

tce



Want to get noticed
by the chemical
engineering
community?

MEDIA PACK 2012

The Chemical Engineer (*tce*) is the principal magazine for chemical, process, biochemical and related engineers.



tce is the leading title for the chemical, process and related engineering communities, and is the official magazine of the Institution of Chemical Engineers (IChemE). With industry news, features and interviews, *tce* also contains the most comprehensive recruitment and display advertisement sections of the process industry press.

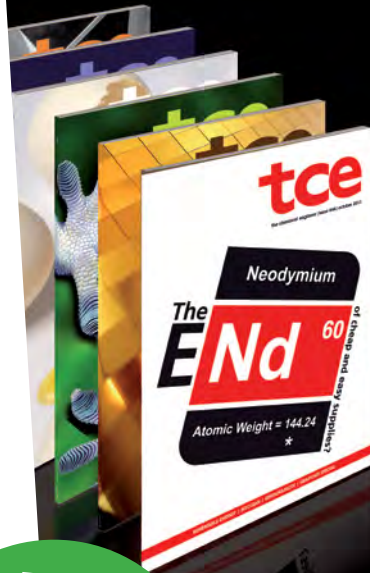
why *tce*?

- ✓ *tce* is widely-read by those working in the chemical, process and related industries on a truly international scale
- ✓ A primary vehicle for process industry advertising worldwide, *tce* offers exceptional value to advertisers, providing unparalleled access to the global process engineering community
- ✓ Every display and recruitment advert placed in the print circulation of *tce* will also appear on our website www.tcetoday.com as part of the digital magazine
- ✓ *tce* remains the first choice for chemical, process, biochemical, and related engineering advertising

recruiting? look here first...

tce is the leading source of chemical, process and biochemical engineering vacancies.

Ideal for undergraduates hunting for their first job, or the more experienced chemical engineer searching for a fresh challenge, *tce* contains international vacancies at every level.



Four out of five members of IChemE read every issue of *tce*, whether they work in oil and gas, pharmaceuticals, petrochemicals or food and drink

ABOUT
tce



tce online

Our magazine website [tctoday.com](http://tcetoday.com) features daily news, recruitment, and a searchable pdf archive going back to 2000.

Subscribers, including entire academic institutions, can also access *tce* digital – an interactive and user-friendly version of *tce* magazine.

Users can contact authors, apply for jobs or access supporting resources at the click of a mouse.

stay ahead of the news

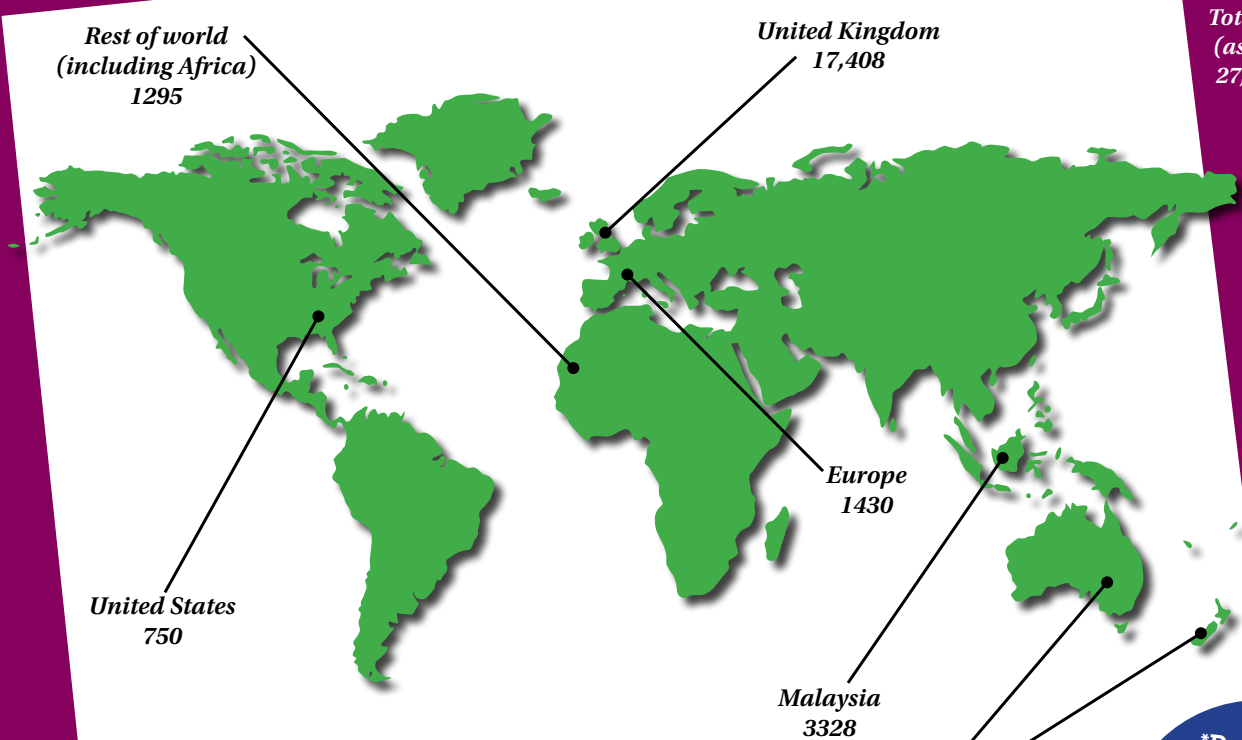
Email alerts and RSS feeds deliver the latest news and job updates directly to your inbox.

