

READERSHIP DEMOGRAPHICS

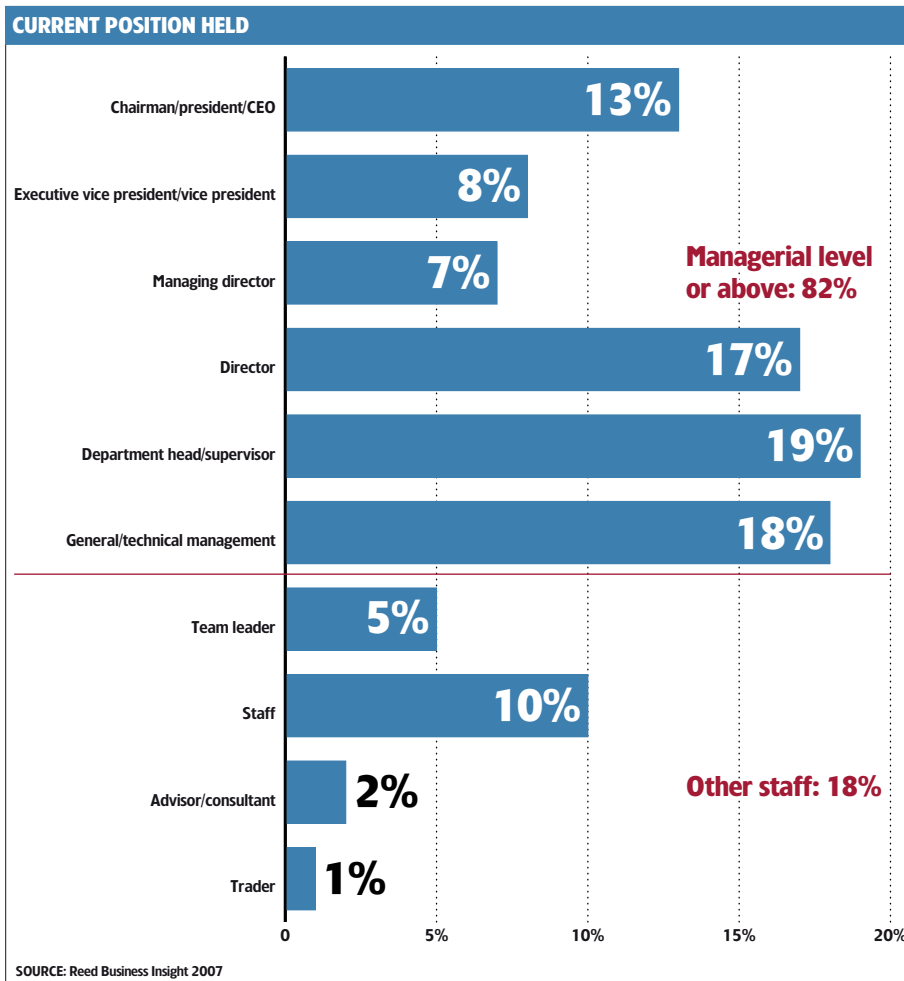
Over 80% of ICIS Chemical Business readers are at managerial level or above and are likely to have purchasing responsibility within their organisation. This brings together a powerful and influential audience, ideal for advertisers who need to reach key decision-makers and senior executives in the global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

www.icis.com/advertise

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

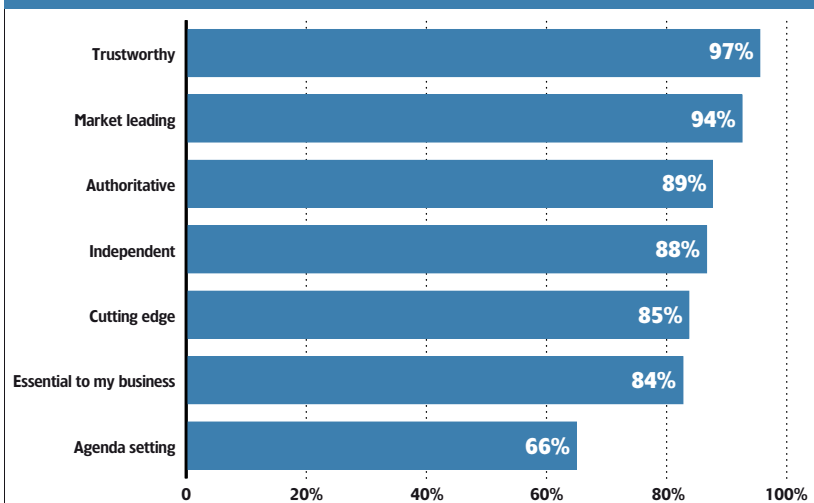
23% of the companies are listed in the Fortune 500

