

Reach the chemical industry decision makers online

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- reach an audience of chemical industry decision makers
- target your communication based on geographical location of your audience
- align your message with relevant articles and reach readers interested in topics related to your business

*Source: Publisher's statement using SiteCatalyst, January 2012, for traffic results.



The screenshot displays the ICIS.com homepage with a navigation menu (Home, News, Prices, Magazines, Supplier Search, Training, Events, Risks, Forums, Audio/Visual, Intelligence) and a search bar. The main content area features several sections:

- ICIS news:** Latest chemical industry news, including articles on China's summer season and US chemical prices.
- ICIS news TV:** Updates through the day from our global editorial centres, featuring a video player for an 'ICIS lunchtime bulletin Europe'.
- ICIS pricing:** Chemical price benchmarks for the global petrochemical, fertilizer, and oil industries.
- ICIS ChemicalBusiness:** In-depth analysis of the issues affecting the global chemical industry, including a 'THE RIGHT FORMULA' article.
- Blogs:** Sections for 'India Chemicals Blog', 'Chemicals & the Economy Blog', and 'Chemicals Confidential Blog'.
- ICIS search:** A section for finding suppliers, mentioning 'OPD' (Online Product Directory).
- ICIS conferences:** Information on upcoming events, such as the 'Just Chemical Purchasing Summit'.
- Chemical Intelligence:** Comprehensive information about key groups of chemicals and over 60 individual chemicals.

 The right sidebar contains promotional offers, including 'Latest price reports', 'Try our RFQ service today', and 'Sign up to free ICIS e-newsletters'. A vertical banner on the far right promotes a '2% on money transfers' offer.

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