MAGAZINE | DIGITAL • ONLINE



CHEMICAL INDUSTRYJOURNAL

Media Pack 2027

Contents

03 | Distinctive Media Group Ltd
04 | Chemical Industry Journal Magazine
05 | Schedule & Feature List
06 | Advertising Rates
07 | Digital Packages
08 | Digital Packages
09 | Digital Packages
10 | Specifications
11 | Contact



Publisher

D|STINCTIVE
www.distinctivegroup.co.uk

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.



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 impacts the current industry landscape.

The Chemical Industry Journal goes out to 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, getting your message directly to your chosen audience within the chemical and associated industries.

Audience

Magazine Readership - **11,700**

Online Magazine Subscribers - **3,000**

Social Media followers - **36,577**

LinkedIn Newsletter subscribers - **22,100**

Online Audience

UK **62%**, Europe **15%**

USA **18%**, Rest Of World **5%**

Website stats:

Average visits per month - **9,214**

Average page views per month - **18,661**

UK Chemical Industry Facts

The nation's largest manufacturing exporter

- **3,914** businesses
- **155,000** employees
- Supports a further **350,000** employees
- **£56.6bn** in exports
- **£64.7bn** in imports
- **£19.2bn** GVA
- **21.4%** of total UK R&D spend
- **13%** of manufacturing business investment



CHEMICAL INDUSTRYJOURNAL

Print Schedule & Feature List 2027

QUARTER 1 - JANUARY / FEBRUARY / MARCH

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

QUARTER 2 - APRIL / MAY / JUNE (CHEMUK ISSUE)

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

QUARTER 3 - JULY / AUGUST / SEPTEMBER

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

QUARTER 4 - OCTOBER / NOVEMBER / DECEMBER

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

REGULAR FEATURES INCLUDE:

REACH / Green Chemicals / Legal & IP / Environmental & Health Safety / Security / Training & Education



Standard Advertising Rates

Advertising Rate	Cost
Inside Front Cover:	£2,310
Inside Back Cover:	£2,095
Outside Back Cover	£2,415
Double Page Spread	£2,415
Full Page	£1,600
Half Page	£980

Multiple Edition Discounts:	Discount
2 Issues	5%
3 Issues	7%
4 Issues	10%

Pre-Payment Discounts (invoiced in full on receipt of order)	Discount
2 Issues	10%
3 Issues	15%
4 Issues	20%

*All prices quoted are exclusive of VAT**



Digital Packages



Newsroom Package

Our online 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 **£830**

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 eNewsletter 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 **£575**

*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 **£830**
6 months **£1,250**
12 months **£1,670**

Industry Database

Your company will be listed for 12 months on our searchable industry database, creating new opportunities with buyers & suppliers.

Includes:

- Overview
- Contact Info
- Socials



Price is: **£300** for a 12-month listing.



Chemical Industry Journal LinkedIn Newsletter

- Editorial uploaded to **chemicalindustryjournal.co.uk**
- Editorial promoted on weekly LinkedIn newsletter (7,352 opt-in news subscribers)
- Editorial shared 3 times over month on our LinkedIn & Twitter channels.
- Average of 40% article views.

From **£700**

E-shot

- Dedicated e-shot about your product/services written by yourselves, sent out to our subscribers.
- Analytics report supplied following e-shot mailing.

From **£725**

Event promotion package (Webinar/show/launch)

- Web banner on Chemical Industry Journal website **chemicalindustryjournal.co.uk** for 2 weeks.
- Dedicated e-shot about your event.
- News article about event on website.
- Promotion of event to magazine's social media channels during the week leading up to event (posted 3 times on both platforms).

From **£1,115**

*All prices quoted are exclusive of VAT**

Digital Packages



Leaderboard banner on the website.

Website Banners

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

With an average of 4,500+ 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

£775 per month*

- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Square MPU Banner

£475 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

Skyscraper MPU Banner

£660 per month*

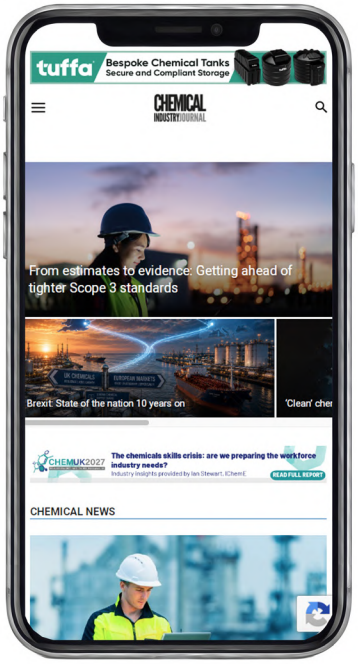
- Visible on all pages
- Shared Position – Maximum Four Customers
- Full Reporting
- Size - 300px wide x 600px deep
- If animated no longer than 4 seconds

Homepage Banner

£475 per month*

- Visible on the homepage
- Shared Position – Maximum Two Customers
- Full Reporting
- Size - 720px wide x 90px deep
- If animated no longer than 4 seconds

Leaderboard banner at the top of mobile.



***Discounts available for multiple months**

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

Quarter Page
120mm x 88mm

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.

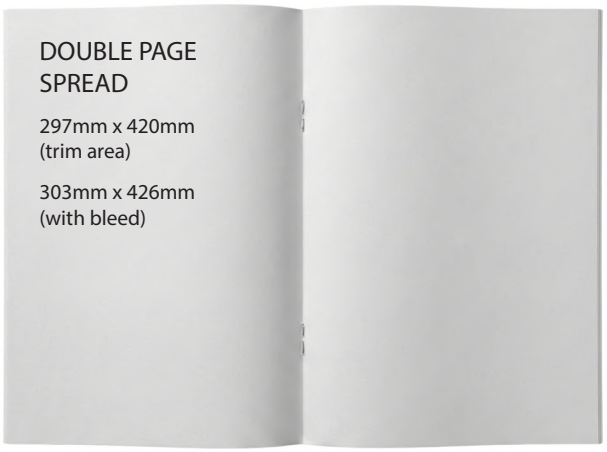
We also accept Photoshop files at 300dpi and CMYK.

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











PLEASE CONTACT:

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