



# The Chemical Engineer Media Pack 2026



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

# IChemE

## The Chemical Engineer

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



As the membership magazine of the Institution of Chemical Engineers (IChemE), it engages more than 31,000 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.

Our readers...

31,203

Members of IChemE

4th largest UK PEI

36% of members are Chartered

Global reach of 120 countries

23% of members are female – the highest percentage of all PEIs

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.

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



90%

of The Chemical Engineer readers agree or strongly agree that TCE articles are practicable, relevant and/or engaging



92%

of issues are sent to the home address of readers

94%

of readers read every issue

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MEDIA SHED

# The Chemical Engineer

## Reader profile – purchasing power

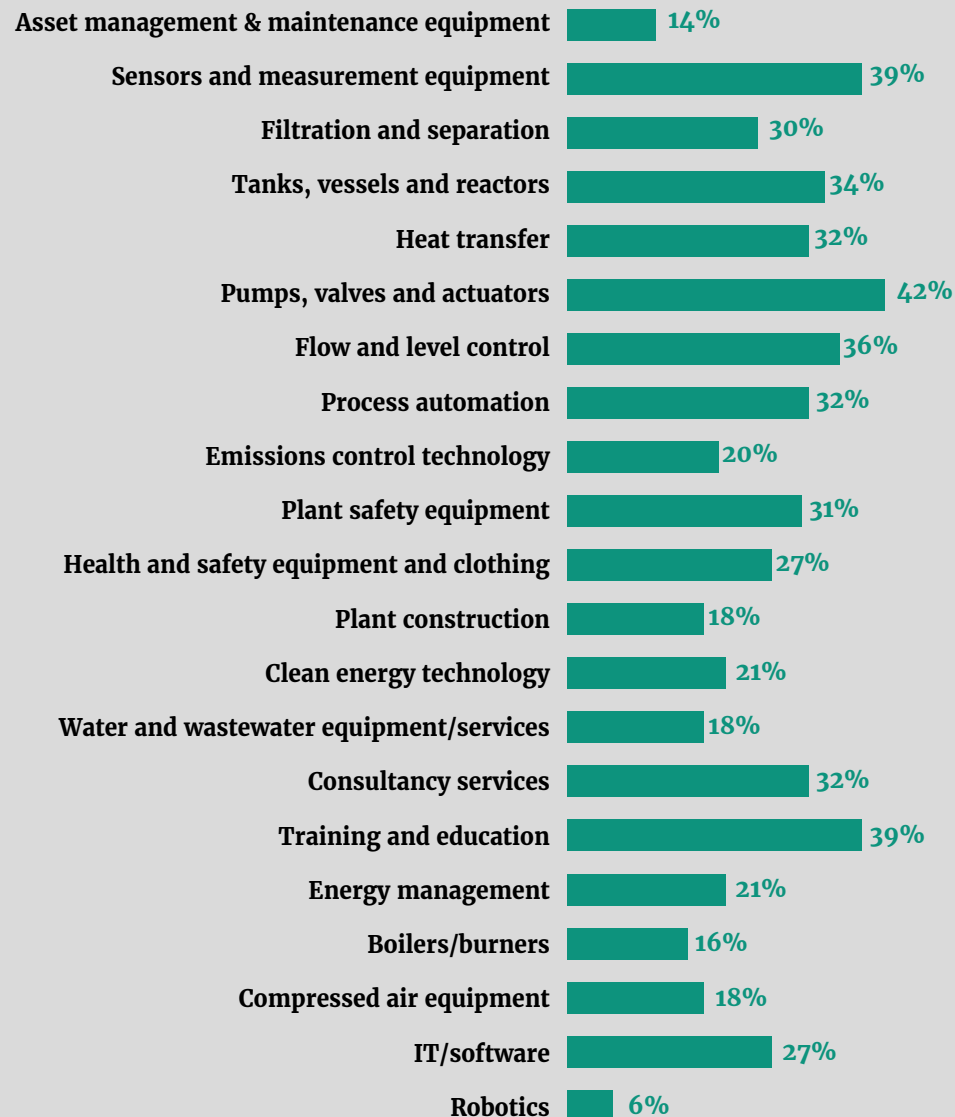


**£25.9m**

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

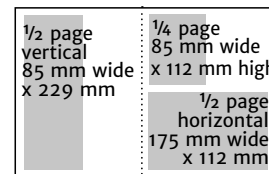
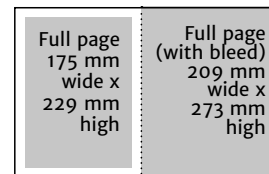
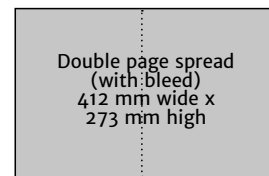
# The Chemical Engineer

## 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 1,016

Plastics  
Environmental protection

#### March – issue 1,017

Food & drink  
Agriculture

#### April – issue 1,018

Process control special

#### May – issue 1,019

Nuclear

#### June – issue 1,020

Sport  
Pharma

#### July/August – issue 1,021/1,022

Malaysia

#### September – issue 1,023

Offshore  
Water

#### October – issue 1,024

Circular economy  
Green tech

#### November – issue 1,025

Reskilling, retraining, education  
Teesside, UK

