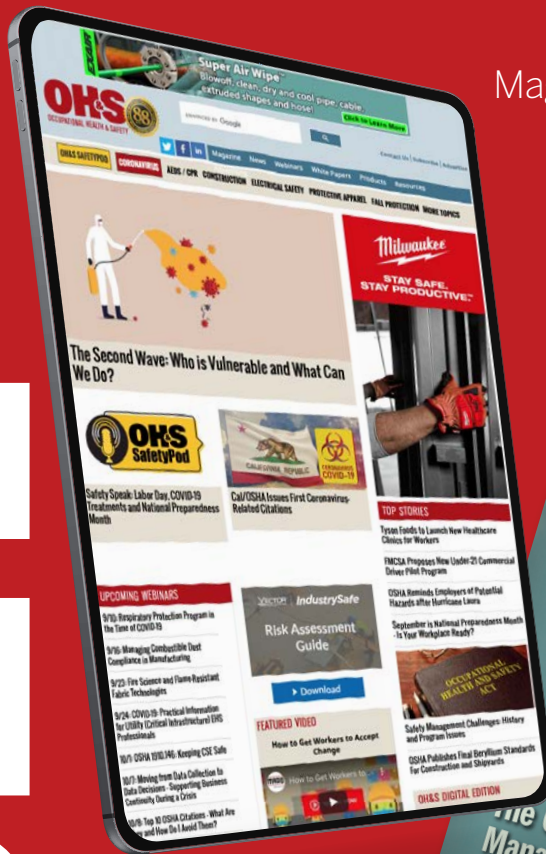




## MEDIA PLANNER

Media for Safety Professionals

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



# 2021



## 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.

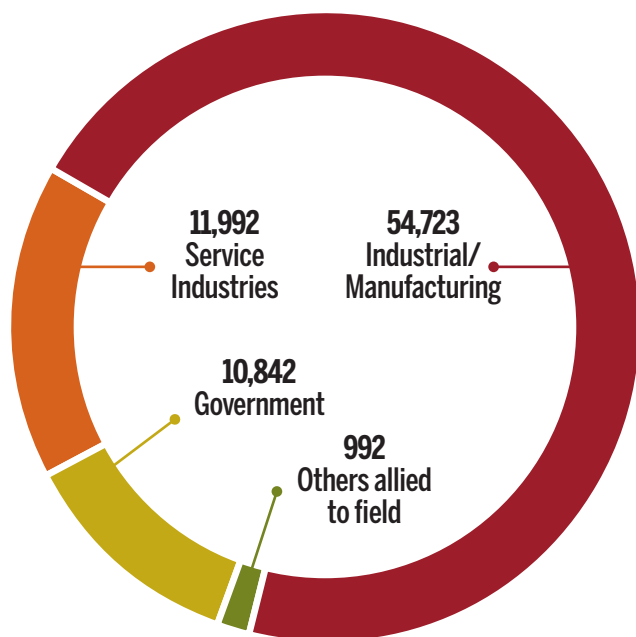


## Magazine Buying Responsibility\*

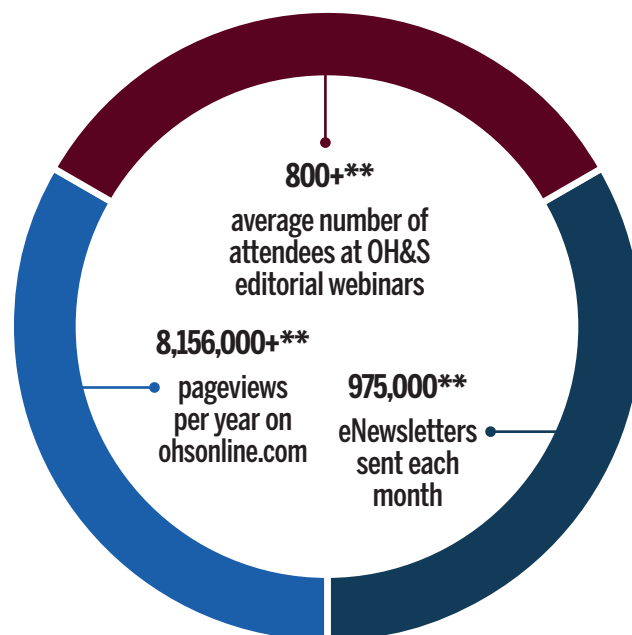
Emergency Response	20,290
Environmental Compliance	20,235
Ergonomics	19,596
Fire Protection	19,641
Industrial Hygiene	20,026
Occupational Health	21,553
Safety Equipment	29,027
Security	17,872
Software	17,463
Training	24,346

