

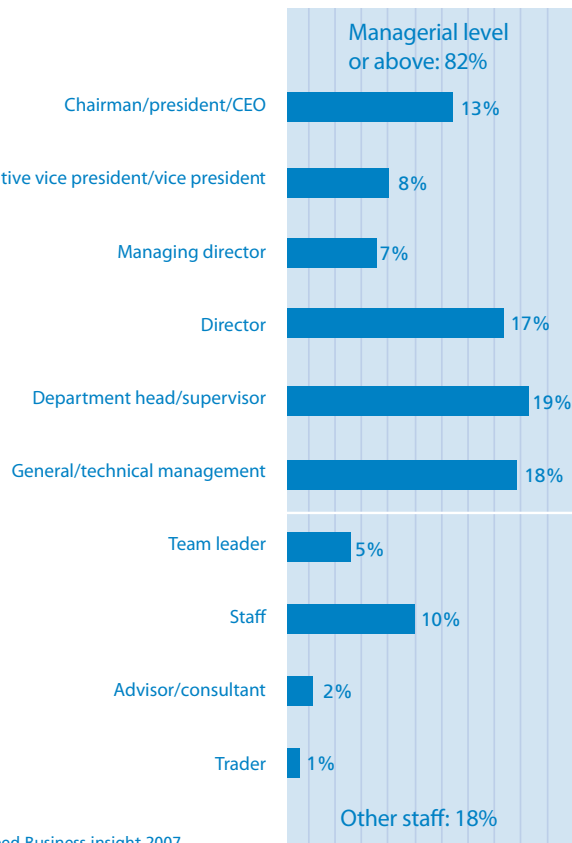
Reach senior executives within world's largest chemical companies

Over 80% of ICIS Chemical Business readers are at managerial level or above and are likely to have purchasing responsibility within their organisation. This brings together a powerful and influential audience, ideal for advertisers who need to reach key decision-makers and senior executives in the global chemical and allied industries.

ICIS Chemical Business is read by senior executives within the world's largest chemical companies:

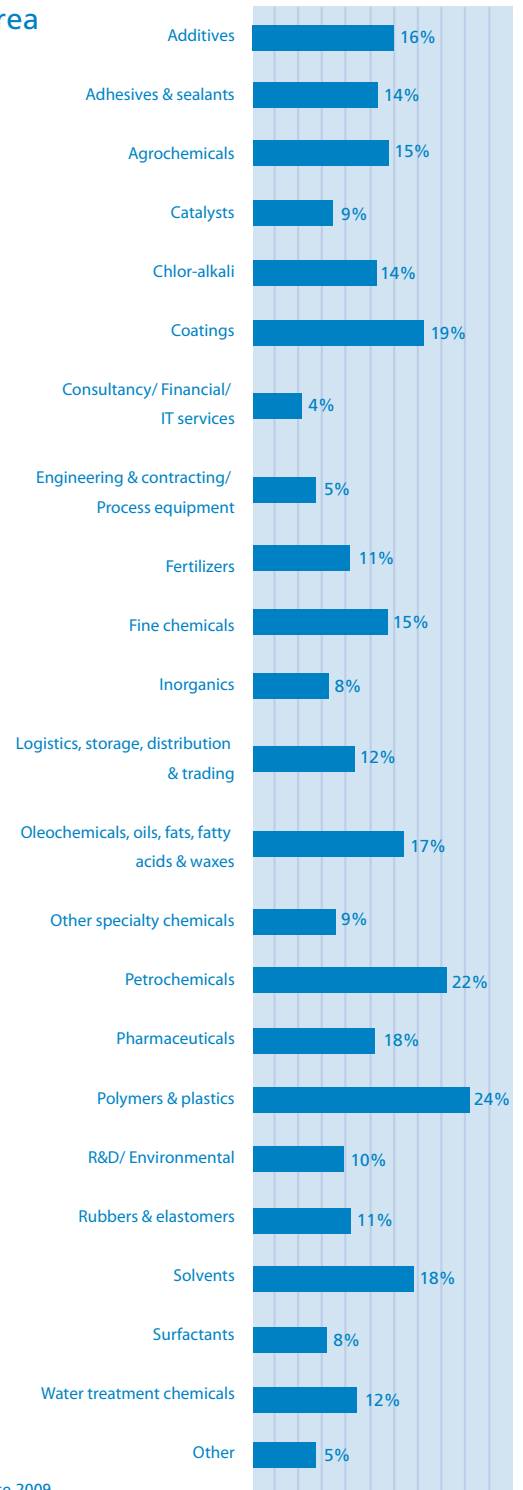
- 23% of the companies are listed in the Fortune 500
- 82% are managerial level or above

