MAKING RESEARCH WORK FOR YOU AND YOUR ADVERTISERS

TOP LINE FINDINGS
RESEARCH UNDERTAKEN SEPTEMBER 2014
OVERVIEW

• Methodology
• Who we spoke to
• Magazine readership behaviour
• Competitive positioning
• Key measures of success
  • Attention grabbing
  • Informative
  • Clarity
  • Action
METHODOLOGY

The independent research company, Research & Analysis of Media (RAM), undertook a standard survey which was sent out to just over 9,000 PTQ magazine subscribers.

A total of 1,175 responses were received (12% response rate).

Respondents were asked to complete the survey online.

Each individual ad within the magazine was presented to the respondents and they were asked to give their opinion in terms of:

- Attention
- Information
- Clarity
- Action

All responses were submitted and processed by RAM.
WHO WE SPOKE TO – 1,175 READERS OF PTQ MAGAZINE

IN WHAT REGION ARE YOU BASED?

- Europe: 26%
- Asia, SE Asia, Australasia: 37%
- North America: 20%
- Middle East & Africa: 12%
- Central & South America: 5%

DESCRIPTION OF COMPANY’S OPERATIONS?

- Refining: 42%
- Design, Engineering & Construction: 28%
- Petrochemical/Chemical: 16%
- Other HPI Activity, please specify: 9%
- Process Licensing: 4%
- Alternative Feedstocks Processing: 1%

% of respondents

SHARPENS YOUR MEDIA
DO YOU PREFER TO READ PTQ IN?

- Print: 40%
- Digital: 27%
- Both: 33%

DEVICE USED TO VIEW PTQ

- Page Turner – 8%
- PDF – 84%
- Neither – 8%

ATTITUDES TO CONTENT

- 99% of respondents find the case study articles useful
- 92% find the graphics effective
- 97% find the editorial accessible

Based only on those who read the digital version
TOP PERFORMING ADS – ATTENTION GRABBING
SURVEY AVERAGE - 64%

% of respondents agreeing the Advertisement grabbed their attention

- Linde: 87%
- Sandvik Materials Technology: 82%
- KBC Advanced Technologies: 82%
- ExxonMobil Research Engineering/UOP Alliance Page...
- AMACS Process Tower Internals: 80%
- Man Diesel Turbo: 77%
- Foster Wheeler: 77%
- Process Consulting Services (page 107): 76%
- Four Quest Energy: 75%
- ITW Technologies: 75%
TOP PERFORMING ADS – ATTENTION GRABBING
SURVEY AVERAGE - 64%

Linde – 87%

KBC Advanced Technologies – 82%

ExxonMobil Research Engineering – 82%

Sandvik Materials Technology – 82%

AMACS Process Tower Internals – 80%
TOP PERFORMING ADS – INFORMATIVE
SURVEY AVERAGE - 60%

% of respondents agreeing they found the advertisement informative

- Process Consulting Services (page 104) 84%
- Sulzer Chemtech 84%
- Linde 83%
- Process Consulting Services (page 107) 82%
- AMACS Process Tower Internals 79%
- Asia-Tech 2014 78%
- Heat Exchange Engineering Middle East 2014 74%
- ITW Technologies 74%
- 4th Opportunity Crudes Conference 73%
- ExxonMobil Research Engineering/UOP Alliance Page 73%

Survey Average

SHARPENS YOUR MEDIA
TOP PERFORMING ADS – INFORMATIVE
SURVEY AVERAGE - 60%

Sulzer Chemtech – 84%

Process Consulting Services Pg 104 – 84%

Linde – 83%

Process Consulting Services Pg 107 – 82%

AMACS Process Tower Internals – 79%

SHARPENS YOUR MEDIA
TOP PERFORMING ADS – CLARITY
SURVEY AVERAGE - 61%

% of respondents agreeing they found message to be clear

- Linde: 83%
- Sulzer Chemtech: 80%
- Asia-Tech 2014: 79%
- Heat Exchange Engineering Middle East 2014: 78%
- AMACS Process Tower Internals: 77%
- Process Consulting Services (page 107): 77%
- 4th Opportunity Crudes Conference: 75%
- ExxonMobil Research Engineering/UOP Alliance Page...: 74%
- ITW Technologies: 74%
- ERTC Annual Meeting: 72%

Survey Average: 61%
TOP PERFORMING ADS – CLARITY
SURVEY AVERAGE - 61%

Linde – 83%

Sulzer Chemtech – 80%

Asia-Tech 2014 – 79%

Heat Exchange Engineering Middle East – 78%

Process Consulting Services Pg 107 – 82%
DOES POSITIONING IMPACT ON EFFECTIVENESS?

Results by Page Number

SHARPENS YOUR MEDIA
SUMMARY

• Good mix of respondents by geography and industry type
• High level of engagement from readers
• There is an appetite for both the print and digital editions
• High readership of sections
• Positive reaction from readers in relation to the competition
• Good feedback on both editorial and layout/style of the publication
• In terms of the ad performance – encouraging to see that across all criteria, there are strong scores throughout the publication – high traffic from front to back
• Some strong advertisements across all criteria
  • Linde
  • AMACS Process Tower Internals
  • Sulzer Chemtech
THANK YOU

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