

The Chemical Engineer Media Pack 2025

For advertising opportunities contact:
Ciara Cook, tel: +44 (0)203 995 5559;
email: tceads@media-shed.co.uk



FEATURE FOCUS AI in education



AI: Educating the Educators

The Chemeca conference in Australia had more questions than answers on how AI should best be harnessed to prepare graduates for the future. Although initially discouraging, a group of academics from the University of Queensland believe it shows the way forward

ARTIFICIAL INTELLIGENCE is a trend that is not going away, and simply selling new products and services to the market is not enough. Teaching and learning is a complex task, and we all need to learn how to use it effectively. At the recent Chemeca conference in Gold Coast, Australia, educators, students and industry participants from around Australia and New Zealand met to share best practice in how we can teach with AI and learn from it.

The workshop discussions highlighted that, as a chemical engineering profession, we are still identifying the best opportunities for use of AI tools in our work and that there is a wide range of adoption of these technologies across and within organisations.

QUICK READ

- Engage Students in Conversations: Educators should create open dialogues with students about their use of AI tools, fostering collaboration and critical thinking to enhance learning and better prepare them for industry demands.
- Cultivate Generative AI Literacy: Encouraging skills in using AI effectively – such as setting prompts and critically evaluating outputs – is essential for students, ensuring they can integrate AI responsibly into their engineering practice.

KEY QUESTIONS ABOUT AI

Whether you are a student, academic or practicing engineer, you get it: you haven't yet used AI, do you? (Check for equipment) and start now by asking it these questions:

- STUDENTS**
 - What does AI mean for my career?
 - How do I use AI to learn effectively?
 - Is using AI cheating?
 - Do I need to be an AI expert?
- INDUSTRY**
 - How does business use AI to do what we do better than we can do as experts?
 - Can we protect our data when using AI?
 - How do we avoid getting left behind?
 - What can we learn from AI?
- EDUCATORS**
 - Can we use AI to enhance learning when we are in the classroom?
 - How do we ensure academic integrity?
 - What skills do our students need?

Engage the students, availability and critical thinking skills are essential. Whether you are a student, academic or practicing engineer, you get it: you haven't yet used AI, do you? (Check for equipment) and start now by asking it these questions:

WHAT CHEMICAL ENGINEERING ACADEMICS WANT TO DO NOW

HOW CAN WE USE AI TO ENHANCE OUR TEACHING AND LEARNING?

AI is a powerful tool that can be used to enhance teaching and learning. It can be used to create personalised learning experiences, to provide instant feedback, and to help students to learn at their own pace. AI can also be used to create interactive learning environments, to provide virtual simulations, and to help students to learn from real-world examples.

HOW CAN WE USE AI TO ENHANCE OUR RESEARCH AND DEVELOPMENT?

AI is a powerful tool that can be used to enhance research and development. It can be used to create personalised learning experiences, to provide instant feedback, and to help students to learn at their own pace. AI can also be used to create interactive learning environments, to provide virtual simulations, and to help students to learn from real-world examples.

Whether we are students, academics or practicing engineers, we need to recognise when and how AI tools can be used effectively, and how to design systems which use AI to their advantage

FIND AND SHARE GOOD RESOURCES

Within any organisation, there are individuals who are following AI advancement with excitement and are keen to share. Consider chemical engineering eg to computer science or other fields, to find a person who can point you to their appropriate resources. For example, the University of Queensland's new AI Centre is an excellent resource for those who want to learn more about AI. For those of you who have an interest in AI, this is your chance; start connecting and sharing with your colleagues.

BEWARE OF AI'S LIMITATIONS, ESPECIALLY BIASES AND RISKS

AI's susceptibility to biases and hallucinations raises ethical concerns in chemical processes, especially regarding safety. The lack of transparency in AI decision-making could compromise safety protocols in hazardous operations. As Dr David Nelson et al reported in their article in *Frontiers in Chemical Engineering* on generative AI, collaboration with industry and regulators is essential to establish clear guidelines for ethical and secure AI use.

WHERE DO WE GO FROM HERE?

