tce

MEDIA PACK 2013

ABOUT tce

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** and 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

tce ONLINE

tce online

Our magazine website **tcetoday.com** features daily news, recruitment, and a searchable pdf archive spanning 12 years of magazines.

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

Readers can now keep up with ***tce***'s latest news and job alerts by following **@tcetoday** or **@tcetodayjobs** on the microblogging site **Twitter**.

Readers can also receive regular news updates by 'liking' **The Chemical Engineer** page on **Facebook** (**www.facebook.com/tcetoday**) or signing up to daily email alerts on **www.tcetoday.com**.

32% of tcetoday.com users visit for the jobs and news

Job e-alerts

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

tce WORLD CIRCULATION

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**

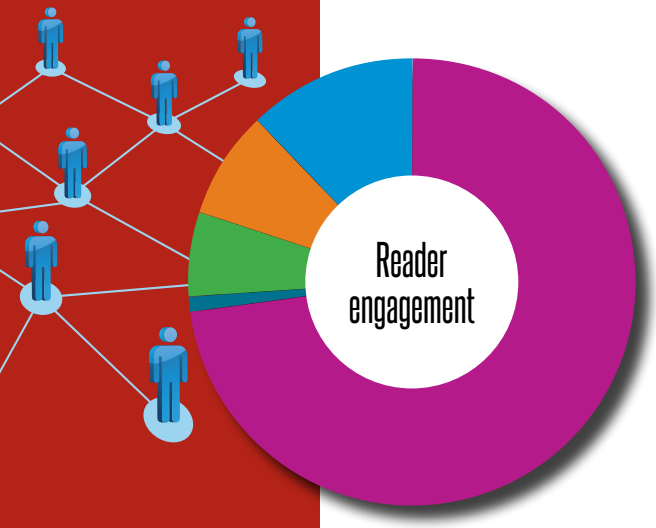
Average total circulation per issue (as of December 2011)

28,845

*Reaching Australia

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

tce READER ANALYSIS



Readership by industry sectors, region and responsibility

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

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

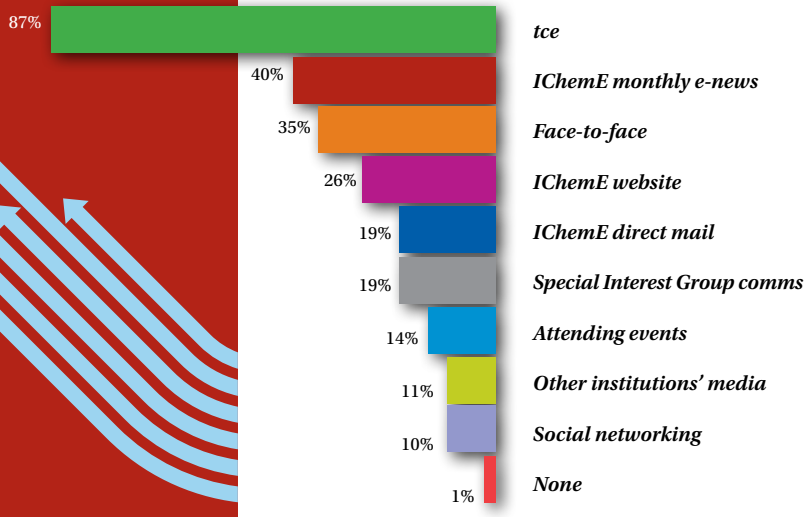
Praise for *tce:*

"*tce* is well balanced, focussed and topical."

"I rely heavily on the news section to get an overview of what's happening worldwide."

tce READER ANALYSIS

Preferred channels of communication *(percentage of readers)*



87%

of IChemE members use *tce* as the preferred method of keeping in touch with developments affecting the profession

53%

of *tce* readers are in a senior/managerial decision-making role at work

Praise for *tce:*

"I'm a mechanical engineer but subscribe to the IChemE too, mainly to get the magazine, it's that good."

"The news section is a must-read for me."

tce ONLINE ADVERTISING

tcetoday.com web advertising

Banner adverts can be static images or animated gifs. 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 142 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

Recruitment banner

When booked in conjunction with a print advert, for a **10% surcharge** your vacancy will appear on **www.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.

Display and job advertising space is available on our home page, job page and news pages.

Electronic newsletters

Display banner

Banner space is also bookable on the three monthly email newsletters sent to around 25,000 members of IChemE.