Follow us on **Facebook**: search for **The Chemical Engineer**, 'like' our page and have news items automatically delivered to your news feed as they're published.

job e-alerts

Subscribers to *tce* online can get job news first and fastest at tctoday.com by signing up for our job e-alerts.





Total circulation
(as of Nov 2010)
27,921

circulation figures

The Institution of Chemical Engineers has members across more than 120 countries. *tce* is circulated worldwide to all these members plus individual and institution subscribers. The latest circulation figures as verified by the Audit Bureau of



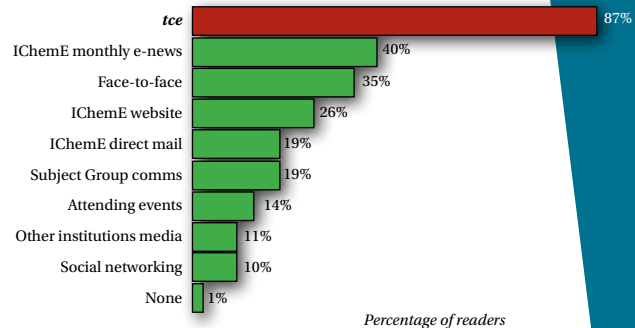
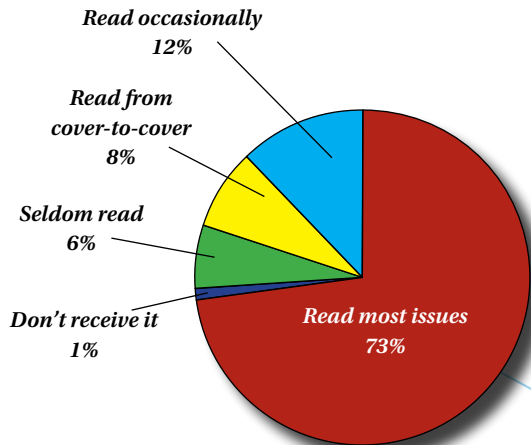
Circulations are available at www.abc.org.uk

***Reaching Australia**
tce is also circulated to the 6000 members of the Royal Australian Chemical Institute

readership industry sectors and salaries

A recent reader survey showed that:

- ✓ **tce** enjoys a consistently high level of readership across all territories, industry sectors and age groups
- ✓ 8 out of 10 IChemE members are regular readers
- ✓ **tce** is the preferred communication channel for keeping in touch with developments affecting the profession



Percentage of readers

(above) preferred channels of communication

87% of **tce** readers use it for keeping in touch with developments in the chemical engineering profession

(left) reader engagement

81% of IChemE members are regular readers of **tce** magazine





recently
featured in
tce magazine?

Did you know pdf files of
published articles can be
made available for authors
to distribute for just
£100 per article?

½ page vertical 90 mm wide x 260 mm high	½ page horizontal 185 mm wide x 130 mm high
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¼ page 90 mm wide x 130 mm high	¼ page strip 185 mm wide x 65 mm high
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Full page 185 mm wide x 265 mm high	Full page (with bleed) 216 mm wide x 303 mm high
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Double page spread (with bleed) 426 mm wide x 303 mm high
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copy requirements

Final material for display/recruitment advertising to be supplied as either:

- High-resolution press-ready PDF (preferred)
- EPS files with fonts converted to outlines/curves
- TIFF files at 300 dpi at full size (CMYK)
- JPEG files at 300 dpi at full size (CMYK)
- InDesign files packaged with linked images and fonts

For web advertising all logos and banners should be supplied as JPEG or animated GIF files (no flash).