Whether we are students, academics or practicing engineers, we need to recognise when and how AI tools can be used effectively, and how to design systems which use AI to their advantage. Many have already adapted AI to automate processes that were resource-intensive and time-consuming. However, this does not negate the need for our chemical engineering skills. It's more important than ever that chemical engineers have the fundamental skills to check and verify any work (whether from AI or other sources), and to apply critical thinking to AI outputs. How we educate chemical engineering students, building upon their existing knowledge, creativity, and communication skills are more important than ever, as AI's role in engineering grows.

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IChemE

The Chemical Engineer

is the principal brand for influencing, connecting with, and driving lead generation across the chemical, process and biochemical engineering sectors



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As the membership magazine of the Institution of Chemical Engineers (IChemE), it engages more than 30,000 chemical, biochemical, and process engineers in print and across our digital media platforms.

With the highest circulation of the process industry press, we have the largest, most qualified and most valuable audience. We can build the perfect campaign to raise your profile, deliver lead generation or a combination of objectives.

The Chemical Engineer
30,113

Members of IChemE

Process
Engineering
Control &
MANUFACTURING
c. 15,000*

Process & Control
APPLICATIONS | PRODUCTS | SOLUTIONS
10,440*

PROCESS
ENGINEERING
6,000[◇]

The Chemical Engineer remains the most-read chemical and process publication

The Chemical Engineer provides you with unparalleled access to the global engineering community through our multiple channels, including print, digital, email, social media, and events.

We gave readers a list of engineering titles and asked if they could read only one, which would they choose:

88%

would choose to read *The Chemical Engineer*

8% Process Engineering

2% Process & Control

1.3% Process Engineering Control & Manufacturing

<1% Process Industry Informer

93%

of issues are sent to the home address of readers

92%

of readers read every issue

* Print circulation figures as available at time of publishing
◇ Digital-only circulation at time of publishing

