



MEDIA PLANNER

Media for Safety Professionals

Digital Media | Webinars | Podcasts
Magazine | Custom Publishing | Research



2024



Your Partner in Lead Generation and Branding

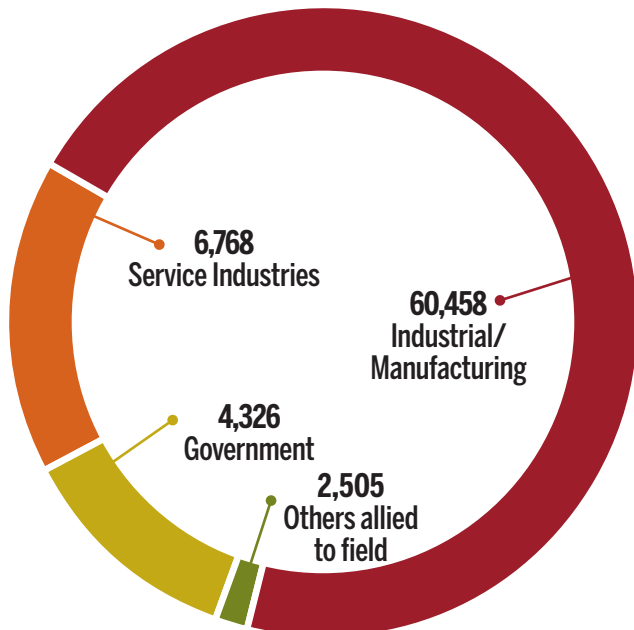
Occupational Health & Safety has been an industry leader since 1932 and continues to provide an effective collection of media outlets for promoting your health and safety products and services. In addition to providing the best coverage on niche health & safety issues, we focus on the industry triad: Personal Protective Equipment, Industrial Hygiene, and Training.



Digital Statistics

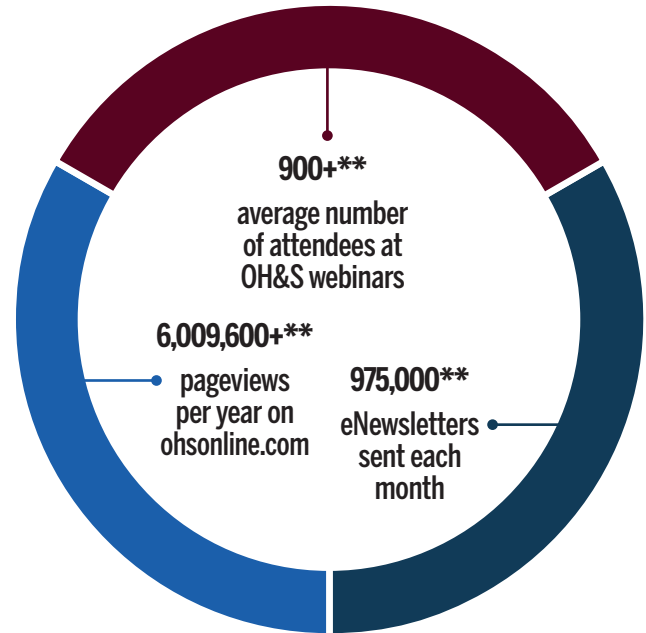


Business/Industry *



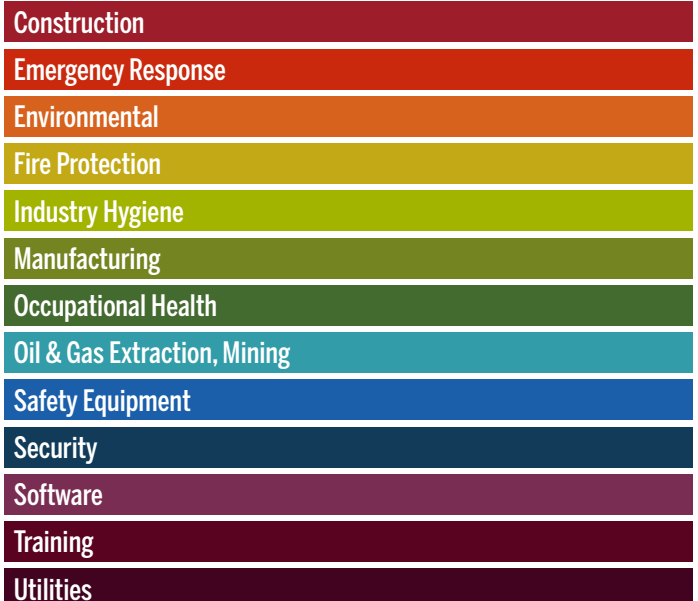
*BPA Brand Report, June 2023
**Media Owner's Own Data

Circulation That Counts



OH&S magazine reaches 74,103* subscribers!

Top Industries



Leadership. Longevity. Results.

With a strong industry presence since 1932, *Occupational Health & Safety* continues to serve the health & safety market. In our magazine and on ohsonline.com, our team of experienced editors bring you the latest information about developments in this fast-moving industry.

Take a look at our advantages in editorial, circulation, and digital reach to see that your advertising dollars go farther here than anywhere else in the industry. *OH&S* is the partner you can count on to generate leads and increase your business by utilizing our various platforms: print/digital magazine, website, SafetyPods, webinars, & eNewsletters. We are committed to providing you more value for your advertising dollar.

Award-Winning Publication

The digital edition of *OH&S* magazine won an Ozzies Digital Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine. In addition, *OH&S* received Honorable Mention Folio: Eddie and Ozzie Awards for B-to-B Full Issue - Construction/Manufacturing (Eddies) and B-to-B Site Design for ohsonline.com (Ozzies).

OH&S is also a 12-time winner of ASBPE regional and national awards for editorial and design excellence.

Audited, High-Quality Circulation

OH&S subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries. *OH&S* subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation. *OH&S* is a member of BPA Worldwide. To review *OH&S'* current BPA statement online, visit the BPA website at www.bpaww.com in the Safety, Accident Prevention category of the Business Magazine section.