OH&S reaches 78,549\* subscribers and 37,799\* buyers and specifiers!

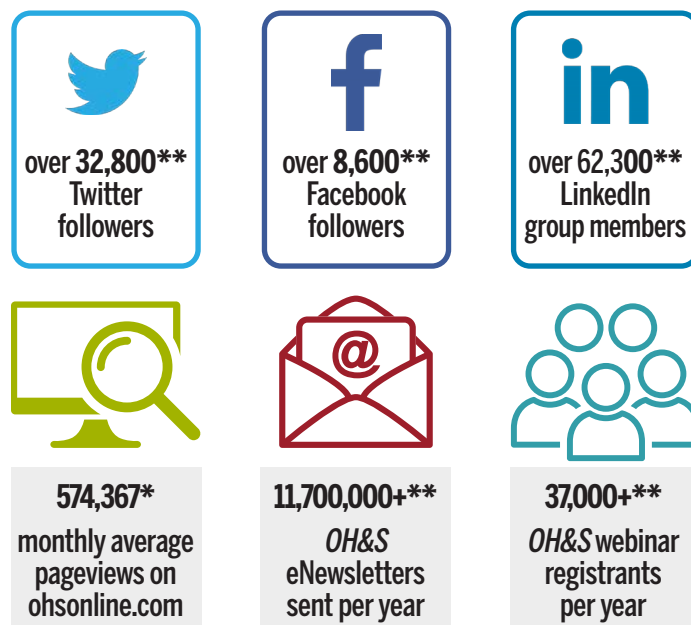
## Business/Industry \*



## Circulation That Counts



## Online Statistics



\*BPA Brand Report, June 2021

\*\*Media Owner's Own Data

## 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 circulation, editorial, and online, print, and digital platforms, and you'll know that your advertising dollars go farther here than anywhere else. *OH&S* is the partner you can count on to generate more leads and increase your business. 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.bpawww.com](http://www.bpawww.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.

## Ongoing Opportunities

Our group of products offers an innovative, complete marketing program including online, custom publishing and research opportunities.

- **High-quality lead generation with custom and editorial webinars**
- ***OH&S* SafetyPods**
  - Regular 20- to 30-minute podcasts featuring a conversation with *OH&S* Editor Sydney Shepard and an industry expert on a safety topic plus weekly Safety Speak mini episodes
  - Limited sponsorship opportunities
- ***OH&S* New Product of the Year Awards**
  - Winners coverage in November/December 2021
- ***OH&S* Industrial Hygiene Awards **NEW!****
  - Winners coverage in May 2021





## 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 January/February 2020 mediaView report, 84% of *OH&S* magazine subscribers rate it important, very important, or a personal favorite!

## What *OH&S* Subscribers Are Saying\*

“ I read *OH&S* because it covers many aspects of the profession. Sometimes it is a reinforcement of what I am doing and other times it is a different perspective in the approach.  
—H&S Manager

“ [I read *OH&S* to] keep up with industry-related products and programs.  
— Director Product Management

“ Keeps me current and I can see new products and information.  
—Owner

“ [*OH&S*] backs me up when informing upper management on OSHA requirements, updates, and safety initiatives.  
—Operations Coordinator

“ [*OH&S*] goes a long way in reminding me of changes in the safety/health technology — articles I can point to when I show others what we should be doing to keep ahead of the competition.  
—Safety Environment Supervisor

“ *Occupational Health & Safety* supports my professional interests by publishing articles about new safety ideas and products.  
—Safety Coordinator