All artwork to be supplied via email to:

Michael Bubb/Lindsey Mawby

IChemE, Davis Building, Railway Terrace,
Rugby, Warks, CV21 3HQ, UK

e: tceadvertising@icheme.org

t: +44 (0)1788 578214

display

mechanical data

	(width x height)
page type area	185 x 265 mm
page bleed size	216 x 303 mm
page trim size	210 x 297 mm
half-page horizontal	185 x 130 mm
half-page vertical	90 x 260 mm
quarter-page	90 x 130 mm
quarter-page strip	185 x 65 mm

recruitment/classified

column height	260 mm
single col width	42 mm
two col width	90 mm
three col width	137 mm
four col width	185 mm

product boxes

each box 50 mm x 90 mm (to include up to 100 words of text + one picture/logo)

www.tcetoday.com

tcetoday web advertising

Banner adverts can be static image or animated gif. Format to be discussed in advance, as the number of animated banners appearing on one page at any time will be capped.

Horizontal banner strip: 555 px wide x 100 px high

Small box advert: 170 px wide x 135 px high

Medium box advert: 170 px wide x 290 px high

Large box advert: 170 px wide x 440 px high

job advertising

When booked in conjunction with a print advert, for a **10% surcharge** your vacancy will appear on tcetoday.com's searchable job section and can also be booked as the 'featured job' for a small charge. Web banners may also be booked providing advertising is taken in the print version.

IChemE e-newsletter

Banner space is also bookable on IChemE's monthly email newsletter that goes out to around 33,000 members.

For further information contact :

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web advertising

The screenshot shows the tcetoday.com website interface. At the top is the 'tce today' logo and the IChemE logo. Below the header is a navigation bar with a search box and a date: 'Tuesday 15 November 2011 - The Chemical Engineer...news and jobs for the process industries brought to you by the Institution of Chemical Engineers'. The main content area is divided into several sections:

- Members' area:** Includes fields for Membership/Ref No, Pin/Password, and a LOGIN button. Below the login button are links for 'Forgotten login?', 'Change password', and 'IP Login 195.153.192.86'.
- Links:** A list of navigation links including Home, Latest news, Jobs, Consultants & contractors, Chemengers who changed the world, Email alerts, Advertising, Contact us, RSS news feed, and Subscribe e-tice.
- Latest news:** Features an article titled 'NASA makes blackest ever coating' with a small image of a coating. The text describes researchers at NASA's Goddard Space Flight Center developing a black carbon nanotube coating. A list of other news items follows: 'Oleo and oil to boost Malaysia', 'Dawkins opens interface lab', 'Galp and Sinopec join forces in Brazil', 'Petronas and Shell agree EOR deal', and 'FutureGen 2.0 on unsteady ground'. A 'More news stories >>' link is at the bottom.
- Latest Jobs:** Lists several job openings such as 'Senior and Principal Process Engineers - Tesside, UK', 'Dynamic Simulation Engineers - London', 'Senior Process Engineer - Aberdeen, UK', 'Process Engineer - Abingdon, Oxfordshire', 'Senior Chemicals Research Analyst - London, UK', 'Process Engineers - all levels - Woking, UK', 'Senior (Principal) Process Engineer - London, UK', 'Process Engineers - London, UK', 'Senior or Principal Safety & Risk Consultant - UAE', and 'Senior (Principal) Process Engineer - Croydon, UK'. A 'More jobs >>' link is at the bottom.
- Featured Job:** A box for 'Professional Chemical Engineers Scotland' from INEOS, one of the largest independent global chemical companies, seeking highly motivated chemical engineers with relevant experience in manufacturing or petrochemicals operations to play a key role in the delivery and support of growth in our business.
- Small box advert:** A green box with the text 'Don't let the wool be pulled over your eyes. Detect and avoid cyber threats. BeCyberSecure.com'.
- Horizontal banner strip:** A green box with the text 'Horizontal banner strip: 555 px wide x 100 px high'.
- tcet digital mag:** A small image of a magazine cover titled 'Blood, Water, Hazards Asia Pacific, Awards Supplement'.
- Magazine archive:** A small image of a magazine cover titled 'tce news tce tce'.
- Large box advert:** A green box with the text 'Large box advert: 170 px wide x 440 px high'.
- Medium box advert:** A green box with the text 'Medium box advert: 170 px wide x 290 px high'.