As an Omeda client, *OH&S* provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

Industry Awards Programs

Our award programs honor outstanding product development achievements of health & safety manufacturers whose products and solutions are considered particularly noteworthy in their ability to improve workplace safety.

- ***OH&S* New Product of the Year Awards (Spring/Summer)**
- 2024 winners coverage in November/December 2024
- ***OH&S* Industrial Hygiene Awards (Winter/Spring)**
- 2024 winners coverage in April/May 2024
- ***Environmental Protection* New Product of the Year Awards (Fall/Winter)**
- 2024 winners coverage in *Environmental Protection* eNews



Dedicated and Devoted Subscribers

Occupational Health & Safety has loyal subscribers who depend on the publication for important health and safety news and information. According to the Baxter Research February/March 2023 adViewPro report, 85% of *OH&S* magazine subscribers became newly aware of a product/service after seeing an ad in *OH&S* magazine.

What *OH&S* Subscribers Are Saying*

“ I read *OH&S* to get information about the safety topics that pertain to my workplace. I also look for articles and ads for equipment that may benefit my workplace.
—Industrial Hygiene Safety Specialist

“ [I read *OH&S*] to keep up with current safety and health products, trends and standards.
— Safety Environmental Consultant

“ [*OH&S*] introduces me to new products, articles, and information, which I then add to my training curriculum.
—Training Director

“ Being a safety-conscious manufacturing facility, [*OH&S*] allows me to see and understand what new safety innovations are occurring that would improve our safety program through awareness and monitoring.
—Facilities Manager

“ [*OH&S*] helps educate me on trends in the field of health and safety, and lets me know about new products that might be useful for us.
—Compliance

“ I look for the latest news, trends, products, and technology in the industrial safety and occupational health arena.
—EHSQ Specialist

“ I've been involved with safety over 22 years. [I read *OH&S*] to keep up with changes in the industry and to keep members up-to-speed with the latest and greatest items around safety. Keeping our workers safe is key.
—Safety Consultant

“ I'm always looking for better products. I like reading about safety. It seems I always learn something new.
—Safety Manager



2024 Print & Digital Magazine Editorial Calendar

FEB/MAR

Ad close: 2/2/24 • Materials due: 2/7/24

Special Focus

Construction Safety

Feature Articles

IH: Gas Detection

PPE: Hearing Protection, Protective Apparel, Foot Protection

Training: Software

Plus: Summer Hazards, Emergency Showers & Eyewash, Fall Protection, Welding, Employee Screening & Testing

Value Adds

Free for half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight Construction and Summer Hazards advertisers
- **Website:** Free online spotlight for Software and Employee Screening & Testing advertisers

APR/MAY

INDUSTRIAL HYGIENE ISSUE

Ad close: 3/29/24 • Materials due: 4/3/24

Special Focus

Industrial Hygiene

Special Coverage

2024 Industrial Hygiene Awards Winners
AIHA Connect 2024

Feature Articles

PPE: Respiratory Protection, Vision Protection, Hand Protection

Training: Confined Spaces

Plus: Indoor Air Quality, Facility Safety, Fire Safety, Workplace Safety Technology, Electrical Safety, Combustible Dust

Value Adds

Free for half page or larger advertisers

- **Magazine:** Free magazine spotlight for Industrial Hygiene and Hand Protection advertisers
- **Website:** Free online spotlight for Head & Face Protection and Facility Safety advertisers

Bonus Value Add

- **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **IH Showcase** for six weeks.
 - Showcase submissions include a photo, brief description, company name and URL.

Bonus Distribution

AIHA CONNECT 2024, May 20-22, Columbus, OH



2024 Print & Digital Magazine Editorial Calendar

JUNE

COMPANY PROFILE ISSUE

Ad close: 5/17/24 • Materials due: 5/21/24

Special Focus

Fall Protection

Special Coverage

Company Profiles

Feature Articles

IH: Confined Spaces

PPE: Respiratory Protection,
Electrical Safety, Hand Protection

Training: Hazard Communication

Plus: Emergency Showers &
Eyewash, Construction Safety,
Employee Health Screening,
Workplace Safety Technology,
Emergency Preparedness

Value Adds

Free for half page or larger advertisers

- **Website:** Free online spotlight for Fall Protection and Construction Safety advertisers

Bonus Value Add

- **Magazine:** All half page or larger advertisers who appear in the June and September 2024 issues will be eligible for a Company Profile in the June 2024 issue. Company Profile sizes will be dictated by the company advertisement.
- This **Company Profile** includes a company logo, description, photo, contact information and more. Examples of Company Profiles are available upon request.

JULY/AUG

PRODUCT LAUNCH ISSUE

Ad close: 6/27/24 • Materials due: 7/1/24

Special Focus

Oil & Gas

Special Coverage

Product Launch Showcase
ASSP Safety 2024

Feature Articles

IH: Chemical Safety

PPE: PPE for Women, Head & Face
Protection, Foot Protection

Training: Lockout/Tagout

Plus: Defib & CPR, Summer Hazards,
Hearing Protection, Gas Detection,
Incentives, Emerging Safety Trends

Value Adds

Free for half page or larger advertisers

- **Magazine:** Free magazine spotlight for Oil & Gas and Foot Protection advertisers
- **Website:** Free online spotlight for Chemical Safety and Head & Face Protection advertisers

Bonus Value Add

- **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **Product Launch Showcase** for six weeks.
- Showcase submissions include a photo, brief description, company name and URL.

Bonus Distribution

ASSP Safety 2024, August 7-9,
Denver, CO



2024 Print & Digital Magazine Editorial Calendar

SEPT

PRODUCT LAUNCH ISSUE

Ad close: 8/15/24 • Materials due: 8/19/24

Special Focus

Facility Safety

Special Coverage

Product Launch Showcase
NSC Congress & Expo 2024

Feature Articles

IH: Noise Monitoring

PPE: Construction, Foot Protection,
Head & Face Protection

Training: Fall Protection

Plus: Combustible Dust, Defib & CPR,
Slips/Trips/Falls, Chemical Safety:
Hazcom, Electrical Safety, Software
Solutions

Value Adds

Free for half page or larger advertisers

- **Magazine:** Free magazine spotlight for Facility Safety and Software advertisers
- **Website:** Free online spotlight for Combustible Dust and Slips/Trips/Falls advertisers

Bonus Value Add

- **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **Product Launch Showcase** for six weeks.
 - Showcase submissions include a photo, brief description, company name and URL.