“ My company purchased over 100 of these devices [advertised in *OH&S*] in a national safety improvement action item.  
—Hseq Specialist

“ To see what's happening around other sites and new ideas and approaches to managing safe work operations. After 40 years of health and safety and now working as a consultant, it is important to keep up on the latest trends and your magazine does a great job of that.  
—Health & Safety Consultant

“ To keep up with the latest safety news, trends, and equipment.  
—Safety Director

“ [I read *OH&S* for] updates, information and new approaches and resources for products.  
—Health & Safety Consultant



\*Baxter Research, 2020 mediaView Quarterly Report

## 2021 Editorial Calendar

### JAN/FEB

Ad close: 1/4/21 • Materials due: 1/6/21

#### Special Focus

Construction Safety

#### Feature Articles

**IH:** Chemical Safety

**PPE:** Foot Protection, Respiratory Protection, Hand Protection

**Training:** Software

**Plus:** Oil & Gas, Emergency Showers & Eyewash, Combustible Dust

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for construction safety and hand protection advertisers
- **Website:** Free Product Listing Respiratory Protection Emergency Showers & Eyewash

### MAR

Ad close: 1/21/21 • Materials due: 1/25/21

#### Special Focus

Fall Protection

#### Feature Articles

**IH:** Gas Detection

**PPE:** Hearing Protection, Protective Apparel, Head & Face Protection

**Training:** Lockout/tagout

**Plus:** Summer Hazards/Heat Stress, Employee Testing

#### Value Adds

For all half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free Product Listing Product Spotlight for fall protection and hearing protection advertisers
- **Website:** Free Product Listing Head & Face Protection Lockout/tagout

### APR

Ad close: 3/1/21 • Materials due: 3/2/21

#### Special Focus

Fire Safety

#### Feature Articles

**IH:** Confined Spaces

**PPE:** Vision Protection, Foot Protection

**Training:** Electrical Safety

**Plus:** Welding, Incentives, Facility Safety

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for foot protection and fire safety advertisers
- **Website:** Free Product Listing Incentives Electrical Safety

## 2021 Editorial Calendar

### MAY

Ad close: 3/29/21 • Materials due: 3/31/21

#### Special Focus

Industrial Hygiene

#### Feature Articles

**PPE:** Respiratory Protection, Hand Protection

**Training:** Confined Spaces

**Plus:** Combustible Dust, Emergency Showers & Eyewash, Wearable Devices

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for industrial hygiene and emergency showers & eyewash advertisers
- **Website:** Free Product Listing Confined Spaces IH New Products

#### Bonus Value Add

For all quarter page or larger advertisers

- **IH Online Product Showcase:** Includes photo, brief description, and company name. Will reside on ohsonline.com for six weeks.

### JUNE

Ad close: 4/28/21 • Materials due: 4/28/21

JUNE PRODUCT LAUNCH ISSUE

#### Special Focus

Product Launch

#### Feature Articles

**IH:** Noise Monitoring

**PPE:** Protective Apparel, Vision Protection, Fall Protection

**Training:** Electrical Safety

**Plus:** Defibrillators & CPR, Oil & Gas, Heat Stress, Employee Testing

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for vision protection and oil & gas advertisers
- **Website:** Free Product Listing Electrical Safety New Products

#### Bonus Value Add

For all quarter page or larger advertisers

- **Online New Product Showcase:** Includes photo, brief description, company name. Will reside on ohsonline.com for six weeks.

### JULY/AUG

Ad close: 6/25/21 • Materials due: 6/29/21

THE COMPANY PROFILE ISSUE

#### Special Focus

Construction Safety

#### Feature Articles

**IH:** Confined Spaces

**PPE:** Respiratory Protection, Hand Protection, Head & Face Protection

**Training:** Lockout/tagout

**Plus:** Facility Safety, Emergency Showers & Eyewash, Lab Safety

#### Value Adds

For all July half page or larger advertisers

- **Website:** Free Product Listing Confined Spaces PPE

#### Bonus Value Add

For all half page or larger advertisers in both July/August and October 2021

- **Company Profile:** same size as ad in July/August 2021 issue

## 2021 Editorial Calendar

### SEPT

Ad close: 7/29/21 • Materials due: 7/29/21

#### Special Focus

Industrial Hygiene

#### Feature Articles

**PPE:** Construction, Electrical Safety

**Training:** Chemical Safety

**Plus:** Wearable Devices, Winter Hazards, Combustible Dust

#### Value Adds

For all half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free Product Listing Product Spotlight for industrial hygiene and electrical safety advertisers
- **Website:** Free Product Listing Emergency Showers & Eyewash Wearable Devices

