food Contact Regulations USA – Washington DC, March 2019
- » AsiaHub Summit USA – Washington DC, March 2019
- » Global Business Summit – Brussels, March 2019
- » Biocides Symposium – Rome, May 2019
- » EXPO Europe – Brussels, June 2019
- » Safer Chemicals in Products – Boston, September 2019
- » Food Contact Regulations – Brussels, September 2019
- » Enforcement Summit – Brussels, October 2019
- » AsiaHub Summit Europe – Brussels, October 2019
- » Biocides Asia – Singapore, November 2019
- » Regulatory Summit Asia – Singapore, November 2019
- » Food Contact Asia – Singapore, November 2019
- » Biocides Europe – Vienna, November 2019
- » Regulatory Summit USA – Washington DC, December 2019



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

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

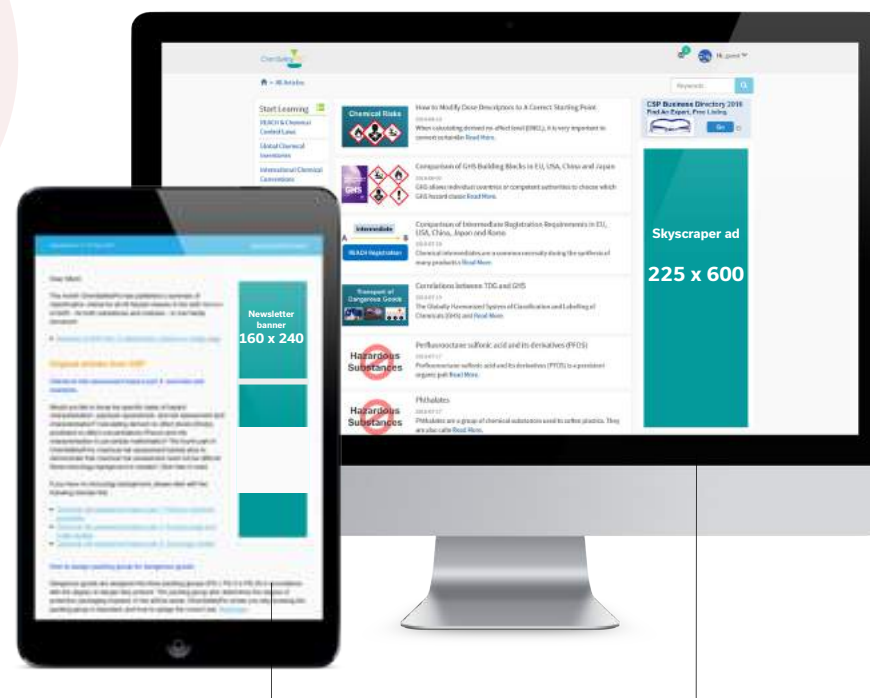
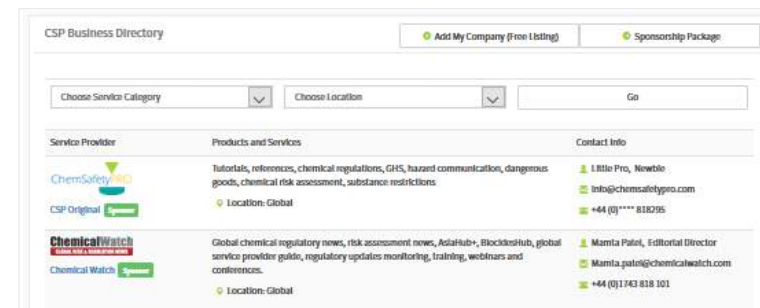
Free listing	–	NA
Sponsor (12 months)	–	\$600

Skyscraper Ads
will be on rotation
to over **91,000 users**
per month

based on current volumes
of traffic

Over **13,000**
newsletter
subscribers

www.chemsafetypro.com 





www.chemsafetypro.com/sponsor.html




Talk to us


Job Advertising

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Banner, Event and Display Advertising & Service Providers Guide

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Event Sponsorship

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ChemSafetyPro

 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