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The Chemical Engineer

Reader profile – purchasing power

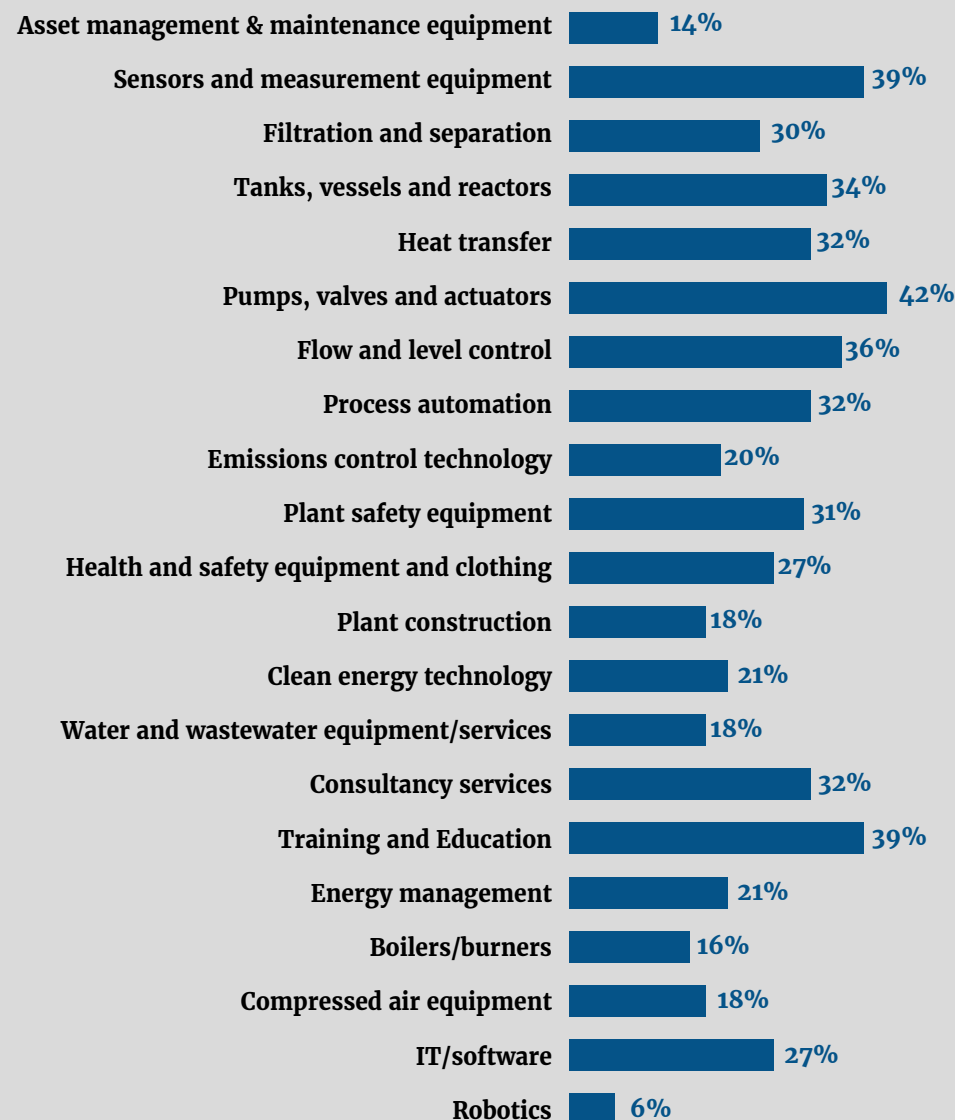


£25.9m

Asked "how much does your company/division spend on chemical engineering products and services per year" the mean average was £25.9m

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We asked readers: Which process engineering products and services are you planning on purchasing in the next 12 months?



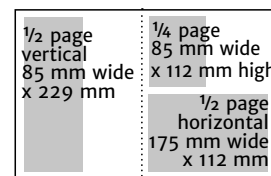
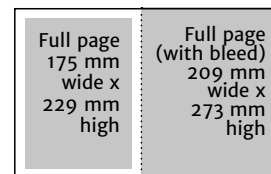
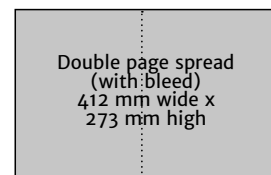
From a 2023 survey of 865 readers

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The Chemical Engineer

Print display advertising – rates and specifications



The Chemical Engineer magazine

- ✓ Double page spread £4,495
 - Type area: 378 x 229 mm
 - Trim size: 406 x 273 mm
 - Bleed size: 412 x 273 mm

- ✓ Full page £2,495
 - Type area: 175 x 229 mm
 - Trim size: 203 x 267 mm
 - Bleed size: 209 x 273 mm

- ✓ Half page £1,495
 - Horizontal: 175 x 112 mm
 - Vertical: 85 x 229 mm

- ✓ Quarter page £895
 - 85 x 112 mm

Inserts

Multiple options

- ✓ For example:
 - full UK run (up to 10g)
 - Price on application

Belly band

Multiple options

- ✓ Price on application

Forward features

February – issue 1,004

Safety
New energies

March – issue 1,005

PFAS
Critical minerals

April – issue 1,006

Nanotechnology
Water and wastewater

May – issue 1,007

Mining, minerals and metals
Biotechnology

June – issue 1,008

Food and drink
Nuclear

July/August – issue 1,009/1,010

Oil and gas
Modelling and simulation

September – issue 1,011

Education
Refining

October – issue 1,012

Pharmaceuticals
Catalysis

November – issue 1,013

Chemicals
Industrial and speciality gases

December/January – issue 1,014/1,015

Consumer goods
Pulp and paper

Consultants,
Contractors &
Suppliers Guide
in this issue

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Display advertising – sponsored content



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Press releases, sponsored content and advertorials

We understand that there is a wealth of supplier-focused content which is of huge interest to our audience. However, our editor will only focus on independent and thought-leading news and articles curated by the editorial team.

Therefore, we have created several propositions which enable this content to be presented to and consumed by our audience in print, digital and email formats. All offer considerable value by enjoying significant engagement while also aligning with *The Chemical Engineer*.

Make sure your content is published to the most respected and valuable audience in the process and chemical engineering sector.