Bonus Distribution

NSC Congress & Expo 2024,
September 16-18, Orlando, FL

OCT

Ad close: 9/20/24 • Materials due: 9/25/24

Special Focus

Protective Apparel

Special Coverage

Winter Hazards
OSHA Top 10

Feature Articles

IH: Hazard Communication

PPE: Fall Protection, Hearing
Protection, Respiratory Protection

Training: Materials Handling

Plus: Workplace Safety Technology,
Transportation Safety, Confined
Spaces, IH Instruments/Monitoring,
Vision Protection

Value Adds

Free for half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Protective Apparel and Industrial Hygiene advertisers
- **Website:** Free online spotlight for Winter Hazards and Confined Space advertisers

NOV/DEC

Ad close: 10/23/24 • Materials due: 10/28/24

Special Focus

Regulatory Update

Special Coverage

2024 OH&S New Product of the Year
Winners

Feature Articles

IH: Respiratory Protection

PPE: Hand Protection, Foot
Protection, Eye & Face Protection

Training: Facility Safety

Plus: Lockout/Tagout, Safety Culture,
Construction Safety, Emergency
Showers & Eyewash, Noise
Monitoring

Value Adds

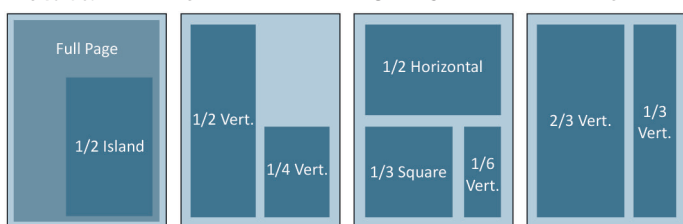
Free for half page or larger advertisers

- **Magazine:** Free magazine spotlight for OSHA Top 10 and Foot Protection advertisers
- **Website:** Free online spotlight for Hand Protection and Respiratory Protection advertisers

Magazine Ad Specs

Magazine Trim Size: 7 5/8 x 10 1/2 (all sizes are in inches)

	Live	Trim	Bleed
Full Page	7 1/8 x 10	7 5/8 x 10 1/2	7 7/8 x 10 3/4
Spread	14 3/4 x 10	15 1/4 x 10 1/2	15 1/2 x 10 3/4
2/3 Vertical	n/a	4 3/8 x 9 3/4	n/a
1/2 Horizontal	n/a	6 5/8 x 4 3/4	n/a
1/2 Island	n/a	4 3/8 x 6 5/8	n/a
1/2 Vertical	n/a	3 1/4 x 9 3/4	n/a
1/3 Vertical	n/a	2 1/8 x 9 3/4	n/a
1/3 Square	n/a	4 3/8 x 4 3/4	n/a
1/4 Vertical	n/a	3 1/4 x 4 3/4	n/a
1/6 Vertical	n/a	2 1/8 x 4 3/4	n/a



All ads are to scale.

All bleeds are 1/8" beyond trim. For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files.
Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers or transparencies).
Set bleeds 1/8" beyond trim.
DO NOT use stylized fonts.
Embed all fonts.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers).
Set bleeds 1/8" beyond trim.
Fonts must be embedded or converted to outlines.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks so they don't overlap the bleed.

Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/[magazine title]

Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Production Coordinator
OH&S, [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367

Additional Advertising Resources

<https://1105media.com/pages/ad-specs>

Online Opportunities

ohsonline.com

Occupational Health & Safety offers a variety of home page and run-of-site banners, embedded ads, product sponsorships and hot topic sponsorships that are designed to drive traffic to your website. Create brand awareness and connect with key decision makers through a customized banner program. Impression and click rates are provided.

Monthly average pageviews on ohsonline.com: 290,229*

Monthly average users on ohsonline.com: 140,528*

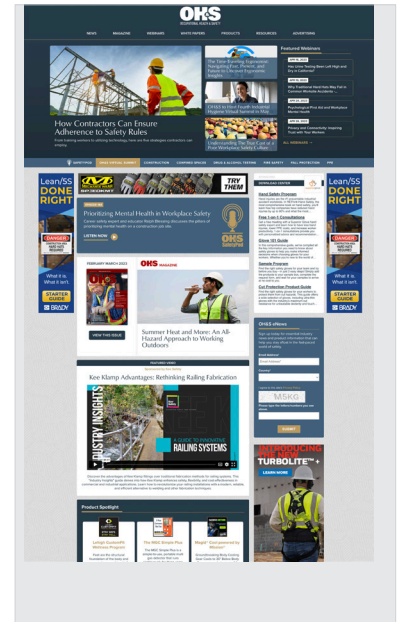
Custom Media

Content Syndication: We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline with leads.

Native Advertising: Draw more attention to your brand by running sponsored content in must-read ohsonline.com articles.

Video Hosting: Stand out by allowing us to host your rich media/video on our website. Expand the reach of your video presentation and take advantage of the OH&S brand by placing your video on our website, thus reaching thousands of potential buyers for your products and services.

Pop Quiz: Engage health & safety prospects in a fun way with an interactive 5-question quiz, promoted on our site with a 300x600 and 300x300 banner and through a 300x250 eNews banner.



Social Media

Social Media Leader

OH&S leads the way in social media with the largest monthly combined average of LinkedIn & Twitter followers and Facebook likes in the industrial safety market. Look for our numbers to grow even higher this year!

124,400* LinkedIn group members

Look for our numbers to grow even higher this year!

37,800* Twitter followers

9,037* Facebook likes

Sponsored Posts

Take advantage of our reach and grow your business by sponsoring timely messages on our social media pages. With followers growing every day, OH&S social media is the place to position your marketing materials in front of safety and health professionals. Ask us about our tradeshow Social Media Packages.