For web advertising all logos and banners should be supplied as JPEG or animated GIF files (no flash) via email to: tceadvertising@icheme.org

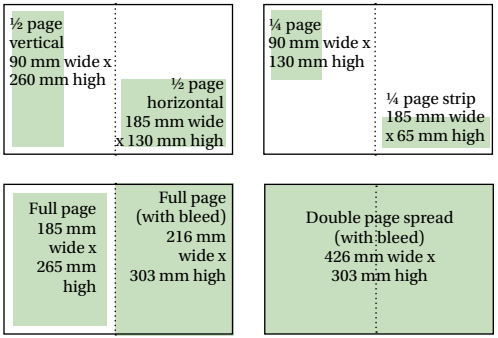
For further information contact :

Nigel Stephens *(web display)*
nigel.stephens@mainlinemedia.co.uk
t: +44 (0)1536 747333

Sophie Malone *(web recruitment)*
sophie.malone@mainlinemedia.co.uk
t: +44 (0)1536 747333

tce PRINT ADVERTISING

Advertisement sizes



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

All artwork to be supplied via email to:

Lindsey Mawby

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 90 mm x 80 mm (to include up to 100 words + one picture/logo)

Recently featured in *tce*?

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

Design packages

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

tce ADVERTISING RATES

Display

double page spread (DPS) colour	£4,995
full-page colour	£2,595
half-page colour	£1,595
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

per single column centimetre (*minimum 3 cm*)	£27

Product boxes

90 mm x 80 mm	£150

Insert rates

total UK circulation *(approx 18,500 copies)*	£1,595 *(up to 10 g)*
total non-UK circulation *(approx 10,500 copies)*	£1,000 *(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	£7,072
half page	£3,536
quarter page	£1,768

four colour surcharge +15%

spot colour surcharge +10%

inclusion on *tcetoday* searchable jobs section +10%

inclusion on *tcetoday* as featured job* £450

Web advertising on tcetoday.com

Horizontal banner strip
555 px wide x 142 px high — £1,150 per month

Small box advert
170 px wide x 135 px high — £350 per month

Medium box advert
170 px wide x 290 px high — £650 per month

Large box advert
170 px wide x 440 px high — £1,150 per month

Featured job £450*

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

IChemE e-newsletter

Banner on member and events email to IChemE members from £1,500 per issue

tce CONTACT DETAILS

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t: +44 (0)1788 534420

tce FEATURES LIST 2013

February issue 860 *(mailed 29 January)*
- Nuclear
- Catalysis
- Formulation
- Pharmaceuticals

March issue 861 *(mailed 26 February)*
- Process safety
- LNG
- Paints, coatings and pigments

April issue 862 *(mailed 26 March)*
- Water treatment and supply
- Decommissioning
- Renewable energy
- Emission control

May issue 863 *(mailed 30 April)*
- Oil and gas
- Human factors
- Fuel cells
- Sensors and instrumentation

June issue 864 *(mailed 28 May)*
- Nuclear
- Nanotechnology
- Project management
- Reactor design

July issue 865 *(mailed 25 June)*
includes consultants and contractors file
- Food and drink
- Computational fluid dynamics
- Personal care industry
- Membranes and filtration

August issue 866 *(mailed 30 July)*
- Process safety
- Biotechnology
- Pulp and paper
- Mixing

September issue 867 *(mailed 27 August)*
- Gasification
- Pharmaceuticals
- Remediation/bioremediation
- Blending

October issue 868 *(mailed 24 September)*
includes graduates supplement
- Petrochemicals
- Process simulation & optimisation
- Chemical engineering teaching
- Heat transfer

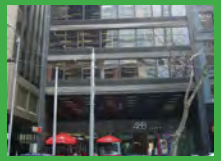
November issue 869 *(mailed 29 October)*
includes awards supplement
- Oil and gas
- Process automation and control
- Commissioning
- Waste management and minimisation

December/January issue 870/871 *(mailed 10 December)*
includes special interest group supplement
- Metals and mining
- Pumps and valves
- LNG

To advertise against any of these features contact:
Nigel Stephens at Mainline Media
t: +44 (0)1536 747333 f: +44 (0)1536 746565
e: nigel. stephens@mainlinemedia.co.uk

For more editorial information contact:
Adam Duckett, deputy editor, *tce*
t: +44 (0)1788 534469 e: aduckett@icheme.org

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



IChemE OFFICES

IChemE is the professional body representing chemical and process engineers worldwide, with a membership of some 36,000. 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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IChemE (China office)

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SCENZ – IChemE (New Zealand office)

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Lambton Quay
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New Zealand

Tel: +64 4 473 4398

IChemE online

IChemE homepage
www.icheme.org

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

IChemE courses
www.icheme.org/shortcourses

IChemE publications
www.icheme.org/shop

IChemE in Australia
www.icheme.org.au

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

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

IChemE ADVANCING CHEMICAL ENGINEERING WORLDWIDE