

# CHEMICAL INDUSTRY DIGEST

## Introduction

**C**hemical Industry Digest is published by Blockdale Media LLP which was set up as a proprietary company (Blockdale) in the year 1987 for publishing technical journals. The journal was started by Vinoo Mathews after several years of experience in the chemical industry journalism in India and abroad, starting with as a quarterly journal - Chemical Industry Digest.

**Chemical Industry Digest**, is a publication registered with the Registrar of Newspapers, New Delhi under the Ministry of Information, Government of India under RN No. 47002/88. In 1989 Chemical Industry Digest was commissioned by the Department of Scientific & Industrial Research of the Ministry of Science & Technology of the Government of India to publish 4 special issues on Consultancy Engineering in an exclusive tie-up with them. These four issues were brought out successfully.

Chemical Industry Digest became a monthly journal in the year 2004. It is a professional technical journal catering to engineers and scientists in chemical process industries.

**Chemical Industry Digest Annual** issue is released in January, every year and it has been an outstanding success till date. The much awaited annual issues are kept and constantly referred to by readers for years due to the quality of content published.

**The Chemical Industry Digest Annual**, unlike the regular monthly issues from February to December, contains non-technical or not too technical content. It reviews every segment of the process industry from oil & gas, refineries, petrochemicals, fertilizers & other agrochemicals, all other downstream chemical industries to equipment & EPC industries. Many unique & distinctively different, topical & general interest articles & features are also published.

# CHEMICAL INDUSTRY DIGEST

Monthly

29<sup>th</sup> Year of Publication

## The Journal

**P**ublished by Blockdale Media LLP, **Chemical Industry Digest**, is a pioneer, in introducing first hand industrial journalism, designed to inform and update practicing management and engineering professionals in the Chemical Industry. The journal regularly presents features on current developments, state-of-the-art technology, group discussions, corporate profiles, industry scenarios, engineering approaches, new products and processes in production, main-

tenance, fluid flow, instrumentation, equipment fabrication, energy efficiency and conservation, environment and safety, R&D and more.

Several data oriented features such as new project activity, safety data on specific chemicals, market profile on specific chemicals plus directory like information with names, addresses of companies/organisations in various fields are also published regularly in Chemical Industry Digest.

## Circulation

Over 45,000 copies of **Chemical Industry Digest** are bought to be read and preserved by a wide cross section of professionals in the chemical industry, as the contents of the journal are of lasting interest with tremendous retentive value. Each copy of the **Chemical Industry Digest**, on an average, is read by 10 engineering/management professionals, from top management to shop floor level, ensuring an **undiluted captive readership of over**

**4,50,000** in the industry.

**Chemical Industry Digest** is read by professionals in the following industry segments: Refineries, petrochemicals, fertilisers, agrochemicals, chlor-alkali, chemical intermediates, drugs & pharmaceuticals, dyes, speciality chemicals, fine chemicals, chemical plant & equipment, consultancy engineering companies, instrumentation, pumps & valves, R&D organisations and Industry associations.

Circulation Breakdown	Distribution
Chemicals Manufacturing companies : 52%	Western Region : 54% (Maharashtra & Gujarat)
Equipment Fabrication Companies : 34% (including Pumps, Valves, Accessories and Instrumentation)	Southern Region (Tamil Nadu, Karnataka, Andhra Pradesh & Kerala) : 23%
Consultants* : 03%	Eastern Region : 7% (West Bengal, Orissa, Assam etc)
R&D * : 04%	Northern Region (UP, Bihar, Delhi, Himachal Pradesh, Rajasthan etc) : 16%
Libraries & Associations * : 05%	
Miscellaneous : 02%	

\* These percentages should be looked at in terms of their overall numbers in the total chemical industry segment.

## Other Activities

Blockdale Media LLP also conducts branded Workshops & Conferences on operations and functional areas of chemical industries. Termed as the Calibre Chemical Industry Digest Workshops, we have successfully conducted over 45 workshops.