Join our group on LinkedIn:

www.linkedin.com/company/occupational-health-and-safety-magazine



Follow us on Twitter:

www.twitter.com/OccHealthSafety



Like us on Facebook:

www.facebook.com/ohsmag

*BPA Brand Report, June 2023

**Media Owner's Own Data, October 2023

Advertising Options on ohsonline.com

- Updated design
- Mobile friendly
- Top-performing banner sizes & options
- Easy navigation & enhanced opportunities for reader engagement

Run of Site (ROS) Banners

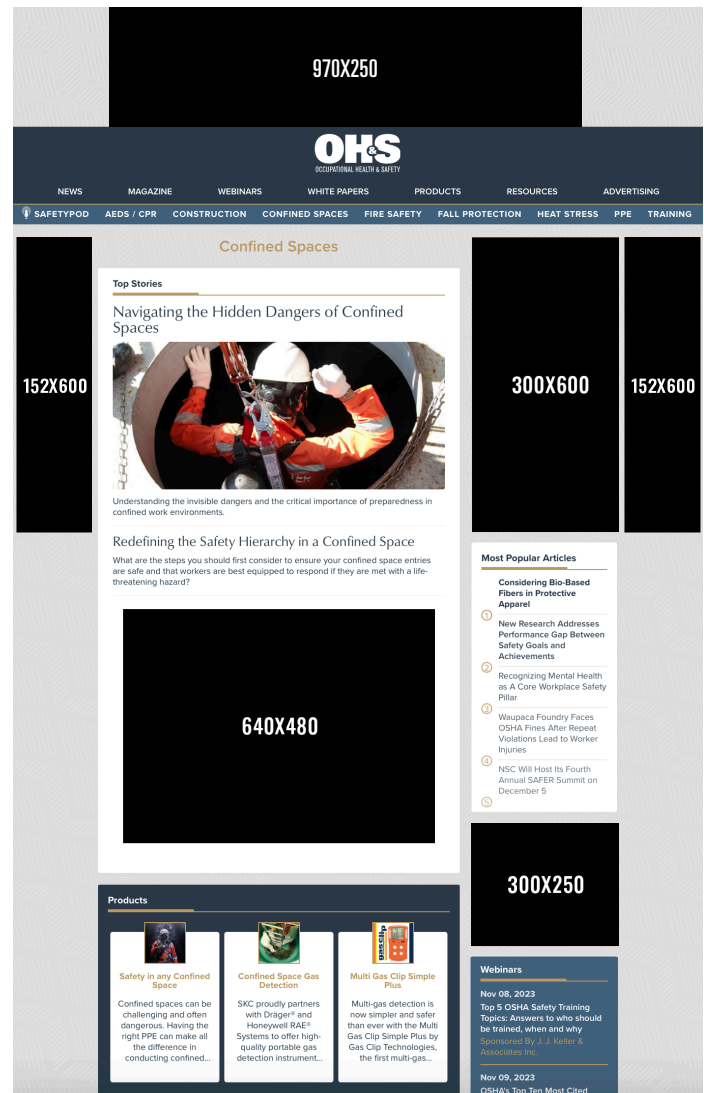
- 728x90 Top Leaderboard or 970x250 Billboard—8 sponsors
- 640x480 Embedded Article Banner—1 sponsor
- 300x250 Rectangle—6 sponsors
- 300x600 Super Skyscraper—4 sponsors
- Wallpaper*—4 sponsors
(2) 152x600 banners in cohesive design
If supplying 2 different images, include “left” and “right” in file names.
- 728x90 Bottom Banner—8 sponsors

Home Page Banners

- Home Page Product Showcase Sponsorship (6 max.)
Includes new product 150x150 image, 60-80 word description
- Video Hosting (home page & listed as top video in our video library)
- 728x90 Leaderboard—8 sponsors
- 300x250 Square—6 sponsors
- 728x90 or 970x250—8 sponsors

Specialty Options

- Home Page Info Center (up to 5 links and a logo)
Exclusive position. 12x commitment required.
- Hot Topic Area Sponsorship (exclusive to one advertiser)
468x60 on topic main page
- White Paper Hosting
- Native Advertising
- Pop Quiz: 300x600 and 300x300 website banners and 300x250 eNews banner



*Only appears on desktop devices

Content Syndication

Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads

100 guaranteed leads (minimum buy, but not limited to...)

Industries

Manufacturing, Construction, Oil & Gas, Utilities

Job Titles

Safety, Environmental Health & Compliance, Industrial Hygiene, OSHA, Human Resources (VP+ only), Facility Management

Resources Library

All assets hosted in Research Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

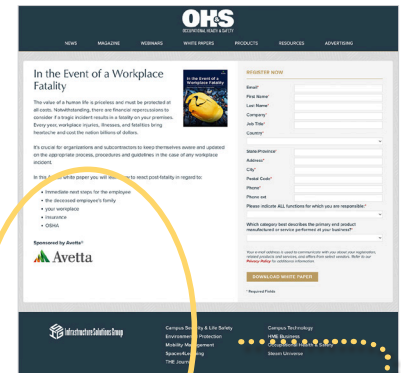
Email Promotion

Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery

Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:

- Job Title
- Email
- First Name
- Last Name
- Company
- Full Address
- Phone



1

We host your asset in Resources Library with dedicated landing page

2

We promote your asset

3

We deliver your leads

Native Advertising on ohsonline.com

Put Your Sponsored Content in Front of Thousands of Health & Safety Professionals

Now you can draw more attention to your brand by running sponsored content embedded in must-read ohsonline.com articles and on the home page.

Health & safety professionals rely on ohsonline.com to keep up with important industry news and trends. The *Occupational Health & Safety* website has a monthly average of 290,229 Pageviews.*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in eNewsletters and with (2) social media posts during the time period of the Native campaign. A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

Native Ad Requirements:

- 1,000-2,000 word article
- High resolution article image greater than 1025px wide
- 728X90 banner image with link
- 300X250 banner ad image with link
- Due dates are 5 business days or one week before live date

*BPA Brand Report, June 2023

The screenshot shows a web page layout for a sponsored article. At the top is a dark blue header with the OHS logo and navigation links: NEWS, MAGAZINE, WEBINARS, WHITE PAPERS, PRODUCTS, RESOURCES, and ADVERTISING. Below the header is a large black banner with the text '728X90' in white. The article title is 'The Time-Travelling Ergonomist: Navigating Past, Present, and Future to Uncover Ergonomic Insights' by Toni-Louise Gianatti, dated April 16, 2023. The article features an illustration of a worker in a yellow safety vest and hard hat, holding a tablet. Below the illustration is a 'SPONSORED' label and a summary of the article. A large black box with the text '300X250' is positioned below the summary. The article text discusses the use of SoterTask technology for ergonomic analysis and risk reduction.