#### Show Coverage/Bonus

##### Distribution\*

ASSP Safety 2021, September 13-15, Austin, TX

\*If event occurs in-person

### OCT

Ad close: 8/27/21 • Materials due: 8/31/21

#### OCTOBER PRODUCT LAUNCH

#### Special Section

Product Launch

#### Feature Articles

**IH:** Indoor Air Quality

**PPE:** Foot Protection, Vision Protection, Fall Protection

**Training:** Materials Handling

**Plus:** Defibrillators & CPR, Facility Safety, Hearing Protection

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for foot protection and vision protection advertisers
- **Website:** Free Product Listing Indoor Air Quality New Products

#### Bonus Value Add

For all quarter page or larger advertisers

- **Online New Product Showcase:** Includes photo, brief description, and company name. Will reside on ohsonline.com for six weeks.

#### Show Coverage/Bonus

##### Distribution\*

NSC Congress & Expo, October 11-13, Orlando, FL

### NOV/DEC

Ad close: 10/21/21 • Materials due: 10/25/21

#### Special Focus

- 2021 OH&S New Product of the Year Winners
- OSHA Top 10

#### Feature Articles

**IH:** Gas Detection

**PPE:** Hand Protection, Protective Apparel

**Training:** Fall Protection

**Plus:** Lockout/Tagout, Lab Safety

#### Value Adds

For all half page or larger advertisers

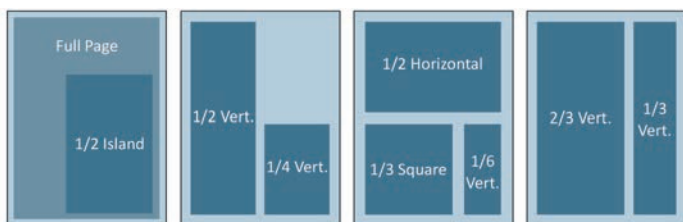
- **Magazine:** Free Product Listing Product Spotlight for protective apparel and hearing protection advertisers
- **Website:** Free Product Listing Lockout/Tagout Facility Safety



## Magazine Ad Specs

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

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



All ads are to scale.

### 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:**

574,367\*

**Monthly average users on ohsonline.com:**

255,911\*

### Custom Media

#### Home Page Info Center

Deliver valuable information and engage buyers looking for health and safety products, information and solutions at the moment they enter the OH&S Home Page. Positioned in the top-middle of the page, the Home Page Info Center accomplishes the three most important online marketing goals in one complete tool—branding, lead generation and premiere leadership positioning.

#### 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.

#### Whitepapers

Whitepaper listing includes title, company name, brief abstract, and link to whitepaper

#### 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.

#### Native Advertising

See next page for details.

## Social Media

### Social Media Leader

OH&S leads the way in social media with the largest monthly average of audited Twitter followers and Facebook likes of all audited safety media. Our December 2020 BPA statement shows:

**32,507\* Twitter followers** (now over 32,800\*\*)

**7,561\* Facebook likes** (now over 8,600\*\*)

**59,511\* LinkedIn group members** (now over 62,300\*\*)

Look for our numbers to grow even higher this year!

### Sponsored Posts

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 get safety professionals seeing and talking about your brand.

### Live From ASSP Safety 2021 & NSC 2021

Team up with OH&S to get your news and information out continuously before, during, and after key safety shows. Our popular social zone will feature aggregated content about and from the respective shows and our Live From sponsors.