## Chemical Industry Digest covers the following major topics/areas:

- Latest Developments in chemical processes and operations
- Plant Operations
- Maintenance & Safety
- Environment & Energy
- Total coverage of chemical industry news - Indian & Foreign
- Equipment Design
- Trouble Shooting
- Business Development
- R&D
- Consultancy & Engineering
- Corporate & People Profiles
- Interviews
- Diary of Events
- New Projects
- What's New in Science?
- Sourcing (Addresses of leading suppliers, manufacturers and other service providers)

### Reader Profile

Because of the above topics, the quality of the content and the readability, the Chemical Industry Digest readers are:

- Chemical Engineers, Mechanical Engineers, Scientists & Technical Personnel
  - From functional areas such as: Production; Maintenance; R&D; Business Development; Safety Health & Environment; Instrumentation; etc.
  - From industries such as: Oil & gas, refineries, petrochemical fertilizers & other agrochemicals, chemical intermediates, drugs & pharma, dyes, chlor – alkali, perfumery, other fine & specialty chemicals
- and
- Chemical plant & equipment companies
  - Consultancy engineering companies
  - R&D Organizations
  - Venture Capital & Finance Organizations
  - Major trading companies
- Most of our readers are in the top management category (50%), about 35% in the lower management (shop & plant levels) and 15% in middle management.

## Advertisers

Over the years, advertisements in **Chemical Industry Digest** have helped companies consolidate their marketing efforts, get orders worth lakhs & crores of rupees/dollars and have been instrumental in facilitating marketing arrangements, technical tie-ups and collaborations. Our advertisers have been growing and they are loyally staying with us due to the benefits of advertising in **Chemical Industry Digest**.

To show the kind of companies advertising with us in terms of their functions, we are giving below a selected list of those who have/and are advertising with us.

- Aker Solutions (EPE)
- ABB (Heat exchangers)
- Alfa Laval (Separation, Heat exchangers & Process equipment)
- Andritz Separation (Separation)
- Anshul (Specialty chemicals)
- ATE (Pumps)
- Atlas Copco Compressors (Compressors)
- BHEL (Pumps, Heat exchangers, Valves)
- Bela Instruments (Instrumentation)
- Bonfiglioli Transmissions
- Bruker India (Analytical instrumentation)
- Chilworth Technologies (Safety)
- Clariant (Specialty chemicals)
- CPC Simulation (Software)
- Dietrich Engineering Consultants (Material handling)
- Edwards (Vacuum)
- Evergreen (Separation)
- GEA Process Engineers (Process equipment)
- Graphite India (Heat exchangers)
- Heidelberg Prominent (Pumps)
- Hoerbiger India (Compressors)
- HRS Process (Heat exchangers)
- ICB – Tecnimont (EPC)
- Ion Exchange (Water management)
- Kirloskar Bros (Pumps)
- KMPT AG
- Koch Chemical Technology Group (Distillation, Packings)
- KSB Pumps Ltd (Pumps)
- Lanxess (Specialty chemicals)
- Machinomatic (Vacuum)
- Mathesis Engineers (Process equipment)
- Mazda (Vacuum Pumps)
- Metrohm (Analytical Inst.)
- Pepperl + Fuchs (Pumps)
- Prehence (Canned Pumps)
- Premium Energy (Motors)
- Reliance (Petrochemicals)
- Rieco Industries Ltd (Conveying systems, Size reduction equipment)
- Rockwell Automation (Automation)
- Sandvik Asia (Steel)
- Schuff Specialty Valves
- Siemens (Automation)
- Solutia (Specialty chemicals)
- Sulzer (Heat exchangers & Tower packings)
- TCE Consulting (EPC)
- Thermax India (Enviro)
- Toshniwal Brothers (Instrumentation)
- Uhde India (EPC)
- Waters (India) - (Instrumentation)

## Your Advertising - An Investment

Your promotion in the **Chemical Industry Digest** gives you excellent marketing and sales returns:

- **Chemical Industry Digest** with its undiluted target audience both at the top as well as middle management levels, provides repeat exposure to your product/service messages appearing in excellent editorial environment !
- Printing and production are of high class, creating tremendous appeal !
- The journal's long shelf-life ensures greater mileage, reaping rich dividends for your investment!