Print option

Full Page Advertorial £2,495 + VAT

- Type area: 175 x 229 mm
- Trim size: 203 x 267 mm
- Bleed size: 209 x 273 mm

Guidelines: The page must be tagged as 'Advertising Feature' or 'Sponsored Feature' and cannot mimic the style or font of the magazine itself.

We suggest no more than 600 words supported by one or two images be supplied to our in-house design team for layout and proofing.

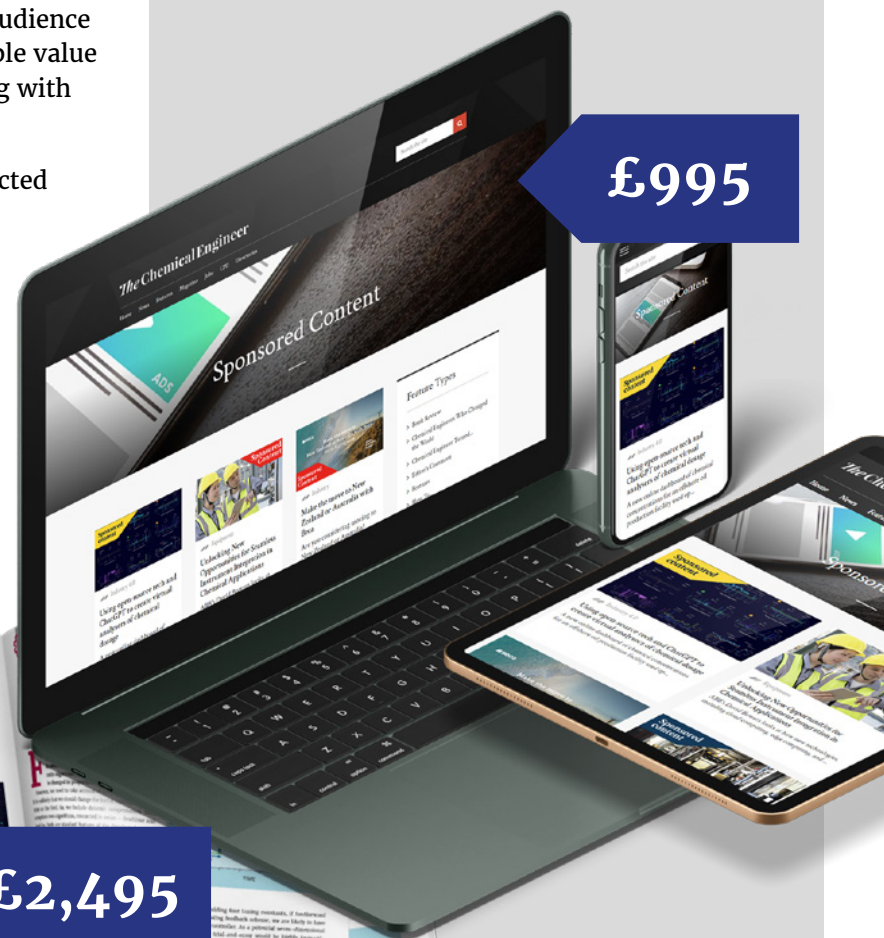


Digital option

Sponsored feature on *The Chemical Engineer* website £995 + VAT

Guidelines: Maximum of 600 words supported by one large image (720 pixels by 405 pixels).

The article will have a 'Sponsored Content' flash.



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Digital display advertising – rates and specifications



£995

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The Chemical Engineer online

Our website www.thechemicalengineer.com contains daily news, in-depth features, whitepapers, webinars, latest jobs and our digital *Consultants, Contractors & Suppliers Guide*, together with display advertising opportunities and an archive of past issues.

Readers can keep up to date with the latest news by subscribing to the weekly email newsletter, following *The Chemical Engineer* company page on LinkedIn and 'liking' *The Chemical Engineer* magazine on Facebook.

