

Wiley Corporate Solutions

Case Study: Customized Publication | Booklet

Background

The client was looking for a highly valued, market-leading resource for professionals within the chemical industry. The aim was to create a **content marketing solution** that could be distributed around the globe to **build visibility and create market access** for the client. *CHEManager*, as a well-established and highly respected media brand with monthly access to more than 100,000 decision makers and experts in the chemical industry, and a history of more than 25 years, formed the ideal basis for this solution.

Objectives Create market access | Raise brand awareness within chemical industry | Establish & increase visibility

The Challenge



Achieve high engagement of professionals within the chemical industry



Provide education to the target audience across the globe



Build brand visibility through specialist content



Increase the number of requests for client solutions

The Solution

Production of a booklet

Full-service coordination and production process by Wiley



Topic-based content



Project management



Layout creation



Production



Results



Booklet | Print & online

Client content & Wiley content



Distribution

via online channels and print supplement distributed to decision makers & experts within the chemical industry

43,000

Certified print circulation

Ø 80,000 PI

Usage digital (per month)

3,250

DOI newsletter recipients

Approx. 25,000

Social media

followers