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**Rates Effective January 2017**

## Advertising Rates

Circulation Rate Base : 45,000 copies

This supersedes all previous rates

Space	Black & White	Colour	Depth X Width (Cms)
	Per Insertion Rs	Per Insertion Rs	
Full Page	20,000	30,000	24.0 x 17.5
Half Page (Horizontal)	11,000	16,000	12.0 x 17.5
Half Page (Vertical)	11,000	16,000	24.0 x 8.75
Quarter Page	5,500	-	12.0 x 8.75

(Double Page Spread rates are double of full page rates)

### Special Positions

Opening Page	-	38,000	24.0 x 17.5
Opposite Contents	-	35,000	24.0 x 17.5
Opposite Editorial/ Publisher's page	-	33,000	24.0 x 17.5
Front Cover	-	50,000	23.5 x 18.5
Back Cover	-	45,000	25.0 x 18.5
Second Cover (Inside Front)	-	40,000	24.0 x 17.5
Third Cover (Inside Back)	-	36,000	24.0 x 17.5

**Series Discount:** 3-4 issues - 10%; 5-8 issues - 12.5%; 9-12 issues - 15%; **Bleed:** 15% Extra. Preferred Positions based on availability + 15% extra.

### Publication Data

Frequency	:	Monthly (12 issues, January issue is our Annual Issue)
Release Date	:	26 <sup>th</sup> of each month
Printing Process	:	Offset
Size	:	Trimmed : 28.2 x 20.75 cms
	Bleed :	28.0 x 21cms (Inside pages) 24.5 x 21.5cms (Front cover) 28.2 x 21cm (Back cover)
Material: Black & White	:	Soft copy - pdf, corel draw, jpg, etc
Colour	:	Soft copy - pdf, corel draw, jpg, etc
Agency Commission	:	Accredited Agencies : 15% Non-accredited Agencies : 10%
Payment Terms	:	Immediately after Publication, Invoicing with Voucher copies
Cancellation Charges	:	50% of the cost of advertisement for cancellation made less than 30 days prior to publishing date. For premium positions like covers last minute cancellation will entail 100% charges.
Payment	:	Favouring 'Blockdale Media LLP'

**Agency and Advertiser shall be jointly and severally liable for Payment of Advertisement Orders**

# CHEMICAL INDUSTRY DIGEST

www.chemindigest.com

## CHEMICAL INDUSTRY DIGEST

News | Topics | Columns & Blogs | Features | Products & Processes | Directory

### Top Header Advertisement

Trending Now: Improving Manufacturing Performance with MES Mobile Applications

**Making complex softwares simpler and easier to handle for wider use in hydrocarbon and downstream chemical industries – AspenTech motto**  
February 26, 2018

**Stora Enso launches bio-based lignin as renewable alternative for oil-based phenolic materials**  
February 23, 2018

**Hydrogen gas from enzyme production**  
February 15, 2018

**Acrylonitrile production from precursors sourced from sugar**  
February 16, 2018

**Researchers develop binder for lignin-based paints**  
February 16, 2018

### Sub Header Advertisement

**Honeywell's first industrial cybersecurity centre of excellence launched in Dubai**  
February 26, 2018

**AkzoNobel and Evonik start membrane electrolysis operation**  
February 26, 2018

**Emerson and AspenTech to deliver digital technologies together**  
February 23, 2018

**CTCI wins aromatics and butadiene extraction unit project**  
February 23, 2018

**Fixed MPU Advertisement**

**Sky-Scrapper**

**Upcoming Events**

- 13 Feb 2018: Recent Advances for Materials (London, UK)
- 14 Feb 2018: Filtech 2018 @ Cologne, Germany
- 20 Feb 2018: SEMINAR ON "SAFETY, HEALTH & ENV..."
- 21 Feb 2018: Glassman Latin America 2018 @ Guadalajara, Mexico
- 26 Feb 2018: ChemProTech India 2018 - ChemProTech Ind... @ Mumbai

**Robots minaturised to produce drugs**  
November 10, 2017

**MPU Custom Advertisement**

**VIDEO AD**

**Sheril Vaidyan, President, DuPont South Asia views on Union Budget 2018**  
February 2, 2018

**Ajay Durrani, Managing Director, Covestro India views on Union Budget 2018**  
February 2, 2018

**Post budget reaction from R.S.Jalan, MD, GHCL**  
February 1, 2018

**Inerviews**

- Ajay Durrani: Making complex softwares simpler and easier to handle for wider use...  
August 26, 2017
- Sudhir Shenoy: CEO Dow Chemical International Pvt. Ltd  
March 16, 2017
- Grundfos India: Providing energy efficient solutions for the chemical and process...  
April 11, 2016