**Like us on Facebook:** [www.facebook.com/ohsmag](http://www.facebook.com/ohsmag)



**Follow us on Twitter:** [www.twitter.com/OccHealthSafety](http://www.twitter.com/OccHealthSafety)



**Join our group on LinkedIn:** [www.linkedin.com/company/occupational-health-and-safety-magazine](http://www.linkedin.com/company/occupational-health-and-safety-magazine)

\*BPA Brand Report, June 2021

\*\*Media Owner's Own Data, August 2021

## 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 574,367 Pageviews.\*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x300 banner ad. Your sponsored content will also be included in eNewsletters sent 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
- 300X300 banner ad image with link
- Due dates are 5 business days or one week before live date.

728X90

OHS  
OCCUPATIONAL HEALTH & SAFETY

Google Custom Search

Contact Us | Subscribe | Advertise

Magazine News Webinars Academy Products Resources Advertising

OHS SAFETYPOD DRUG & ALCOHOL TESTING ELECTRICAL SAFETY HAND PROTECTION PROTECTIVE APPAREL FALL PROTECTION MORE TOPICS

J.J. Keller®  
SAFETY

SPONSORED

### JJ Keller to Revolutionize Safety Management with Launch of Invaluable New Solution

The J. J. Keller® SAFETY MANAGEMENT SUITE will help EHS professionals mitigate risk, drive performance and ensure compliance

Nov 03, 2019

A safety culture expands beyond the confines of physical walls and core hours. To effectively manage ever-evolving regulatory requirements, increasingly flexible work arrangements, and rapidly changing business demands, modern-day safety programs must be as adaptable as the individuals who maintain them.

No one knows this better than Rustin Keller. As president and CEO of J. J. Keller & Associates, Inc., Keller has embraced emerging technologies and contemporary business strategies in the continuous pursuit of safety and compliance — a progressive approach that's helped transform J. J. Keller from a primarily print-based publishing company to a growing intellectual property hub.

"We believe empathy for the end user is the key to long-term success. J. J. Keller continues to grow because we remain focused on a core purpose — helping customers comply with complex regulatory requirements. To remain relevant, we encourage our associates to experiment, but always within that core purpose," said Keller.

This customer-first mentality has paid off big for the privately held, family-owned organization. Over the past 65 years, J. J. Keller & Associates, Inc. has grown to become an undisputed industry leader serving over 600,000 customers nationwide. Today, over 90% of Fortune® 1000 companies depend on J. J. Keller's expert insights and flexible solutions to help mitigate risk, drive performance, and ensure compliance.

"We expect our associates to be in front of customers as often as possible," said Keller. "It's the reason our products continue to set the standard for quality and comprehension."

According to Keller, today's safety professionals are under more pressure than ever before. Tasked with maintaining a safe, compliant workplace, individuals working in safety must strategically assess risk while developing proactive measures to help prevent future incidents — and that's on top of a wide range of time-consuming regulatory tasks and recordkeeping requirements.

300X300

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

## Live From ASSP Safety 2021 and NSC 2021

### Get the Best Value for Your Show Investment With Our Award-Winning Social Zone

Team up with *Occupational Health & Safety* to get your news and information out continuously before, during, and after key safety shows. Our popular social zone will feature aggregated content about and from the respective shows and our Live From sponsors.

#### Sponsor package includes:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, tweets from *OH&S* editors, show posts, and more!
- Promotion of social zone in *OH&S* eNews and on ohsonline.com
- Mention in *OH&S* articles and show eNews
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Live reporting and videos from your booth
- Ability to go “live” on Facebook Live or Twitter
- Posts from *OH&S* editors about your company, products and booth, including posts during the show.

*OH&S* currently has over 32,800\* Twitter followers, over 8,600\* Facebook followers, and over 62,300\* LinkedIn followers!