OHS
OCCUPATIONAL HEALTH & SAFETY

NEWS MAGAZINE WEBINARS WHITE PAPERS PRODUCTS RESOURCES ADVERTISING

728X90

The Time-Travelling Ergonomist: Navigating Past, Present, and Future to Uncover Ergonomic Insights

BY TONI-LOUISE GIANATTI | APR 16, 2023

SPONSORED

Enter the world of time-traveling ergonomics, where cutting-edge technology meets human intuition to uncover critical insights into workplace safety. This article explores the unique time-traveling journey of ergonomic analysis and the power of collaborative teamwork in creating safer, healthier work environments.

SoterTask, the driving force behind this time-traveling ergonomic adventure, showcases the perfect blend of simplicity and complexity. Its user-friendly interface allows for easy data capture and processing, while advanced AI algorithms work beneath the surface to analyze ergonomic movements and risks with remarkable precision.

300X250

This balance of simplicity and sophistication is akin to an elegant, world-class figure skater gliding across the ice. To the audience, the skater's movements appear graceful and effortless, while behind the scenes, their muscles and technique are working in harmony to create a seamless performance.

By offering a straightforward and accessible platform, SoterTask encourages widespread adoption and utilization across an organization. Meanwhile, SoterTask's sophisticated AI algorithms work tirelessly behind the scenes, analyzing vast amounts of data to generate accurate and actionable insights.

Embark on a time-traveling adventure with SoterTask as you follow the four-step journey to analyze and measure ergonomic movements across different time periods.

Step 1: Capture

As a time-traveling ergonomist, you begin your journey in the present by using the SoterTask app to capture and assess work tasks in real-time. This quick interpretation of ergonomic risks allows for rapid reactions to reduce injuries. Use the 'unique to SoterTask'

Ask about adding additional banner ads on our site or in our eNewsletters for even more impact.

Product Launch 2024

Make sure the largest audience of safety professionals learns about your new products and services by taking advantage of this special print and online coverage.

July/August and September

Looking for ways to increase your visibility? *OH&S* has the forum you need! With our large selection of media formats, you can promote your offerings to a much larger audience without the cost of traveling—whether or not you also plan to exhibit at trade shows. Select from one of our special packages, or choose specific media to suit your needs.

Space is limited, so reserve your positions today!

OH&S Magazine

July/August or September

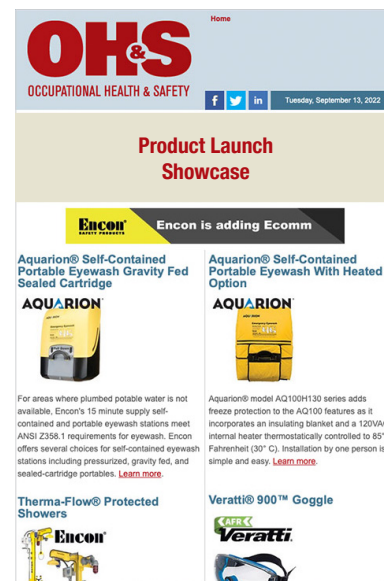
Don't miss launching your products this year! Advertise in our issue and receive the opportunity to submit a product or service to appear in the magazine Product Launch Showcase and in the online Product Launch Showcase for six weeks. Showcase submissions include a photo, brief description, company name and URL.

Product Launch Spotlight eNewsletters

July 28 and August 18

September 8 and September 29

Reinforce your branding by introducing your new products to our audience of more than 65,000* safety professionals.



Maximize Your Reach With Our Special Product Launch Packages

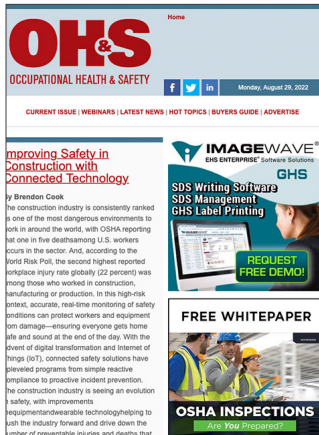
Premium Product Launch Package

- Full page magazine ad in June or October *OH&S* Magazine
- (2) spots in July/August & September Product Launch eNewsletters

Deluxe Product Launch Package

- Full page magazine ad in June or October *OH&S* Magazine
- (1) spot in July/August & September Product Launch eNewsletters

eNewsletters



Occupational Health & Safety

This multi-sponsored *Occupational Health & Safety* eNewsletter is sent to more than 65,000* safety buyers. Each eNewsletter provides critical news bulletins, events, product information and compliance tips. Contact us to learn more. Print and online packages are available.

Reach more than
65,000* safety
buyers!



OH&S Spotlight

Spotlight eNewsletters focus on specific industries or products and reach 65,000* safety buyers. This multi-sponsored eNewsletter goes out two to three times each month and includes one 468x60 top banner and up to six product listings. Contact us to learn more. Print and online packages are available.

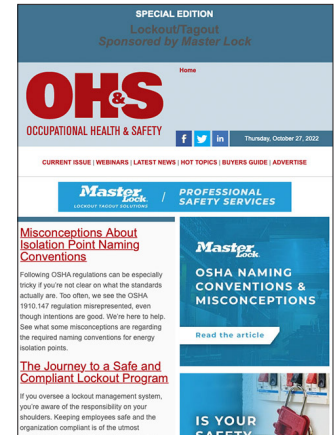
Highlight your
products and
services!