**Inspection lamps for non-destructive testing and aerospace applications introduced**  
January 26, 2018

**M PUMPS from Shanbhag & Associates**  
December 10, 2017

**Model ta7000 gas purity monitors**  
December 10, 2017

**"BELMECO" Motorised Double Diaphragm Pumps**  
December 10, 2017

**Oil sealed High vacuum pumps from Vacunear Engineering**  
December 10, 2017

**Popular**

- Stora Enso launches bio-based lignin as renewable alternative for oil-based phenolic materials  
February 23, 2018
- Hydrogen gas from enzyme production  
February 15, 2018
- Acrylonitrile production from precursors sourced from sugar  
February 16, 2018
- Researchers develop binder for lignin-based paints  
February 16, 2018
- Photosynthesis-like mechanism can solve the rising demand for ethylene  
February 15, 2018
- Massive reserves of mercury found hidden in permafrost  
February 13, 2018
- Carbon – The multi-faceted wonder element  
February 8, 2018

**Latest Articles**

- Transforming refinery operations via software innovations  
December 16, 2017
- Failure Analysis of boiler bank tubes of HRSG and comparative study for integrity assessment  
December 16, 2017
- Understanding The Basics Of 'Tolerable Risk'  
December 16, 2017
- Reverse Osmosis and IonExchange Unique process steps to minimize the liquid discharge – Kedar...  
June 28, 2017
- Green Chemistry for Sustainable Development – Dr. S. Venkat Reddy, Dr. B. Saha  
June 28, 2017
- Products Stewardship for a Sustainable  
Breaking with conventional sustainability concepts by defining chemicals positively

### Footer

**Newsletter**

First Name:

Last Name:

Email address:

**Contact Us**

Blockdale Media LLP  
(Chemical Industry Digest)

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**Downloads**

**Also find us on:**

# **Blockdale Media LLP**

Publishers of **CHEMICAL INDUSTRY DIGEST**

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Andheri (West), Mumbai - 400053, INDIA ■ Tel: 022-26733324/ 26734146/ 67410758

■ Email: chemindigest@gmail.com ■ Website: www.chemindigest.com

## Online Web Banner Rates

Ad Type	Size	Cost			
		Listed Rate	3 months	6 months	12 months
Skyscraper (Only Home Page)	160 px X 600 px	Rs. 25,000 per month	Rs. 20,000 per month	Rs. 18,000 per month	Rs. 16,000 per month
MPU*	336 px X 280 px	Rs. 30,000 per month	Rs. 25,000 per month	Rs. 22,000 per month	Rs. 20,000 per month
MPU Fixed Placement	336 px X 280 px	Rs. 33,000 per month	Rs. 28,000 per month	Rs. 25,000 per month	Rs. 22,000 per month
Section Ads (On Home page)	728 px X 70 px	Rs. 35,000 per month	Rs. 32,000 per month	Rs. 28,000 per month	Rs. 26,000 per month

## Special Positions

Ad Type	Size	Cost			
		Listed Rate	3 months	6 months	12 months
Top – Header*	728 px X 70 px	Rs. 60,000 per month	Rs. 53,000 per month	Rs. 50,000 per month	Rs. 48,000 per month
Footer	728 px X 70 px	Rs. 40,000 per month	Rs. 38,000 per month	Rs. 36,000 per month	Rs. 35,000 per month
Video		Rs. 40,000 per month	Rs. 37,000 per month	Rs. 35,000 per month	Rs. 32,000 per month

**\* GST of 18% applicable on above rates**

We also offer Welcome Ad Banner (650 W X 500 H). Rate Rs. 3000/- per day

Creative types: GIF, JPG/JPEG, PNG

File Size: Max 200KB

Max Video & Animation Frame Rate: 20fps

\*3 rotations are available

Payment Terms: 50 % in advance; Balance – 30 days credit from bill date