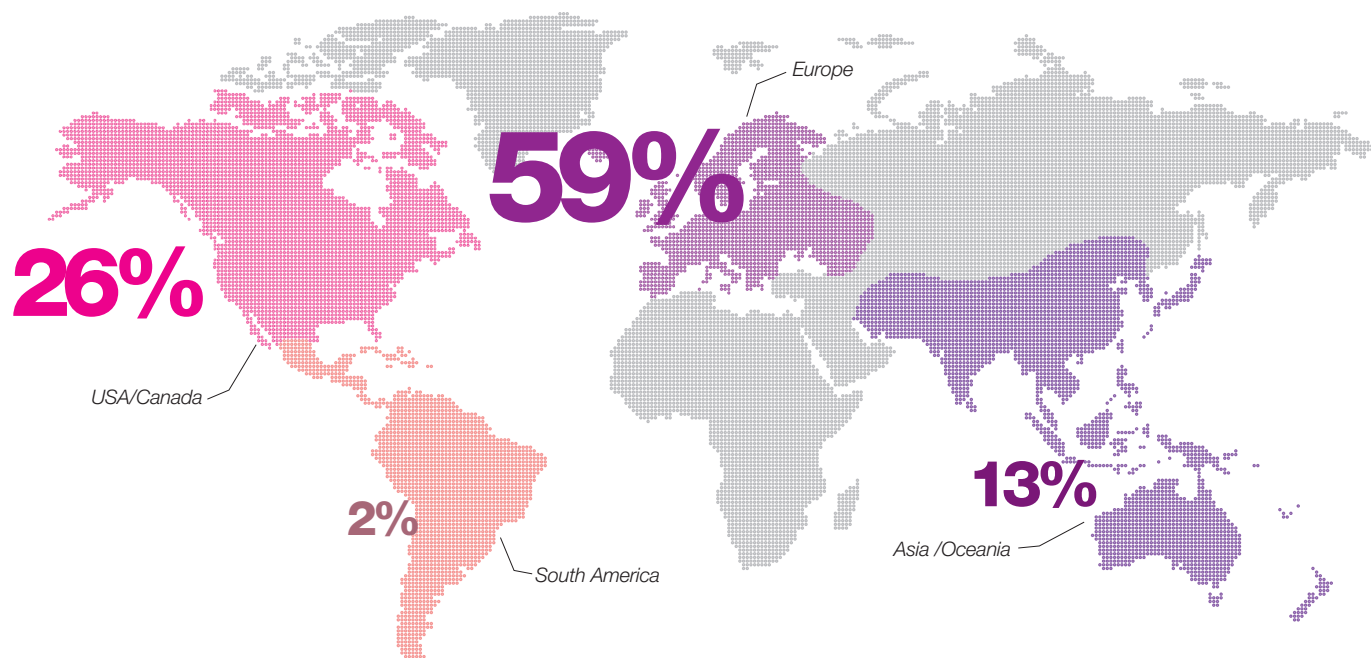


# Circulation & Readers

Over **22000** contacts are reached by every issue through our printed and digital magazines.



## WHERE

At more than 100 events/year  
On the desk of more than  
22000 readers worldwide

GLOBAL CIRCULATION	%
EUROPE	59 %
USA/CANADA	26 %
ASIA/OCEANIA	13 %
SOUTH AMERICA	2 %

GLOBAL JOB ANALYSIS	%
R&D	40 %
MARKETING	35 %
PROCESS DEVELOPMENT	18 %
PURCHASING	5 %
OTHERS	2 %

GLOBAL INDUSTRY ANALYSIS	%
PERSONAL CARE & COSMETICS	49 %
HOUSEHOLD & INDUSTRIAL DETERGENCY	34 %
FOOD	9 %
FINE CHEMICALS SPECIALITY	8 %

GEOGRAPHIC ANALYSIS - EUROPE	%
GERMANY	22.5 %
FRANCE	20.6 %
ITALY	19.3 %
UNITED KINGDOM	11.7 %
SWITZERLAND	8.5 %
EASTERN EUROPE	8 %
BELGIUM	4.5 %
SPAIN	3.9 %
OTHERS	1 %