OH&S eView

In this sole sponsored eNewsletter, we send your OH&S online published article along with your banner ads to generate buzz and capture the attention of the industry. Your message will reach our 65,000* safety professionals. Includes 468x60 top and bottom banners and a 300x250 banner.

Give subscribers a
sneak peek at your
upcoming OH&S
article or your latest
whitepaper!



Sole-Sponsored eNewsletters or eBlasts

An exclusive opportunity to send your messaging to our audience. Different formats are available depending on your marketing goal. Utilize our template or your HTML file to focus on content, a white paper, products, or a special announcement. Contact us to learn more about available options.

Make your brand
the focus!

Quarterly eNewsletters



Whitepaper Quarterly

Highlight your whitepaper four times a year in this eNewsletter. Distribution: 65,000* safety buyers

- Product listing within Whitepaper eNewsletter
- Product listing within Whitepaper section of ohsonline.com
- Top banner also available

March 19
June 13
September 24
December 12

Show your whitepapers
to 65,000*
safety buyers!

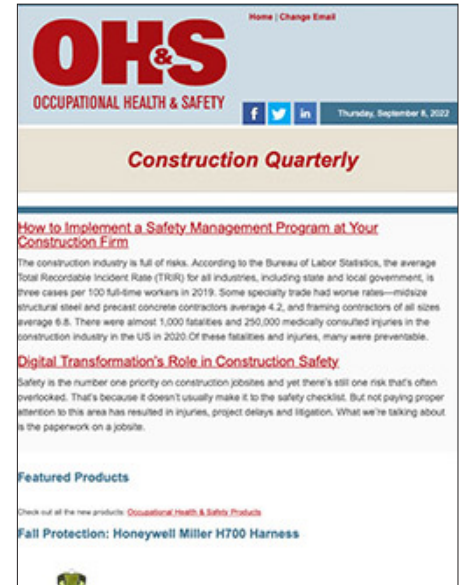


IH Quarterly

Promote your Industrial Hygiene products and services in this targeted eNewsletter, which is delivered to 30,000* industry professionals four times a year.

February 8
April 25
August 13
October 29

Target
30,000*
IH professionals!



Construction Quarterly

Reach the construction market in this targeted eNewsletter, which is delivered to 30,000* industry professionals four times a year.

March 5
June 18
September 12
November 19

New — Promote your
products to 30,000*
construction professionals!

Trade Show eNewsletters

Drive Traffic and Get Exposure

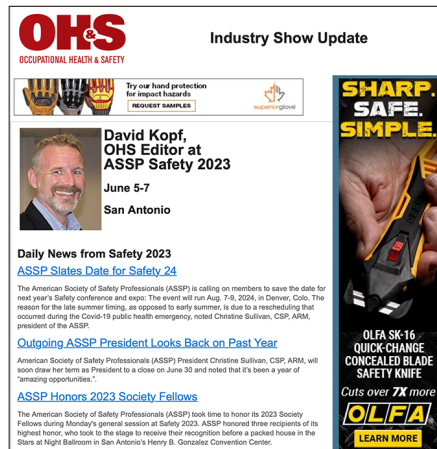
Drive more traffic to your booth at the premier trade shows in the health, safety and hygiene industry, or get exposure at these shows even as a non-exhibitor. Content is generated by our editors in these multi-Sponsored eNewsletters.

The ASSP Safety and NSC Show Update eNewsletter will be delivered to 65,000* safety buyers once before the show, twice during the expo, and approximately one week after the show.

The AIHA Show Update eNewsletter will be delivered to 30,000* IH professionals once before, once during, and once after the show.

The VPPPA Safety+ Show Update eNewsletter will be delivered to 65,000* safety buyers once before, once during, and once after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your ASSP Safety 2024 and NSC 2024 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

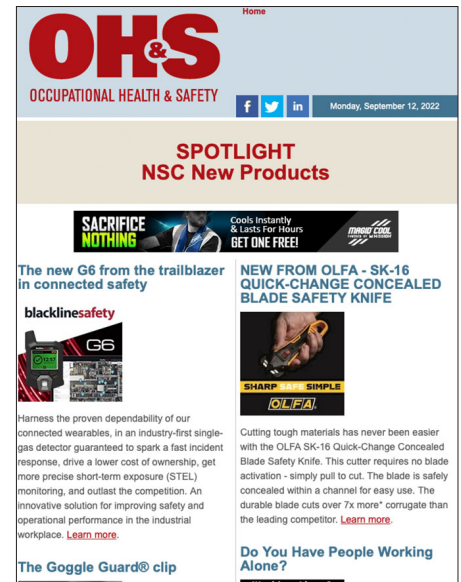


Trade Show eNewsletters Dates

AIHA CONNECT 2024	VPPPA Safety+ 2024
May 14	August 20
May 21	August 27
May 28	September 3
ASSP Safety 2024	NSC 2024
August 1	September 10
August 8	September 17
August 9	September 18
August 13	September 20

Trade Show eNewsletters Ad Sizes

- Top Banner - 468x60
- 160x120 (2 positions available)
- 180x300 Info Center (large right box)
- 160x600 Skyscraper
- Product Spots (image + text)



Trade Show Product Launch Spotlight eNewsletters Dates

ASSP Safety 2024	NSC 2024
• Pre-Show Product Launch Spotlight July 28	• Pre-Show Product Launch Spotlight September 8
• Post-Show Product Launch Spotlight August 18	• Post-Show Product Launch Spotlight September 29

Trade Show Spotlight eNewsletters Ad Sizes

- Top Banner - 468x60 (exclusive)
- Product Spot (150x150 + 40-60 words of text)
- Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

Contact us for rates.