Average monthly page views: 72,600

Average users per month: 37,750

Weekly newsletter subscribers: 7,800



£495

Website

Type of advert	Dimensions (Width x Height)	Price
Leaderboard	728 x 90 pixels 320 x 50 pixels (mobile)	£600/ month
MPU	300 x 250 pixels	£450/ month
Sponsored Feature	To include 600 words max plus one image 720 x 405 pixels with a 'sponsored content' flash Article will be shared on weekly email newsletter to boost engagement.	£995
Banner	540 x 250 pixels 260 x 150 pixels (mobile)	£495

E-newsletter

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Digital display advertising – solus emails



Solus email packages

Sponsored dedicated emails sent to **over 17,000** IChemE process and chemical engineering professionals. Using *The Chemical Engineer* masthead, our solus emails enjoy open rates frequently **in excess of 40%**, helping to establish your company, products or services within the chemical engineering sector. We will provide you with open and click-through stats one week after your email has been sent.

How it works

- ✓ Book the email and define the audience a minimum of two weeks ahead of the scheduled send date
- ✓ We require you to submit the email at least one week ahead of the send date
- ✓ Preferred maximum width of your email is 600px
- ✓ Animated gifs are not accepted
- ✓ No background images or image maps
- ✓ Image resolution should be set to 72 dpi
- ✓ Image file size no more than 100–200kb
- ✓ Images must be included as png files or linked to an online address
- ✓ Total file size must be less than 1mb
- ✓ *The Chemical Engineer* commercial partners banner will go at the top of the email design
- ✓ A proof will be supplied before the email is sent to gain your approval
- ✓ Full approval must be given three working days before the email send date
- ✓ A link to your privacy policy must be displayed on the email



Package pricing (price per email)

1	£1,750 + VAT
3	£1,575 + VAT
6	£1,400 + VAT
12	£1,225+ VAT

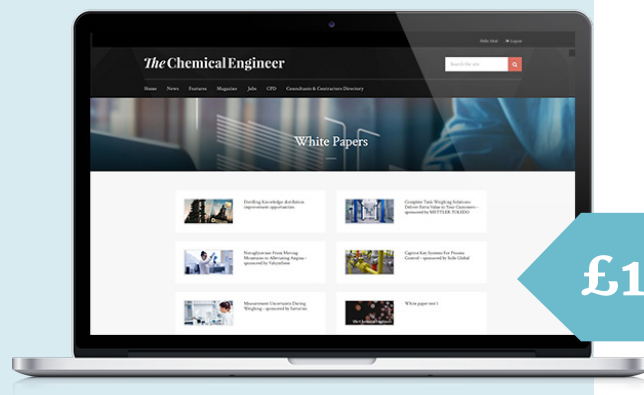
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The Chemical Engineer

Digital opportunities – webinars and white papers



Webinars

We welcome webinars on any chemical engineering-related topic. Partnering with *The Chemical Engineer* offers you a cost-effective webinar solution, delivering a highly engaged and qualified audience.

We provide you with the build, hosting, landing page, production, promotion and distribution.

Our editor can provide guidance on subject matter, help emphasise key USPs and will manage the Q&A and wrap up sessions for you.

The average number of webinar registrants is 211.

The webinar will take place as a live 1-hour webcast and will also be hosted on our website after the event.

White papers

Hosting your white paper on *The Chemical Engineer* will deliver you a highly valuable engaged and qualified audience.

We provide the promotion and hosting platform (for 1 month) together with data capture expertise and will pass on leads generated.

£1,750

Testimonial

“ JMP produces a number of high quality, technical webinars with our sector leading partners throughout the year. We have found the levels of engagement and interest that we develop with IChemE members through the learning platforms and promotions to be of a consistently high quality.”

