

Find out what your audience thinks of your advert

ICIS Chemical Business is conducting an advert impact study of the 19 October issue. By advertising in this issue you will receive a research report to help you measure the effectiveness of your advert in terms of:

- **Recall** the extent to which an advert was remembered by readers
- **Readership** the extent to which readers stopped and read the advert
- **Engagement** which parts of the advert caught reader's eye e.g. image, brand, product offer
- **Performance** how the advert performed on key attributes e.g. relevance, persuasiveness

Once the study is completed you will receive a full research report containing the results of both your advert and everyone else's in the issue. The information in the report will allow you to:

- **Measure the return on investment of your advert**
- **Benchmark your advert in comparison to others in that issue**
- **Understand which adverts are most effective to your target audience**
- **Identify the strengths and weaknesses of your advert so you can make them more effective in future**



To participate to this ad impact study, please contact us at www.icis.com/advertise-contacts