

WHERE TO BUY DIRECTORY CHEMICALS, PLANT & SERVICES

25+ YEARS OF SOURCING

Media Information & Client Services

Where To engage with the chemicals market...
Reach a massive 100,000+ global buyer audience
via 3 channels with 1 single entry price per annum

SOURCE THOUSANDS OF PRODUCTS, SERVICES, PLANT
KEYWORD SEARCH, CAS NO SEARCH & SUPPLIERS IN ONE PLACE

www.w2bchemicals.com

WHERE TO READ



PRINT EDITION

- Advertising
- A-Z suppliers

DIRECTORY

WHERE TO VIEW



DIGITAL EDITION

- Electronic delivery to buyers
in-boxes

DIRECTORY

WHERE TO SEARCH



ONLINE SEARCH

- Thousands of products
- Keyword search
- CAS search

DIRECTORY

WHERE TO TARGET

DM

DIRECT MARKETING

- Appointments
- Database
- Lead gen
- List rental

CLIENT SERVICE

WHERE TO E-CONNECT



EMAIL BROADCASTING

- Multiple branding
- Unique branding

CLIENT SERVICE

WHERE TO MEASURE

7/10

CUSTOMER SATISFACTION

- Performance scoring
- Benchmarking and feedback

CLIENT SERVICE

WHERE TO BUY DIRECTORY CHEMICALS, PLANT & SERVICES

25+ YEARS OF SOURCING

All entries appear in print, digital and the online search engine for 12 months

MEDIA INFORMATION

Where To Buy Chemicals, Plant & Services

For nearly 30 years, manufacturers of basic, industrial, agro, special, pharmaceutical and domestic chemicals, together with users from industrial and academic establishments have been turning our pages to know "Where To Buy" Chemicals, Plant and Services.

The Where To Buy Chemicals Directory produces the only definitive guide to CHEMICALS PLANT & SERVICES

Today, the directory reaches a truly world-wide audience and guarantees an increased distribution amongst chemical buyers from a wide range of industries including many of the following:

- Adhesives
- Agrochemicals
- Animal feeds
- Bio-engineering
- Building materials
- Ceramics
- Chemical Intermediates
- General Chemical Manufacturers
- Contract and Toll Manufacturers
- Cosmetics & Toiletries
- Custom Synthesis
- Coatings, Dyestuffs & Paints
- Engineering
- Food Processing
- Horticulture
- Industrial Finishing
- Industrial Cleaning and Detergents
- Lubricants and oils
- Oilfield
- Mining
- Paper and Pulp
- Pharmaceuticals
- Plastics and Rubbers
- Printing Inks
- Textiles
- Veterinary
- Water Treatments

Where To Buy Chemicals, Plant & Services offers a unique advertising opportunity for manufacturers and suppliers of chemicals and related services across all 3 elements of our distribution reach below.

Online Search Engine - www.w2bchemicals.com

Thousands of product searches generated from buyers.

Search by company, product, keyword or CAS number searches.

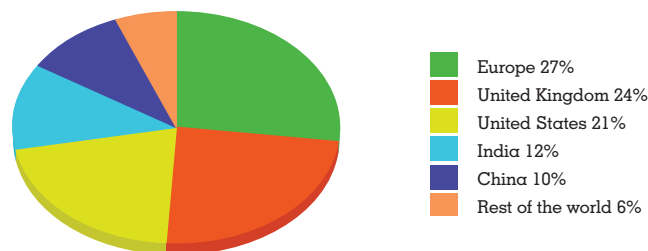
- **0.5 million page views from 10,000+ buyer site visits pa.**

Where to Buy Chemicals Readership

The directory is circulated in print and digitally to over **100,00+ buyers** responsible for purchasing chemicals, plant & services from various industries.

- **Print copies are distributed to thousands of buyers at various leading international events including the HPCI shows in India, Poland and Turkey; CPhI worldwide and Chemspec events. Copy sales & promotion copies add to the reach.**
- **Digital edition distributed to various global databases and our own worldwide database achieving a total reach of 100,000+ readers, visitors and buyers. Other selected trade events make up distribution e.g. BACS events.**

Where to Buy Chemicals distribution by country*



*Distribution by country is based on the directory's sample distribution list of 6,350

For further information contact our sales team Tel: +44 (0)208 255 2121 Email: sales@w2bchemicals.com

KLEIN PUBLISHING LTD, SBC House, Restmor Way, Wallington, Surrey SM6 7AH, United Kingdom Tel: +44 (0)208 255 2121 Fax: +44 (0)20 8255 2123

www.w2bchemicals.com

WHERE TO BUY DIRECTORY CHEMICALS, PLANT & SERVICES

25+ YEARS OF SOURCING

All Amounts invoiced in GBP / USD /
EUR equivalent rates

All entries
appear in print,
digital and the
online search
engine for
12 months

ADVERTISING RATES

Company Listings

Choose from over 5,000+ chemical categories,
names and services

One Standard Entry

GBP £38.00 / USD 60.00 / EUR 50.00

One Standard Entry with colour logo

GBP £68.00 / USD 110.00 / EUR 90.00

Introductory listing packages

- 20 listings with colour logo £895 – **Saving £465**
- 30 listings with colour logo £995 – **Saving £1,045**
- 50 listings with colour logo £1,600 – **Saving £1,800**
- Unlimited listings £3,150 – (Terms, excl logo)

