

ICIS custom publishing

The Custom Publishing Experts

"ICIS custom products, in print or online, can deliver your brand to senior chemical industry executives around the world."

John Baker, global editor, ICIS custom publishing



What is ICIS custom publishing?

Our custom publishing services offer exclusive supplements for your company or organization, leveraging our global network of editors, industry expertise, production and marketing capabilities and our unrivalled audience of senior executives and decision makers.

We produce tailored intelligence that will communicate your marketing message to your existing and potential clients clearly and concisely.

What are the key benefits of custom supplements?

- The opportunity to communicate a complex message and demonstrate your company's expertise in a specific area
- Extensive brand promotion
- Multi-product promotion
- Differentiate your message from that of your competitors
- Flexible geographical coverage through our multiple-delivery platform
- Add genuine credibility to your brand through association with our industry leading brand
- Can be delivered in print, online or both.

Who heads ICIS custom publishing?



John Baker is the global editor responsible for ICIS custom publishing. He has over 25 years' experience of reporting and commenting on the chemical industry and edited *ICIS Chemical Business*, formerly *European Chemical News*, for many years. His experience in writing, publishing and industry matters guarantees your custom project with ICIS will deliver the messages you want. For more information go to www.icis.com/custompublishing

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