#### December/January – issue 1,026/1,027

Transport/travel  
ICI remembered

Consultants & Contractors Guide in this issue

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# IChemE

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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.



£995

£2,495

**MEDIA SHED**

## The Chemical Engineer

### Digital display advertising – rates and specifications



£995

### The Chemical Engineer online

Our website [www.thechemicalengineer.com](http://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.

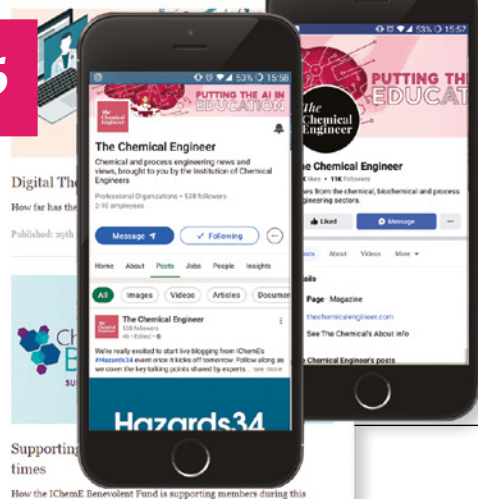
Average monthly page views: 36,415

Average users per month: 19,912

Weekly newsletter subscribers: 3,646

Chemical and process engineering news and views, brought to you by the Institution of Chemical Engineers. As well as email alerts, you can follow us on Facebook and Twitter. Click on the links below to read the full stories.

#### Recommended Features



£995

### 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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email: [tceads@media-shed.co.uk](mailto:tceads@media-shed.co.uk)



# The Chemical Engineer

## Digital display advertising – solus emails



### Solus email packages

Sponsored dedicated emails sent to **over 15,000** IChemE process and chemical engineering professionals. Using *The Chemical Engineer* masthead, our solus emails enjoy open rates frequently **in excess of 35%**, 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



**£1,750**

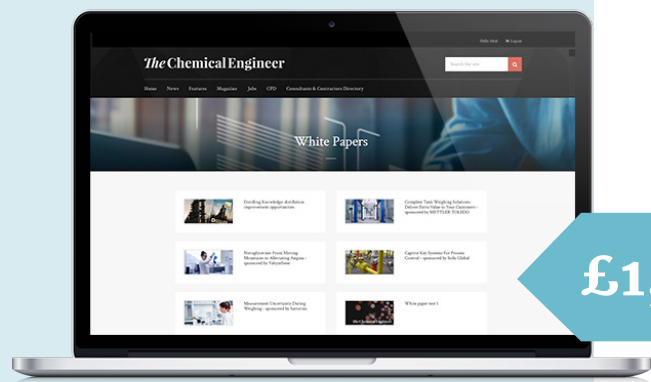
#### Package pricing (price per email)

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



£1,750

### 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 one-hour webcast and will also be hosted on our website after the event.

