

CHEMICAL PROCESSING

# MARKETING PLANNER

2025

Insights for Optimizing Chemical Facilities,  
Equipment & Operations

# AT A GLANCE

## CHEMICAL PROCESSING

### GENERATE DEMAND & HIGH-QUALITY LEADS IN CHEMICAL PROCESSING

Leverage **Chemical Processing's** engaged audience, comprehensive coverage, and multichannel opportunities to **generate demand and high-quality leads** in the chemical processing sector. Chemical Processing serves chemical industry professionals who **design, operate, maintain and retrofit existing fine, specialty and commodity chemical, petrochemical and pharmaceutical plants.**



#### CHEMICALPROCESSING.COM

Each month more than 22,000 chemical industry professionals turn to ChemicalProcessing.com for the latest in comprehensive industry information, news, product development, safety best practices and processing technologies and equipment.  
[+VISIT WEBSITE](#)



#### SOCIAL

**33,368 Followers**  
Join the Conversation on: [Facebook](#), [LinkedIn](#) and [X](#)



#### eHANDBOOKS

Long form content that dives deep into chemical processing's most pressing challenges  
[+VIEW SPONSORSHIPS](#)



#### NEWSLETTERS

**30,971 Reach**  
2 Chemical Processing-Focused Newsletters.  
[+VIEW NEWSLETTERS](#)



#### WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization.  
[+VIEW SPONSORSHIPS](#)



#### PODCASTS

**+1K Monthly Downloads**  
Chemical Processing Distilled AND Process Safety with Trish & Traci  
[+VIEW SPONSORSHIPS](#)



#### INDUSTRY PERSPECTIVES

Multichannel content creation programs that are built from an interview featuring your SME  
[+SEE EXAMPLES](#)  
[+VIEW SPONSORSHIPS](#)

TOTAL MONTHLY REACH  
**96,222**

[+ VIEW FULL AUDIENCE PROFILE](#)

# FOCUSED CONTENT

CHEMICAL PROCESSING



## AUTOMATION

Automation & IT  
Wireless Technology  
Analyzers  
Control Systems  
Instrumentation  
Safety Instrumented Systems



## PROCESSING EQUIPMENT

Design & Simulation  
Fluid Handling  
Powder & Solids  
Reaction & Synthesis  
Separations Technology  
Heat Exchangers  
Motors & Drives



## ASSET MANAGEMENT

Reliability & Maintenance  
Economics  
Training  
Digitalization/IIoT  
Sustainability



## ENVIRONMENTAL PROTECTION

Water/Wastewater  
Air  
Ground



## SAFETY/SECURITY

Cybersecurity  
Dust Control  
Fire/Explosion Protection  
Hazmat Handling  
Physical Security  
Risk Assessment  
Security



## UTILITIES/ENERGY

Energy Efficiency  
Air  
Electricity  
Heat Transfer Fluids  
Water/Steam  
Vacuum Systems

[+ PRINT AD SPECS](#)

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

# CONTENT CALENDAR

CHEMICAL PROCESSING

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Main Feature</b>	State of the Industry	Automation Trends	Process Safety Regulations	Asset Management	Sustainability	Alternative Energy/ Alternative Fuel Developments	Workforce Challenges: Upskilling, Retaining, Labor Shortage Solutions	Environmental Protection/ Material Substitution	Cyber/CFATS	Process Safety/Dust Control		Salary Survey
<b>Design and Optimization</b>	Energy Roundup (hydrogen, nuclear, renewables)	Project Management		Pilot Plants			Fugitive Emissions	Heat Transfer		wastewater treatment	Simulation	
<b>Maintenance and Operations</b>	Equipment Insights			Equipment Insights		Condition Monitoring	Equipment Insights		Wear Resistance/ Maintenance		Equipment Insights	Operator Training
<b>Solids and Fluids Handling</b>		Separations Technology	Water Reuse		Bulk Materials	Mixing/Blending			Conveyors	Separations Technology		
<b>Instrumentation &amp; Control</b>			Remote monitoring		Digitalization		Open Automation	Alarm Management			Field Instruments	Autonomous Plants
<b>Ask the Experts Q&amp;A</b>	Mixing				Pumps		Motors		Corrosion		Heat transfer	
<b>E-HANDBOOKS</b>			Pneumatic Conveying Water & Wastewater	Flow Process Safety	Powder & Solids Hydrogen	Pressure Steam Systems	Heat Transfer Level	Mixing Powder & Solids	Process Safety Water & Wastewater	Flow Reliability	Energy Efficiency Temperature	Hazardous Dust Hydrogen
<b>WEBINAR ROUNDTABLES</b>			Process Safety	Powder & Solids	Combustible Dust RT	State of the Chemical Industry	Mixing RT	Process Safety RT	Hydrogen Challenges RT Combustible Dust RT	Artificial Intelligence RT	Combustible Dust RT	

