

WHERE TO BUY DIRECTORY

CHEMICALS | PLANT | SERVICES

Media
Information
& Client Services



PRINT EDITION

Advertising
A-Z suppliers



DIGITAL EDITION

Electronic delivery to buyers
in-boxes



ONLINE SEARCH

Thousands of products
Keyword search
CAS search

**SOURCE
THOUSANDS
OF PRODUCTS
SERVICES
CAS PLANT
& SUPPLIERS**



DIRECT MARKETING

Appointments Database
Lead gen List rental



EMAIL BROADCASTING

Multiple branding
Solus branding



CUSTOMER SATISFACTION

Performance scoring
Benchmarking and feedback

w2bchemicals.com



+44 (0)208 255 2121



sales@w2bchemicals.com



w2bchemicals



www.w2bchemicals.com



CHEMICALS | PLANT | SERVICES

AUDIENCE

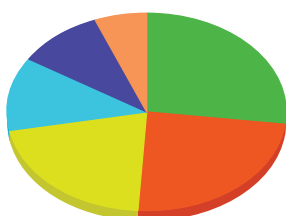
For more than 40 years, manufacturers of basic, industrial, agro, special, pharmaceutical and domestic chemicals, together with users from industrial and academic establishments have been turning our pages to know "Where To Buy" Chemicals, Plant and Services.

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
- Green Chemistry
- 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 distribution by country*



Europe	27%
United Kingdom	24%
United States	21%
India	12%
China	10%
Rest of the world	6%

*Distribution by country is based on the sample distribution of 7,121 and user profile.



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, person, keyword or CAS number searches.

0.5 million page views from 20,000+ buyer site visits pa.

Where to Buy Chemicals Readership

Audience is in print, online and e-book to **100,000 buyers** responsible for purchasing chemicals, plant & services from various industries.

5000 print copies are distributed to buyers at leading industry events and collaborations

UK & Ireland

- BACS Events
- BACS Members
- BCMPA Members
- CHEMUK Expo
- CIA members
- H3i
- In-Cosmetics Formulation Summit
- Making Foods Expo
- Making Pharmaceuticals
- Making Pharmaceuticals Ireland

SCS Formulate

- Surfex
- Chemicals Manufacturers
- Chemical Distributors

Europe

- Chemspec Europe
- CPhI Worldwide
- European Coatings Show
- HPCI Poland
- In-Cosmetics Global
- SEPAWA Congress Berlin

■ **E-book edition distributed to thousands of international readers, visitors and buyers.**

CONNECTING BUYERS TO SUPPLIERS SINCE 1971

How we work

One single price – appear in 3 unique search platforms.

International audience – buyers use Where to Buy from the UK, Europe and all over the world to source reliable and reputable products, ingredients and services. Online users can choose to view their content from a selection of over 100 language options. Free access.

Year round exposure – 12 months annual duration.

Affordable branding – be found instantly, add company profiles, live video content, print advertising and online banner advertising direct to buyers in your market.

Features news release service – free access to year-round online press release service whenever you need it.

Social media twitter feed – free access year-round.

Supplier ads married to exact searches – we can match and set your ad to uniquely appear alongside specific product and services searches online.

Tracking and reporting

We achieve great results!

Intelligence tracing on each search viewing allow us to notify suppliers who is looking at who, covering thousands of database listings, profiles and feature content held in the Where to Buy online platform.

Supply request forms submitted directly in are instantly re-distributed to the relevant suppliers who match buyers needs, by listing type.

Database fully CAS coded – search by full or part CAS.

Advanced search – instant real-time search pulls millions of queries matching mis spells, keywords, people, CAS, products, services & suppliers both in full or 'in part' query.

Our own market data information identifies companies and individuals who buy chemicals.

"Over the years we have "discovered" many new companies and ordered numerous new materials from companies listed in the Where to Buy Chemicals Directory and indeed would probably not have even contacted or known about these companies without the publication. We do of course use the internet as a source of information but having your book and knowing the companies who advertise inside are obviously reputable & reliable is obviously a big advantage to us and the Directory is still the first thing I turn to when looking for a new material or service".

