

# CHEMICAL PROCESSING

JULY-DECEMBER 2024

## AUDIENCE ENGAGEMENT REPORT



# Chemical Processing — Audience Engagement Report

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*Chemical Processing* serves chemical industry professionals who design, operate, maintain and retrofit existing fine, specialty and commodity chemical, petrochemical and pharmaceutical plants. The brand strives to provide practical information that will allow these readers to do their jobs more effectively, make their plants operate more safely and efficiently and sensitize this audience to trends and developments that may impact them.

## AVERAGE MONTHLY REACH



91,941

## COMPANIES THAT ENGAGE



Types of Projects Involved In	%
Instrumentation/Control Systems & Software	46.07%
Valves, Piping, Gaskets, and Seals	41.98%
Pumps, Compressors, Fans, Blowers	41.38%
Mixing/Blending/Size Reduction Equipment	34.68%
Filtration, Centrifugation, Separation	33.86%
Heat Transfer/Exchangers	30.62%
Safety & Security	30.51%
Water/Waste-water Treatment Equipment	28.41%
Motors & Drives	28.07%
Tanks/Vessels/Reactors	28.05%
Materials of Construction/Corrosion Resistant	26.92%
Powder and Bulk Handling	25.56%
Maintenance Equipment/Systems & Software	24.76%
Pollution Control Equipment	24.50%
Manufacturing/Management Software	21.41%
None of the Above	8.10%

Top Industries Served	%
Engineering, Consulting and Related Services	25.16%
Industrial Inorganic Chemicals	11.82%
Petroleum Refining and Related Industries	9.96%
Plastic Materials and Synthetic Resins	9.90%
Pharmaceuticals	9.85%
Industrial Organic Chemicals	6.85%
Miscellaneous Chemical Products	6.45%
Soap, Detergents, Cleaning Preparations	4.52%
Paints, Varnishes, Lacquers, Enamels	3.83%
Agricultural Chemicals	3.23%
Ethanol/Bio-fuels producer	1.36%
Other	7.07%

Buying Team Reach	%
Engineering/Project Management	31.23%
Corporate Management	27.42%
Manufacturing/Production/Operations	24.04%
Research & Development	12.71%
Other	4.61%

The Audience Engagement Report provides an integrated view of the *Chemical Processing* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

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AVERAGE  
MONTHLY SESSIONS



**27,735**

AVERAGE UNIQUE  
MONTHLY VISITORS



**20,580**

AVERAGE MONTHLY  
PAGE VIEWS



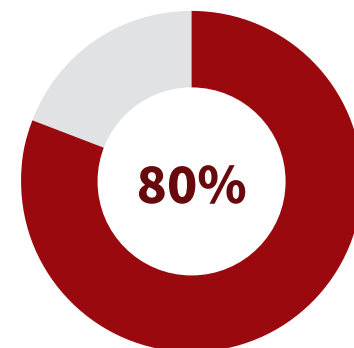
**52,861**

COMBINED SOCIAL REACH

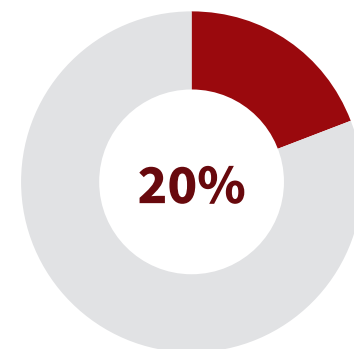


**36,310**

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



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ENEWSLETTER REACH



**27,896**

AVERAGE TOTAL OPEN RATE



**35.93%**

AVERAGE TOTAL CTR



**2.12%**

	Delivered Average	Average Total CTR
CP Morning Briefing	14,052	2.01%
CP Weekly	13,843	2.23%

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### TOP TOPICS



Automation/  
Digitalization



Safety/Security



Environment/Regulations



Asset Management/  
How-To Technical Articles



Industry Trends

### TOP VIEWED ARTICLES

- Deconstructing the Chemical Industry's Skills Gap
- In the Shadow of Physics, a Chemistry Giant Shines
- Boiler and Heat Exchanger Failures: The True Cost of Poor Water Treatment
- Cooling Towers: A Critical but Often Neglected Plant Component – Part 1
- Optimizing Centrifugal Pumps: A Blueprint for Chemical Processing Success
- Regulatory Burdens, Barbie and Taylor Swift Impact the Chemical Industry
- The Chemical Engineer's Guide to Battery Recycling Innovation
- EPA Extends PFAS Reporting Deadline to 2026
- Chemical Industry Counters Terror Threats with Boundary Protection
- Energy Saver: The Organic Rankine Cycle Revolution