£6,000



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Consultants & Contractors Guide



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Premium package

£2,950 plus VAT, to include:

- ✓ A double page spread (1 x full page advert & 1 x full page company profile with logo in the print edition of the guide). Specifications for full page advert – type area: 144 x 214 mm, trim: 168 x 238 mm, bleed: 174 x 244 mm
- ✓ Premium supplier status entry (appearing at the top of the listings) on the digital guide
- ✓ Full company profile (up to 25 lines of text and unlimited links)
- ✓ Company logo on digital guide

Full page package

£2,250 plus VAT, to include:

- ✓ Full page advert in the print edition of the guide. Specifications for full page advert – type area: 144 x 214 mm, trim: 168 x 238 mm, bleed: 174 x 244 mm
- ✓ Highlighted supplier status entry on the digital guide
- ✓ Company profile (up to 20 lines of text and 3 links)
- ✓ Company logo on digital guide

Half page package

£1,500 plus VAT, to include:

- ✓ Half page advert (144 x 214 mm) in the print edition of the guide
- ✓ Highlighted supplier status entry on the digital guide
- ✓ Company profile (up to 10 lines of text and 1 link)
- ✓ Company logo on digital guide

Quarter page package

£995 plus VAT, to include:

- ✓ Quarter page advert (70 x 105 mm) in the print edition of the guide
- ✓ Enhanced supplier entry on the digital guide
- ✓ Company profile (up to 5 lines of text and 1 link)
- ✓ Company logo on digital guide

Basic entry plus logo package

£360 plus VAT, to include:

- ✓ Basic entry in print edition of the guide
- ✓ Basic entry and 30-word profile on the digital guide
- ✓ Company logo on digital guide



Feature examples

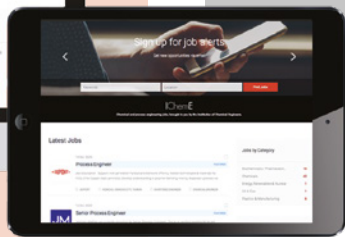
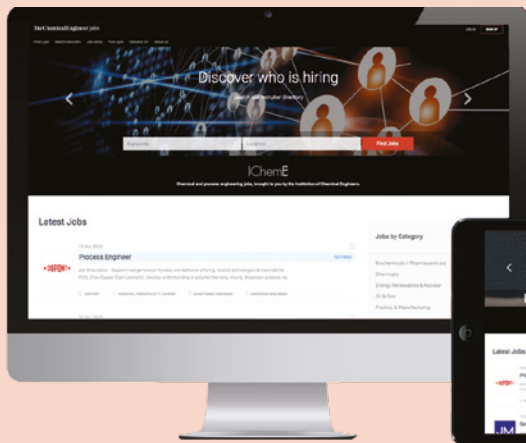
- ✓ **Vendor Viewpoint:**
Unlocking Constrained Projects for a Greener Future
- ✓ **Process Consulting and the Problem with AI-fed 'Experts'**
- ✓ **Customer Viewpoint:**
IChemE Forms of Contract
- ✓ **Navigating IR35 in the Engineering Sector**

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IChemE

The Chemical Engineer

Recruitment advertising – rates and specifications



Standard listing

A four-week job post on *The Chemical Engineer* jobs site. Standard jobs appear in the job search results. Their position is determined by the search executed (eg location) or by the date posted. A cost-effective way to find highly qualified staff.

£575

Featured listing

A featured listing offers superior exposure of your advert to jobseekers. They appear more frequently and will be highlighted at the top of your selected specialism. It will also include a home page button that allows the candidates to directly access your page.

£775

Premium job & 1/4 page in the magazine

Do you want to get the highest reach of IChemE-qualified applicants?

What do you get?

- ✓ Featured Job Listing (1 month)
- ✓ Quarter page advert in *The Chemical Engineer* magazine

£1,150



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email: tcejobs@media-shed.co.uk

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IChemE

The Chemical Engineer

Digital recruitment advertising – rates and specifications



Standard listing – £575+VAT
Featured listing – £775+VAT

Four weeks on **The Chemical Engineer Jobs Board**. We can have roles live on the site within one working day, with two options for upload. Send us your text, logo and response link for the job or simply create an account and post yourself!

Branded solutions

MPU

Home page animated campaign lasting one week that links through to any number of vacancies

£250

Targeted solutions

Targeted email

Target up to 1,300 active job seekers by level, location, salary and discipline

£450

Job level search

Ensure your job is at the top end of any relevant search by specialism

£200

Sponsored keyword

Sponsor up to 5 keywords to ensure your job is at the top of any relevant search

£200

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Loss Prevention Bulletin

Loss Prevention Bulletin is the leading source of process safety case studies, with a 40-year archive of lessons learned from accidents. We can offer sponsorship, cover positions and advertisements in this key publication, published 6 times per year.