Display Advertising

- Full Page £1,895
- Half Page £1,295
- Quarter Page £795

Banner advertising on w2bchemicals.com 468x60

- 1 month £450
- 3 months £420 pcm
- 6 months £390 pcm
- 9 months £360 pcm
- 12 months £330 pcm

Custom & Bespoke

- Online Expanded Company Profile £260
(text & images)
- Online Expanded Company Profile £460
(text & images plus video & document files)
- Press Release Publication £295
- Press Release Distribution Service £395

- Customer Satisfaction Research £POA
- E-broadcasting £POA

Special Packages

Order £500 on company listings and
receive a complimentary quarter
page full colour advertisement

Print Advertorials

Double page spread advertorial
feature in print & digital editions
spotlighting your company's growth
& history - 1000+ plus word feature
with images inc editing and design
£3500 inc design / proofing

Mini bespoke e-book

Capture just your own company
product availability listings, your
unique branding and article onto a
Where to Buy designed electronic
PDF ready for your staff to email out
featuring your content and supply
detail only **£540 inc design /
proofing.**



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Entry Form

General and Fine Chemicals, Plant & Services

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digital and the
online search
engine for
12 months

Please reserve the following listings in Where To Buy Chemicals, Plant & Services

AMOUNTS INVOICED IN GBP / USD / EUR EQUIVALENT RATES

I require _____ Standard entries @ £38 per entry giving a total cost of £ _____ + VAT

I require _____ Standard entries with logo @ £68 per entry giving a total cost of £ _____ + VAT

I require _____ Online company profile 12 mths @ £260 (£460 inc video) £ _____ + VAT

I require _____ New Category Name - @ £150 per name £ _____ + VAT

New name(s) _____

I require _____ Copies of the directory - @ £115 per copy UK or £130 overseas £ _____ (No VAT)

Special Offer – Order 10 copies @ only £65 each!

I require _____ Advertisement(s) Quarter Page Half Page Full Page £ _____ + VAT

Repeat our company categories as per last year's directory

Repeat our company logo as per last year's directory

Repeat our company address details as per last year's directory

If your listings weren't included in last year's edition, please state which past edition we should repeat it from here _____

** Any amendments &/or new company logos, advertisements please email to sales@w2bchemicals.com

PLEASE NOTE : THE ORDER FORM IS NOT VALID UNLESS THE FOLLOWING SECTION IS COMPLETED

Name of Company: _____

Address: _____

Telephone No: _____

Fax No: _____

Email: _____

Web: _____

EC Companies VAT/TVA No: _____

Name (Capitals please): _____

Position: _____

Section 1 General and
Fine Chemicals

Section 2 Plant, Materials
& Apparatus

Section 3 Services

Index to Suppliers

Trade Names

I enclose a cheque made payable to **Klein Publishing Ltd** for the total sum of £ _____ inc.VAT

or please send me an invoice

PO No

Signed: _____ Date: _____

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DIRECTORY
CHEMICALS,
PLANT &
SERVICES**

25+ YEARS OF SOURCING

- In Print
- In Digital
- Online Search

3 formats, 1 price

www.w2bchemicals.com

Massive online database linking buyer to supplier

- **Thousands of products, companies, CAS numbers, keywords and services matched to suppliers**
- **Thousands of searches**
- **20,000 site visits per annum**
- Search by company name
- Search by product name
- Search by CAS number
- Search by service, equipment or keyword





Benchmarking Customer Rating Customer Feedback Performance Measurement Customer Satisfaction Scoring ISO Quality Assurance Client Feedback

Call it whatever you will BUT are you really receiving the **truth**, the **whole truth** and **nothing but the truth** - directly back from your own customer feedback research...?

It's that awkward moment - you think you are providing excellent products, service, price, delivery... but it's still a hunch... You need to invite your customer base to share their views and tell you how well you are performing (or not...).

Awkward for the staff member who is trying to broach the question. Awkward for the customer

attempting to answer directly back to you within the existing relationship you have built. The outcome: invariably skewed feedback or an inaccurate measure of the expectation and the 'real performance' actually delivered.

The chances are you may be struggling to implement a workable system directly with customers to capture impartial feedback and accurate measurement scoring.....**we can help!** In fact we will research your lapsed customers as well – they may just be waiting for the right reason to get back in touch!

THIRD PARTY CUSTOMER SATISFACTION SCORING AND MEASUREMENT IMPLEMENTATION AT ITS BEST