**Ali Fantham, Owner
Berkhamsted Toiletries**

"Safic Alcan have been using the Where to Buy Directory for many years for both promoting chemical products to our marketplace and also to publicise news about our organisation both in print and online - a simple to use and effective format".

**Barry McDonnell, MD
Safic Alcan UK**



Covering **all** your markets **all** the time
in **all** formats over 40 years of sourcing

CLIENT SERVICES



Print edition – hard copy annual reference index published every June. Launched as a periodical in 1971 and became an annual search reference directory in 1990 hosting supplier information.

Online search – a free to access and easy to use, multi language search index found at www.w2bchemicals.com containing thousands of chemicals / products / CAS / suppliers and services, our customers can request to upload their own database of products into our search or just a selection if they wish. Customers choose to add additional online products to their printed entries meaning they are found in many more searches.

Specialist sourcing – for rare, hard to find products and ingredients the Where to Buy Chemicals sourcing teams can locate the hardest and rarest of supply requests saving you time and money, expert logistics advice and cost savings on materials.

Customer satisfaction research – think you know your customers well... But what do they think of you and how do they rate you... We can gain the truth.

Telemarketing – fast, immediate communication with results delivered under your own identity.

Sales lead generation – delivers what it says, the chemicals market is our market!

Email marketing – HTML direct to over 7000+ industry in-boxes.

Database builds – ‘no database...’ then brief us and we will build you a tailored prospect database list to your specification of captured fields including live contacts found and validated that you own.

Marketing services – Direct mail, advertising, leaflets, brochures - we can fulfil and despatch.

Video production – high quality, industry experience with price savings inc leading 4K production quality.

Creative services – use our design services for your creative needs including traditional print & online advertising artwork - all at low rates.

Branded article reprints – A reprint of your own editorial article including personalisation.



“Very impressed...
we know that our participation
with the Where to Buy Directory has directly
resulted in orders for us ! We also make use throughout
the year of the free online features PR service by issuing
regular company news content onto the live search
platform to communicate our news directly to buyers in
our marketplace. As access to this service is included
and available to all listing customers it's a win-win for
us, simple to use with fast turnaround from the moment
we email in. Traffic reports of user views
reassure us our content is seen”.

**Natalia McDonagh, Head of Marketing
Brenntag UK and Ireland**

“Low risk marketing with results...
OQEMA LIMITED have been listing our
products with the Where to Buy Chemicals
Directory for more than 20 years including when
our company traded as Lansdowne Chemicals.
Being associated with W2B means that we receive
a good level of branding at a variety of key
industry events where the annual print directory is
distributed to buyers. The supply request enquiries
we receive have resulted in real quotations and
business gains via print and the new W2B
online search. Easy to use and flexible if
you need to make changes during the
year to your product entries”.

**Steven Schellhorn, Performance
& Speciality Chemicals
OQEMA LIMITED**



WHERE TO BUY DIRECTORY

CHEMICALS | PLANT | SERVICES

ADVERTISING RATES

Ex VAT

Company Listings

Choose from over 6,000+ chemical categories, names and services or create new

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 £1,995
- 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 (text & images) £260
- Online Expanded Company Profile (text & images plus video & document files) £460
- Client branded E-broadcasting £795
- Customer Satisfaction Research £POA
- Supplier ads married to product search £POA

Amounts
invoiced in
GBP / USD / EUR
currencies at
equivalent rates

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

Special Packages

All orders over
£1,000 receive a
complimentary
full colour
advertisement

Print Advertorials
'Spotlight advertorial' feature
in print & digital editions
highlighting your company's
growth & history within
a beautiful feature article
inclusive of editing, design
and proofing £3500

Supplement Reprints
Capture just your own
company feature reprint,
your unique branding and
article within a personalised
cover wrap printed and
delivered for your personal
use. Includes design /
proofing.



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

Entry Form (JUN-JUN)

Where To Buy Directory

Please reserve the following in the next 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

I require _____ Immediate online activation £ _____ + 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: _____

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: _____

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

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www.w2bchemicals.com  [w2bchemicals](https://twitter.com/w2bchemicals)

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