

PUBLISHED ANNUALLY EVERY JULY SINCE 1990

MEDIA PACK



**WHERE
TO BUY
DIRECTORY**

CHEMICALS | PLANT | SERVICES

PRINT EDITION
ONLINE SEARCH
DIGITAL EDITION
EMAIL BROADCASTING
CUSTOMER SATISFACTION
DATABASE & LEAD GENERATION

w2bchemicals.com

AUDIENCE

For nearly 60 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.

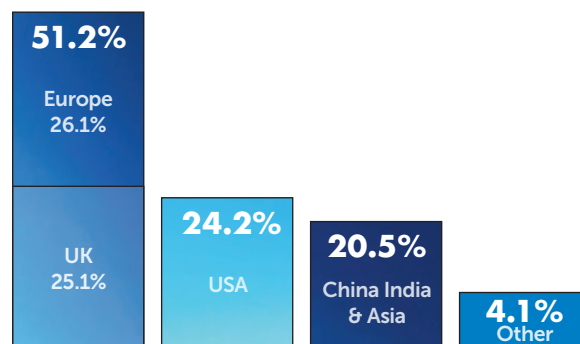
The Where To Buy Chemicals Directory produces the only definitive guide to CHEMICALS PLANT & SERVICES

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

- Adhesives
- Agrochemicals
- Animal Feeds
- Bio-engineering
- Building and Construction Materials
- Ceramics
- Chemical Intermediates
- Chemical Manufacturers
- Coatings, Dyestuffs & Paints
- Contract and Toll Manufacturers
- Cosmetics & Toiletries
- Custom Synthesis
- Engineering
- Food Processing
- Government Departments
- Green Chemistry
- Horticulture
- Industrial Finishing
- Industrial Cleaning and Detergents
- Lubricants and Oils
- Oilfield
- Mining
- Natural Products Chemistry
- Paper and Pulp
- Pharmaceuticals
- Plastics
- Printing Inks
- Regulatory
- Rubber
- Silicones
- Solvents
- Textiles
- Veterinary
- Water Treatments



Distribution by Region*



*April 2026 based on a sample of 6510 online users

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 35,000+ buyer site visits pa.

E-book edition digitally distributed

Where to Buy Chemicals Readership

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

5000 print copies are distributed to buyers at leading industry events and collaborations, such as:

UK & Ireland

- BCA Events
- BCA Members
- BCMPA Members
- CBA Annual Lunch
- CBA Members
- CHEMUK Expo
- CIA Members
- CIRS Regulatory Conference
- Distributing Pharmaceuticals
- In-Cosmetics Events
- ICTA Events
- Making Pharmaceuticals

SCS Formulate

- Surfex
- Chemicals Manufacturers
- Chemical Distributors

Europe

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

UAE

- GPCA Annual Forum

- BCA British Chemicals Association
- BCMPA British Contract Manufacturers & Packers Association
- CBA Chemical Business Association
- CIA Chemical Industries Association

- CIRS Chemical Inspection & Regulation Service
- GPCA Gulf Petrochemical & Chemicals Association
- ICTA International Chemical Trade Association
- SCS Society of Cosmetic Scientists

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 marketing service – on request.

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”.

**Dawn Goff, Managing Director
Safic Alcan UK**

Celebrating 60 years of sourcing

CLIENT SERVICES

Print edition – hard copy annual reference index published every July. 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.

"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".

**Paul Harry, Business Manager
Brenntag UK Limited**

"Low risk marketing with results... OQEMA LIMITED have been listing our products with the Where to Buy Chemicals Directory for more than 25 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".

**Robert Moss,
Managing Director
OQEMA LIMITED**

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 at competitive rates.

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

ADVERTISING RATES Ex VAT

Company Listings

Choose from over 10,000+ 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 Print Advertising

- Full Page £2,195
- Half Page £1,425
- Quarter Page £875

Banner advertising on w2bchemicals.com

468x60 PX

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

250x250 PX

- 12 months £500 pcm

Custom & Bespoke

- Online Expanded Co Profile £280
- Online Expanded Co Profile (inc video) £480
- Client Branded E-broadcasting £895
- Customer Satisfaction Research £POA
- Supplier ads married to product search £POA
- Loose Inserts £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

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

All orders over £1,500 receive a complimentary full colour advertisement

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 (JULY-JULY)

Where To Buy Directory

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

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 @ £280 (£480 inc video) £ + VAT

I require New Category Name(s) @ £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 **were not** included in last year's edition, please state which past edition we should repeat from below

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

PLEASE NOTE : THE ORDER FORM MUST SHOW HOW YOU WISH YOUR DETAILS TO APPEAR BELOW

Name of Company:

Address:

Telephone No:

Social media - X:

Social media - LinkedIn:

Email:

Web:

Staff name(s) for listing:

EC Co VAT/TVA No:

Authorised by:

Position:

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

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