eNews 2024 Editorial Calendar

EDITION	SPECIAL FOCUS
JANUARY	
January 3	Regulatory & Compliance Updates
January 8	General <i>OH&S</i>
January 10	Hazard Communication
January 16	General <i>OH&S</i>
January 17	General <i>OH&S</i>
January 22	Training
January 23	Spotlight - Slip/Fall
January 24	General <i>OH&S</i>
January 29	General <i>OH&S</i>
January 31	Facility Safety
FEBRUARY	
February 1	Spotlight - Construction Safety
February 5	General <i>OH&S</i>
February 7	Head & Face Protection
February 8	IH Quarterly
February 12	General <i>OH&S</i>
February 14	General <i>OH&S</i>
February 20	General <i>OH&S</i>
February 21	General <i>OH&S</i>
February 26	Respiratory Protection
February 28	General <i>OH&S</i>
MARCH	
March 4	Software & Online Solutions
March 5	Construction Quarterly
March 6	General <i>OH&S</i>
March 7	Spotlight - Protective Apparel
March 11	General <i>OH&S</i>
March 13	Fall Protection
March 18	General <i>OH&S</i>
March 19	Whitepaper Quarterly
March 20	General <i>OH&S</i>
March 25	Summer Hazards/Heat Stress
March 28	General <i>OH&S</i>

EDITION	SPECIAL FOCUS
APRIL	
April 1	General <i>OH&S</i>
April 3	Hand Protection
April 8	General <i>OH&S</i>
April 9	Spotlight - Fire Safety
April 15	General <i>OH&S</i>
April 17	Facility Safety
April 22	General <i>OH&S</i>
April 24	General <i>OH&S</i>
April 25	IH Quarterly
April 29	General <i>OH&S</i>
MAY	
May 1	Stand-Down for Fall Prevention
May 6	General <i>OH&S</i>
May 8	Training
May 13	General <i>OH&S</i>
May 15	Respiratory Protection
May 20	General <i>OH&S</i>
May 23	Spotlight - Noise Monitoring
May 29	General <i>OH&S</i>
JUNE	
June 3	PPE for Women
June 4	Spotlight - Electrical Safety
June 10	General <i>OH&S</i>
June 12	General <i>OH&S</i>
June 13	Whitepaper Quarterly
June 17	General <i>OH&S</i>
June 18	Construction Quarterly
June 19	Chemical Safety
June 24	General <i>OH&S</i>
June 26	Summer Hazards/Heat Stress

eNews 2024 Editorial Calendar

EDITION	SPECIAL FOCUS
JULY	
July 1	General <i>OH&S</i>
July 3	General <i>OH&S</i>
July 8	General <i>OH&S</i>
July 9	Spotlight - Employee Screening & Testing
July 10	Fall Protection
July 15	General <i>OH&S</i>
July 17	General <i>OH&S</i>
July 22	Facility Safety
July 24	General <i>OH&S</i>
July 31	Regulatory & Compliance Updates
AUGUST	
August 5	General <i>OH&S</i>
August 7	Fall Protection
August 12	General <i>OH&S</i>
August 13	IH Quarterly
August 14	Incentives
August 15	Spotlight - Oil/Gas Safety
August 19	General <i>OH&S</i>
August 21	General <i>OH&S</i>
August 26	General <i>OH&S</i>
August 28	Emergency Eyewash & Showers
SEPTEMBER	
September 4	General <i>OH&S</i>
September 9	General <i>OH&S</i>
September 11	Employee Screening & Testing
September 12	Construction Quarterly
September 16	General <i>OH&S</i>
September 20	Spotlight - Facility Safety
September 23	General <i>OH&S</i>
September 24	Whitepaper Quarterly
September 25	General <i>OH&S</i>
September 30	Winter Hazards

EDITION	SPECIAL FOCUS
OCTOBER	
October 2	General <i>OH&S</i>
October 7	Technology in the Workplace
October 9	Facility Safety
October 14	General <i>OH&S</i>
October 16	OSHA Top 10
October 21	General <i>OH&S</i>
October 22	Spotlight - PPE
October 23	General <i>OH&S</i>
October 28	Hazard Communications
October 29	IH Quarterly
October 30	General <i>OH&S</i>
NOVEMBER	
November 4	Regulatory & Compliance Updates
November 6	General <i>OH&S</i>
November 12	Hearing Protection
November 13	General <i>OH&S</i>
November 18	General <i>OH&S</i>
November 19	Construction Quarterly
November 20	General <i>OH&S</i>
November 25	Fall Protection
November 26	Spotlight - Foot Protection
November 27	General <i>OH&S</i>
DECEMBER	
December 2	General <i>OH&S</i>
December 4	Oil/Gas
December 9	<i>OH&S</i> New Product of the Year Winners
December 10	Whitepaper Quarterly
December 11	General <i>OH&S</i>
December 16	General <i>OH&S</i>
December 17	Spotlight - Facility Safety
December 18	Indoor Air Quality

Webinars

Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today's health and safety decision makers from physically attending seminars, conferences and expositions. Moreover, they have constant ongoing educational needs. It is important that today's health and safety product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why *Occupational Health & Safety* offers a turnkey webinar solution that allows health & safety products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of health and safety buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars

In addition to single-sponsored customer-supplied webinars, *OH&S* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

NEW! Editorial Webinar Speaking Sponsorship

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to our engaged audience.

Sponsorship Details

- **Event Promotion and Visibility:** Registration development through targeted email promotions, eNewsletters and more
- **Branding:** Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
- **Presentation (optional):** 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
- **Event Reporting:** Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details



Planned 2024 editorial webinars include:

- Chemical Safety
- Combustible Dust
- Confined Spaces
- Construction Safety
- Electrical Safety
- Emergency Response & Preparedness
- Employee Health Screening
- Facility Safety
- Fall Protection
- Hazard Communication
- Hearing Protection
- Heat Stress
- Injury & Illness Recordkeeping
- OSHA Top 10
- Regulatory Compliance
- Respiratory Protection
- Safety Technologies
- Total Worker Health
- Utilities Safety

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact your Regional Sales Manager.

OH&S SafetyPod

An Exciting Way to Promote Your Business

OH&S SafetyPod creates a unique marketing experience for your company by offering an insider's view into the safety industry. Hosted by Editor David Kopf, each podcast features informative and timely information on important industry topics such as fall protection, personal protective equipment, industry hygiene, hazard communication and more.