# ADVERTISING & PROMOTIONS

CHEMICAL PROCESSING

## DIGITAL AD RATES

AD TYPE	NET RATE (CPM)
Leaderboard Unit	\$160
Rectangle	\$150
Half Page	\$160
Billboard	\$160
Welcome Ad	\$3,750/week
In-Article Video	\$175
In-Banner Video	\$125
Native Ad	\$150
Standard Banner Bundle	\$150
In-Article Premium	\$175
In-Article Flex	\$175
Billboard Flex	\$175

## Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

[+ DIGITAL BANNER AD SPECS](#)

[+ NEWSLETTER SPECS](#)

## DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Chemical Processing content. [+VIEW SPECS](#)

## CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

## NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

## NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

## THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Chemical Processing reputation.

## AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

## AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

## SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

## MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

## CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

# NEWSLETTERS

CHEMICAL PROCESSING

## CHEMICAL PROCESSING MORNING BRIEFING

Featuring the very latest articles, as well as timely information about upcoming and on-demand webinars, white papers, eBooks and other key industry news and information that chemical industry professionals need to start the day. [Daily \(Monday–Thursday\)](#)

### Stats

Subscribers..... 15,437  
Avg Total CTR\* ..... 2.13%

### Net Per Issue

Sponsored Content - Position 1..... \$1,425  
Sponsored Content - Position 2..... \$750  
Sponsored Content - Position 3..... \$500  
Sponsored Link 1 ..... \$825

## CHEMICAL PROCESSING WEEKLY

Rounding out that week's most popular news, articles and products. [Once a week \(Friday\)](#)

### Stats

Subscribers..... 15,534  
Avg Total CTR\* ..... 2.15%

### Net Per Issue

Sponsored Content - Position 1..... \$1,425  
Sponsored Content - Position 2..... \$750  
Sponsored Content - Position 3..... \$500  
Sponsored Content - Position 4..... \$500  
Sponsored Link 1 ..... \$825

## SINGLE SPONSOR NEWSLETTER

Chemical Processing's Single Sponsor eNewsletter allow you to build your own customized eNewsletter that combines our award-winning editorial with your own content to create an exclusive branding and thought-leadership marketing opportunity. [Exclusive](#)

### Net Per Issue

Single Sponsor..... \$6,600

## Market Focused Insight with MARKET MOVES NEWSLETTERS

### INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact.

**Target audience:** C-suite, management and staff titles focused on operations, engineering, automation, technology, strategy, innovation, sustainability, regulatory compliance, HSE (health, safety and environment).

### Sponsorship Opportunities:

Sponsored Content in 2 Positions - \$3,000 each

[Twice Monthly on Tuesdays](#)

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

[+ NEWSLETTER SPECS](#)

# CONTACT US

CHEMICAL PROCESSING

LEARN MORE

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 Processing

ENDEAVOR BUSINESS MEDIA

## ADDRESSING THE ENTIRE PROCESSING ECOSYSTEM

Serving the information needs of the engineering, operations, and management professionals responsible for the safe, resilient, optimal, and sustainable production of society's basic needs, from chemicals and plastics to food and pharmaceuticals.

Learn more at  
[processing.endeavorb2b.com](https://processing.endeavorb2b.com)

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