At the bottom of the page, there are social media icons for Facebook (42), Twitter (7), LinkedIn (1), and YouTube (1). Below these are the copyright notice '© Institution of Chemical Engineers 2011' and a link to 'Terms and Conditions'.

These advert spaces are available on our home page, job page and news pages.

Turn the page for our rates

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classified advertising and product boxes

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Lindsey Mawby/

Michael Bubb

advertising production

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design packages
tce can lay out your advertisement for approval prior to publication, and can design your web advertising too. Prices start from £50 for a web banner.

display

DPS colour	£4995
full-page colour	£2595
half-page colour	£1595
quarter-page colour	£995
special positions	
inside front cover	+ 10%
inside back cover	+ 10%
outside back cover	+ 15%
centre spread	+ 15%

All advertisements in the print magazine will also appear in the online digital edition, with your advert linked to your website.

classified

£27 per single column cm (with a minimum of 3 cm)

product boxes

90 mm x 50 mm £95

insert rates

total UK circulation	£1595
(approx 17,500 copies)	(up to 10 g)
total non-UK circulation	£1000
(approx 10,500 copies)	(up to 10 g)
bound inserts/outserts	Price on application
weight over 10 g	Price on application

recruitment

per single column cm	£68
full page	£7072
half page	£3536
quarter page	£1768
four colour surcharge	+15%
spot colour surcharge	+10%
inclusion on tcetoday.com	
searchable jobs section	+10%
inclusion on tcetoday.com	
as featured job*	£450

web advertising on tcetoday.com
Display banner from £350 per 30 days
Featured job £450*

IChemE e-newsletter
Banner on monthly email to ICHEM members
£1500 per issue

* Featured job available only when booked in conjunction with a print advert

ISSUE	FEATURE PROPOSALS BY	ADVERT COPY DEADLINE	MAILING DATE	FEATURES
FEBRUARY issue 848	11 November	17 January	24 January	process safety, paints, coatings & pigments, process intensification, energy efficiency
MARCH issue 849	18 November	21 February	28 February	nuclear, chemical engineering teaching, advanced materials, packaging
APRIL issue 850	3 January	20 March	27 March	<i>includes careers supplement</i> oil & gas, gasification, membranes, filtration & separation
MAY issue 851	20 January	17 April	24 April	food & drink, process simulation & optimisation, computational fluid dynamics, commissioning & project management, mixing & blending
JUNE issue 852	24 February	22 May	29 May	petrochemicals, emission control, renewable energy
JULY issue 853	23 March	19 June	26 June	<i>includes consultants & contractors file</i> metals & mining, olympic technologies, sensors & instrumentation
AUGUST issue 854	20 April	17 July	24 July	<i>includes graduates supplement</i> water treatment & supply, human factors, textiles & fibres
SEPTEMBER issue 855	25 May	21 August	28 August	sustainability, nanotechnology, decommissioning and remediation / bioremediation, reactor design
OCTOBER issue 856	22 June	18 September	25 September	<i>includes special interest group supplement</i> pulp & paper, energy storage, waste management & minimisation, catalysis
NOVEMBER issue 857	27 July	23 October	30 October	<i>includes awards supplement</i> process safety, engineering for the developing world, process automation & control, cleaner fossil fuels
DEC/JAN issue 858/59	7 September	4 December	11 December	pharmaceuticals & medicine, white biotechnology, chemical engineers who changed the world, pumps & valves

For more editorial information contact: Adam Duckett, deputy editor, *ice*
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e: aduckett@icHEME.org

If you are interested in submitting a feature article for our consideration, please ensure you contact Adam Duckett at least three months ahead of the publication date to discuss your ideas.

IChemE is the professional body representing chemical and process engineers worldwide, with a membership of 33,000. It has offices in Rugby and London in the UK; Melbourne, Australia; Kuala Lumpur, Malaysia; Shanghai, China; and Wellington, New Zealand.



IChemE

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Left (top to bottom): IChemE's offices in Rugby, London, Melbourne, Kuala Lumpur and Shanghai

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IChemE online

IChemE homepage
www.icheme.org

online membership
application for IChemE
www.icheme.org/membership

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whynotchemeng –
IChemE's careers campaign
www.whynotchemeng.com

IChemE ADVANCING
CHEMICAL
ENGINEERING
WORLDWIDE