### TOP PODCASTS

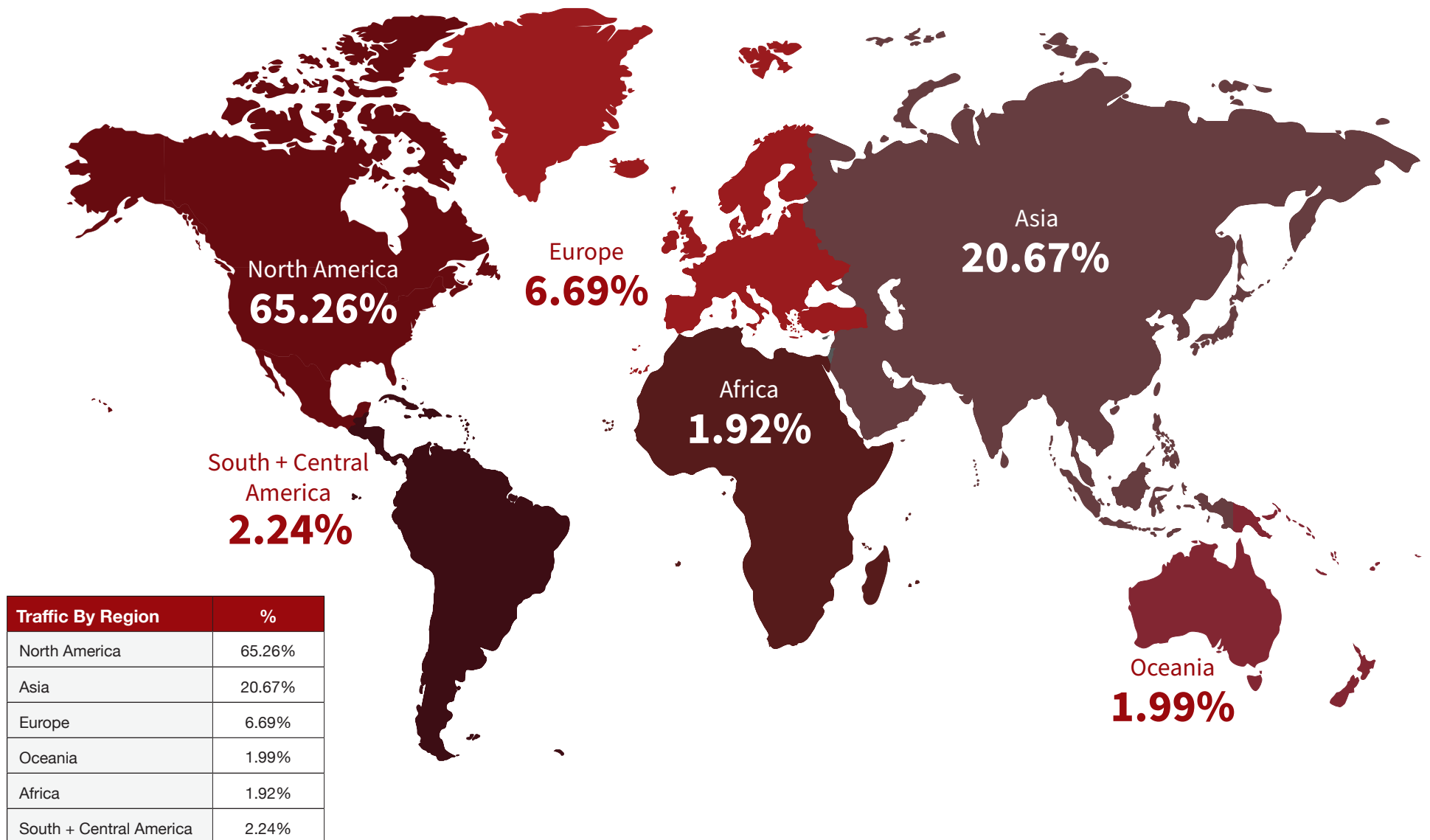
- Lessons Learned from the Explosion at the Phillips Petroleum Complex
- Corroded Pipe Elbow Sparks Explosion, Launches 38,000-lb Shrapnel
- Butterflies of Bhopal -- Lessons Written in Blood
- BASF's Anne Berg Credits an Unplanned Career Path for Her Success
- Fixing Fixation Problems in the Chemical Industry



# Chemical Processing — Traffic by Region

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Traffic By Region	%
North America	65.26%
Asia	20.67%
Europe	6.69%
Oceania	1.99%
Africa	1.92%
South + Central America	2.24%

We hereby make oath and say that all data set forth in this statement are true. | January 2025 | Keith Larson, Vice President | Tate Johnson, Digital Audience Development Manager