Job status



Source: Reed Business insight 2007

Activity Area



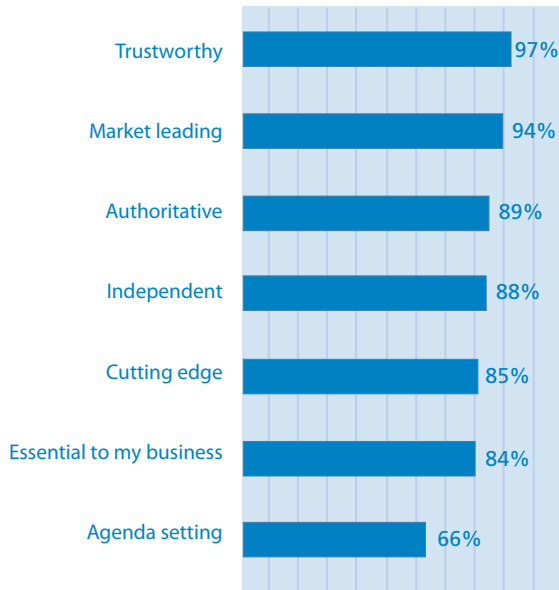
Source: Subscriber database 2009

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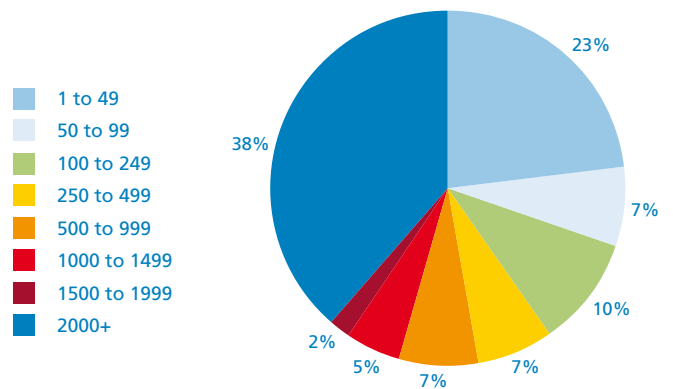
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Perception of ICIS Chemical Business



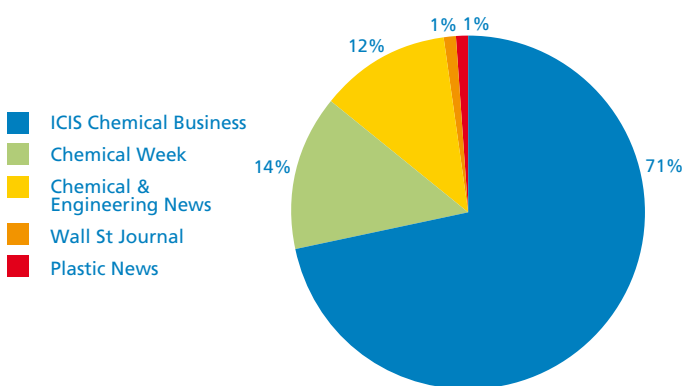
Source: Reed Business insight 2007

Number of employees



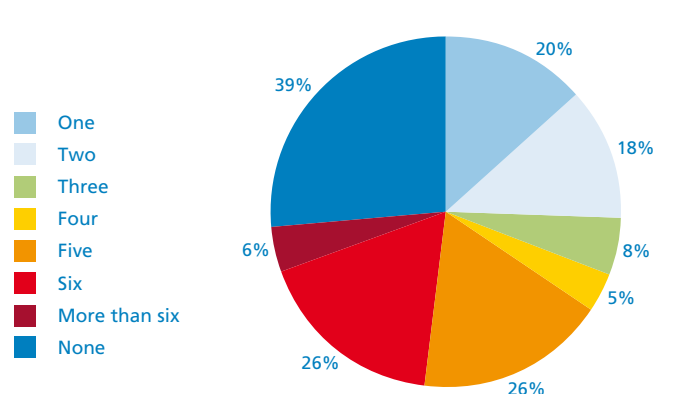
Source: Reed Business insight 2007

If only one publication could be read



Source: Reed Business insight 2007

Number of other people reading issue



Source: Reed Business insight 2007

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