**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. ”

### White papers

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

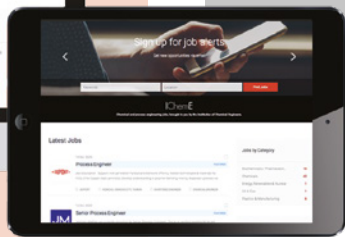
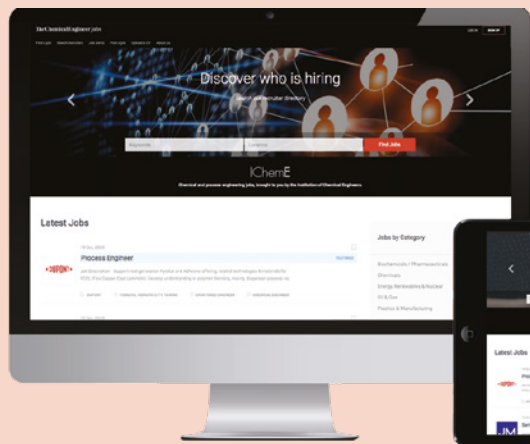
We provide the promotion and hosting platform (for 1 month) together with data capture expertise and will pass on leads generated.

£6,000



# 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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# 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.**

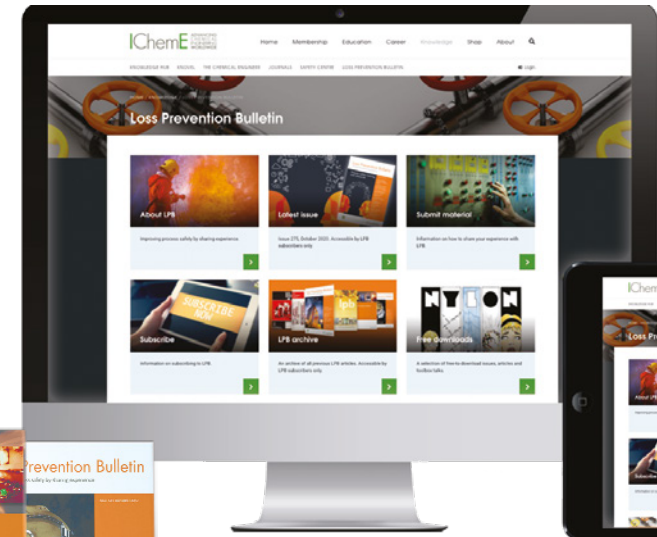
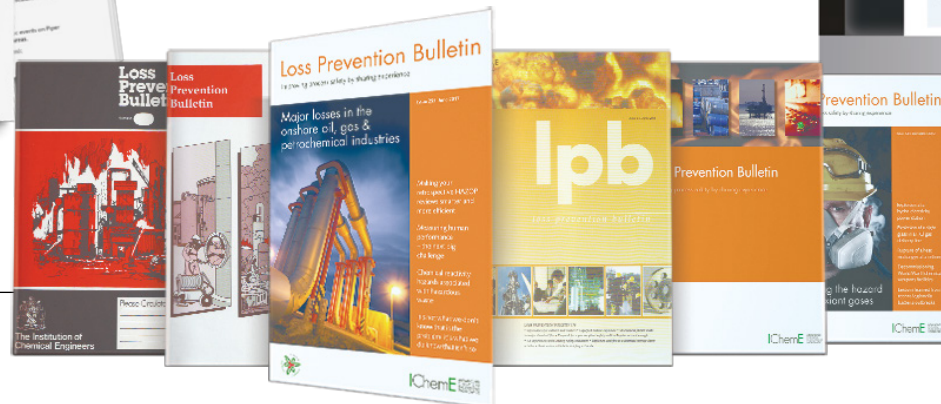
First published by IChemE in 1974 in response to the disastrous explosion at Flixborough, the *Loss Prevention Bulletin (LPB)* provided a way for the process industries to share information on accidents with the intention that other organisations could learn the same process safety lessons without repeating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