Each sponsor will receive a mention at the beginning and end of the podcast as well as a brief company marketing message included in the episode. OH&S SafetyPods are marketed to our OH&S database, promoted on our website and popular podcast platforms Apple Podcasts, Spotify, Amazon Music and more.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to OH&S subscribers

NEW! Get Vendor Podcast leads with a Viewpoint

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)

OH&S Safety Speak Limited to 1 sponsor per week

Shorter episodes covering top headlines, new industry information and more

- 30-second ad copy read during the episode



The OH&S Audience Listens to SafetyPod

82%* of OH&S SafetyPod listeners have taken the time to subscribe to the podcast on their preferred platform.



Statistics & Growth

With an average of 600+ downloads per episode, OH&S SafetyPod is in the top 10% of all podcasts.

OH&S SafetyPod was listed as a "Top 40 Best Construction Podcasts in 2022" by construction industry resource Levelset.

OH&S SafetyPod has proven to be a useful tool for safety professionals to continue their own education and share with teammates. Over the last three years, OH&S SafetyPod has produced over 2,200 minutes of safety-related content in over 185 episodes. Popular podcast platforms, such as Apple Podcasts and Spotify, show OH&S SafetyPod has had 150% growth in the past year with no signs of stopping.

Contact us to learn how you can be part of this impressive catalog of content today.

*Media Owner's Own Data

Online Ad Options

ohsonline.com

290,229* average page views per month

Run of Site (ROS) Banners

- 970x250 Billboard OR 728x90 Leaderboard - 8 sponsors
- 300x250 Rectangle—6 sponsors
- 300x600 Super Skyscraper—4 sponsors
- Wallpaper—4 sponsors
- (2) 152x600 banners in cohesive design

Home Page Banners

- Video Hosting
- 970x250 Billboard OR 728x90 Leaderboard - 8 sponsors
- 300x300 Square—6 sponsors

Specialty Options

- Home Page Info Center
12x commitment required
- White Paper Hosting
- Pop Quiz - Includes 300x60 & 300x300 web banners
& 300x250 eNews banner
- Native Advertising - 2 weeks
- Social Media Posts
LinkedIn, Twitter, Facebook
- Vendor Webinar
- Editorial Webinar co-sponsor
- SafetyPod Vendor Podcast
- eBlast
- Safety Speak Sponsorship

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eNewsletters

Occupational Health & Safety eNews (2x/week)

Circulation 65,000*.

- New Product Spot
- 300x250 eNews Info Center
- 300x250 Large Right Box
- 468x60 Banner Ad
- 300x300 Square
- Sponsor
- Sole Sponsored eNewsletter (Product or Content)

Spotlight eNews or Whitepapers Quarterly

Circulation 65,000*.

- Top Banner
- 150x150 product image, 40-60 word description

OH&S eView Sole Sponsored eNews

Circulation 65,000*. Includes submitted article.

- Single Issue Exclusive Sponsorship
- Article published on OH&S online

IH Quarterly and Construction Quarterly eNews

Circulation 30,000*.

- New Product Spot
- 300x250 eNews Info Center
- 300x250 Large Right Box
- 468x60 Banner Ad
- 300x300 Square
- Sponsor

Trade Show eNews - AIHA Connect, ASSP, BPPPA and NSC

- Top Banner - 468x60
- 160x120 (2 positions available)
- 180x300 Info Center (large right box)
- 160x600 Skyscraper
- Product Spot

Website Banner Ad Specs

1105 Media Ad Serving Platform is Google Ad Manager 360

(formerly DFP Premium)

Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5

Acceptable up to 100K

Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

Third-party ad serving

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement

Banners are run-of-site or homepage placements. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications

- Initial Load: The file size should be maximum 80K.
- Subsequent Load: The file size should be between 70-80K.
- Number of Subsequent Loads: 1-2
- In-banner Video: We can accommodate as long as it fits into the max 80K file size.
- Special Frame Requirements: None, but must follow our specs & file size.
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

eNews Banner Ad Specs

Banner Sponsorship - 40K maximum file size

- eNews Info Center - 300x250
- Large Right Box - 300x250
- Large Square - 300x300
- Top - 468x60
- Bottom - 468x60
- Click-thru URL

New Product - 40K maximum file size

150x150 image (.jpg or .gif), Headline: 55 characters max, Body text: 40-60 words, Click-thru URL

Headline

55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed. URL should be limited to 250 characters.

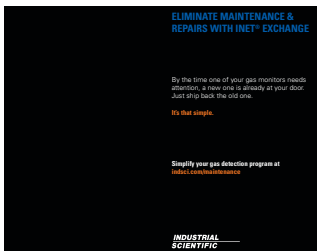
Acceptable Files

Static GIF or JPG files

Please submit materials to Tim Bobko at tbobko@1105media.com.

All website and eNews creative is due 5 business days prior to launch.

Integrated Marketing Services



Belly Bands/Cover Tips

Make your brand the first thing *OH&S* readers see by advertising on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.



Inserts/Outserts

Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *OH&S* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

List Rental

The *OH&S* subscriber list is available for rental. For more information, please contact your Regional Sales Manager.



Cover Snipe

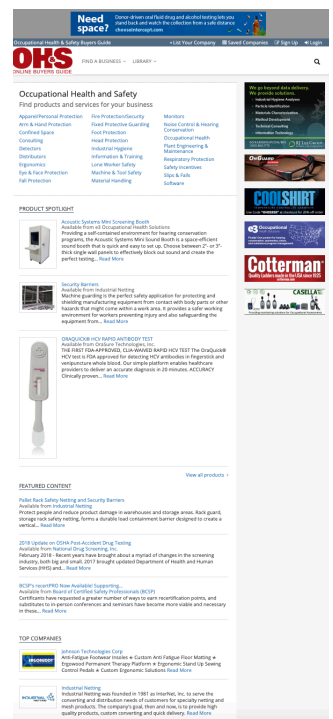
Direct readers to your *OH&S* magazine ad with a high-visibility snipe on the cover.

Research Opportunities

Enlist *OH&S* to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research.

Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), ePrints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595.



Industry Directory

Give your customers easy access to your safety solutions with the *OH&S* online industry directory. Add your company at buyersguide.ohsonline.com. For extra impact, upgrade with a Top Product listing, banner ad, and more. For more information or to place a listing, call MediaBrains at 866-627-2467.



contact us

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