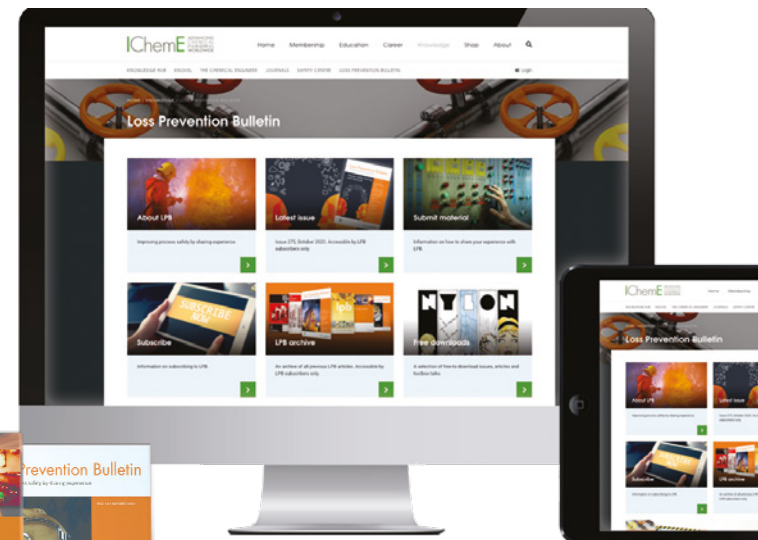
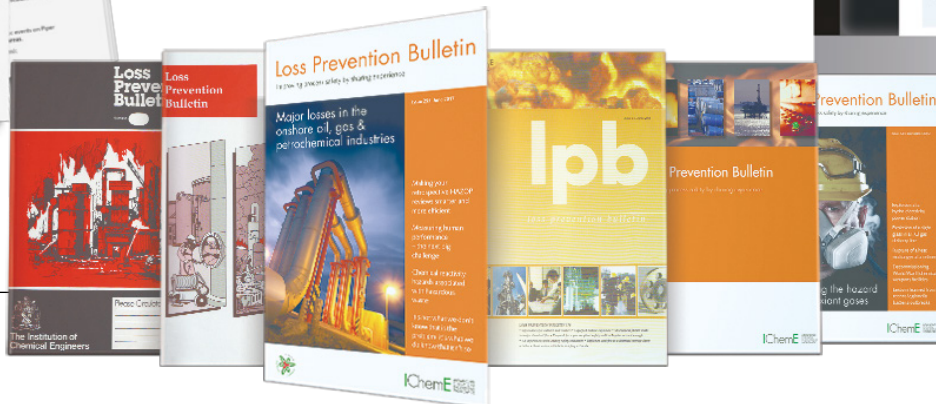
First published by IChemE in 1974 in response to the disastrous explosion at Flixborough, the *Loss Prevention Bulletin (LPB)* provided a way for the process industries to share information on accidents with the intention that other organisations could learn the same process safety lessons without repeating the same mistakes.

As well as covering major accidents, such as Bhopal, Seveso, Piper Alpha, Texas City and Buncefield, it regularly includes less well known incidents and near-misses whose details are not widely available elsewhere.

LPB includes case studies and technical articles demonstrating the hazards of real processes and plants and offering practical advice on specific hazards, process safety management systems and good safety practice. All case studies and articles are reviewed by an editorial panel of experienced safety professionals.

Loss Prevention Bulletin (LPB) journal
Every two months, available to all members

- ✓ **Full page £1,200**
 - Type area: 175 x 247 mm
 - Trim size: 210 x 297 mm
 - Bleed size: 216 x 303 mm
- ✓ **Half page £695**
 - Horizontal: 175 x 121 mm
 - Vertical: 84 x 247 mm
- ✓ **Sponsorship**
Multiple options, price on application



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