82% are managerial level or above



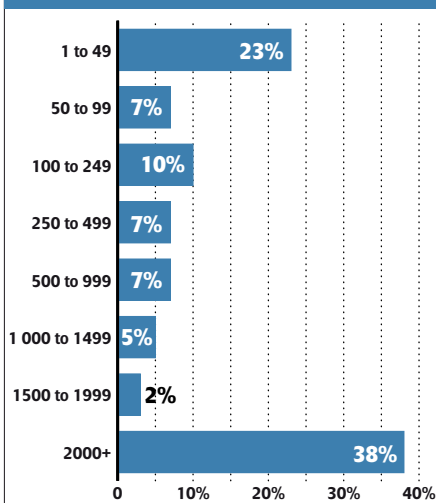
ICIS Chemical Business readers represent the chemical industry

PERCEPTION OF ICIS CHEMICAL BUSINESS



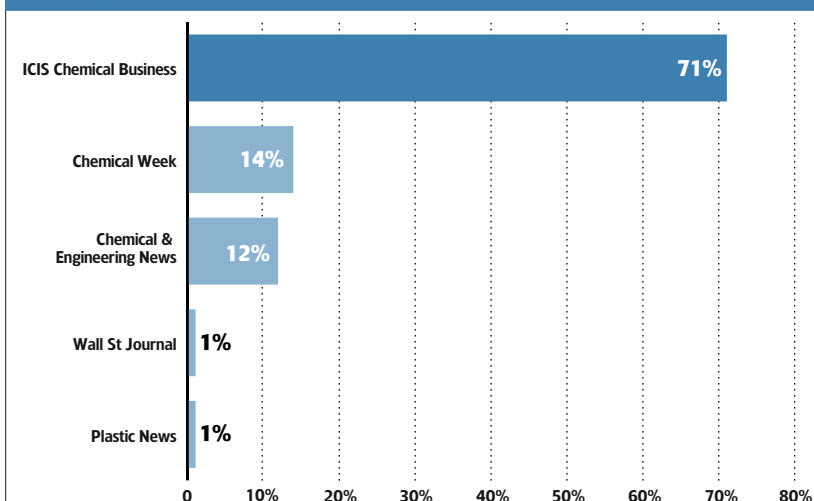
SOURCE: Reed Business Insight 2007

NUMBER OF EMPLOYEES



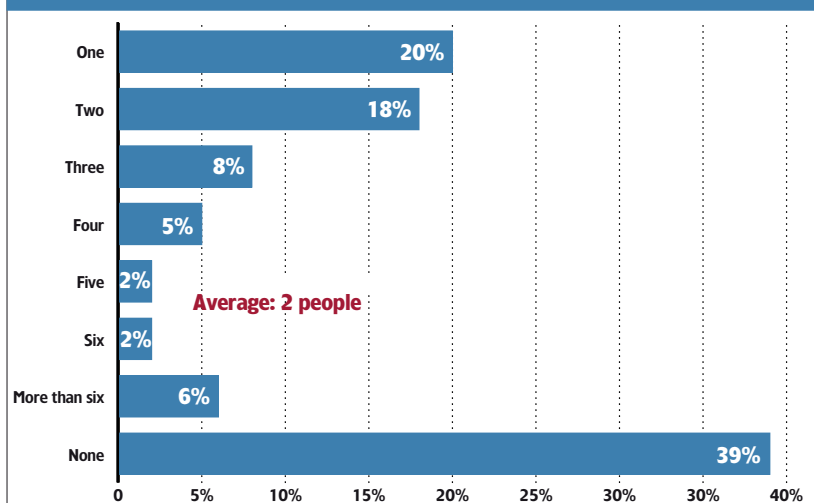
SOURCE: Reed Business Insight 2007

IF ONLY ONE PUBLICATION COULD BE READ



SOURCE: Reed Business Insight 2007

NUMBER OF OTHER PEOPLE READING ISSUE



SOURCE: Reed Business Insight 2007



ICIS Chemical Business readers represent the chemical industry