#### Also available:

- Mini Live From — up to 10 sponsored posts while Live From page is live
- Custom Live From — Ask us about special coverage at other safety events

#### Live From Dates:

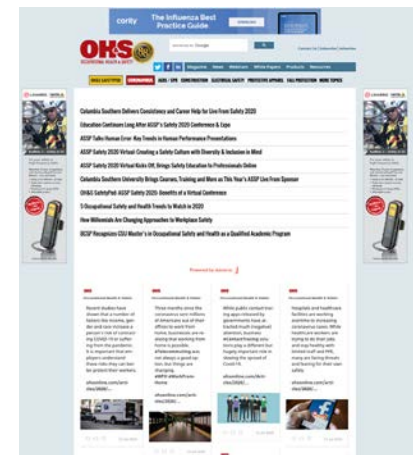
- ASSP Safety 2021, September 1 - 30, 2021
- NSC 2021, October 1 - October 30, 2021

**Limited sponsorships per show available.**

\*Media Owner's Own Data



[ohsonline.com/live](https://ohsonline.com/live)



Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.

## Product Launch 2021

### Spring and Fall

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

Can't travel to show off your new products face-to-face? 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 - June or October

Don't miss launching your products this spring or fall! Advertise in our June or October issue and receive an Online Product Showcase spot including photo, brief description, and company name, which will reside on ohsonline.com for six weeks.

#### Product Launch Spotlight eNewsletters

**Spring - May 30 & June 27**

**Fall - October 3 & 17**

Introduce your products to our audience of more than 65,000\* safety professionals. Receive leads from safety buyers with contact name, address and phone number.

#### OH&S Social Media

Maintain a social relationship with your buyers through our social media outlets. We'll post your message to our LinkedIn, Twitter, or Facebook accounts to keep you connected.

\*Media Owner's Own Data

**BREAKTHROUGH STRATEGIES: THE BREATH OF SAFETY**  
**JUNE 2020**  
OH&S  
OCCUPATIONAL HEALTH & SAFETY

**THE COMPLEXITIES OF ACHIEVING COMFORT IN FALL PROTECTION HARNESSES**

**Product Launch Showcase**

**Vertical lifeline with hands-free mobile fall arrester**  
The ASAP LOCK VERTICAL LIFELINE® is a temporary vertical lifeline designed for protecting workers from height falls. A pre-assembled and ready-to-use kit limits the risk of assembly error and a BUCKET bag makes for easy storage. The ASAP LOCK is a mobile fall arrester that moves up and down the rope without manual manipulation of the device. [Learn more.](#)

**Helmet Customization**  
Petzl offers a helmet customization program with a pad printing or sticker option. Your organization's logo can be placed on the front, side or back on a reflective white or gray background. The comfortable VERTEX® or STRATOR® helmets are offered in several colors and two hi-viz colors. Reflective bands in blue, red or gray can also be added to the top or side for added visibility. [Learn more.](#)

**Proven protection. Meets unrivaled comfort.**  
Westex® DH Air™  
A cutting-edge Cat 2 fabric, Westex® DH Air™ is innovated to deliver

**KELTECH® ELECTRIC TANKLESS WATER HEATERS**

## 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 Spring or Fall Product Launch eNewsletters
- (10) social media posts (June or October, 2021)

### Deluxe Product Launch Package

- Full page magazine ad in June or October *OH&S* Magazine
- (1) spot in Spring or Fall Product Launch eNewsletters
- (5) social media posts (June or October, 2021)



# eNewsletters



## Occupational Health & Safety

Twice weekly, the *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. Print and online packages are available.

Reach more than 65,000\* safety buyers twice a week!



## OH&S Spotlight

Spotlight eNewsletters focus on specific categories and products and reach 65,000\* safety buyers. Online feature package includes:

- Product listing within the Spotlight eNewsletter
- Product listing within New Products section of ohsonline.com
- Top banner also available

Highlight your products and services!



## OH&S eView

Send out your published *OH&S* article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 65,000\* safety buyers. Includes 468x60 top and bottom banners and a 300x300 banner.

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



## Sole-Sponsored eNewsletters or eBlasts

Reserve all ad positions in a special edition of any of our *OH&S* eNewsletter to target your specific industry trend, technology or audience. Or let us send your document to our audience as an eBlast. Contact us for availability.

Make your brand the focus!

## Quarterly eNewsletters



### Whitepaper Quarterly

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

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

March 18  
June 15  
September 16  
December 9

Show your whitepapers  
to 65,000\*  
safety buyers!

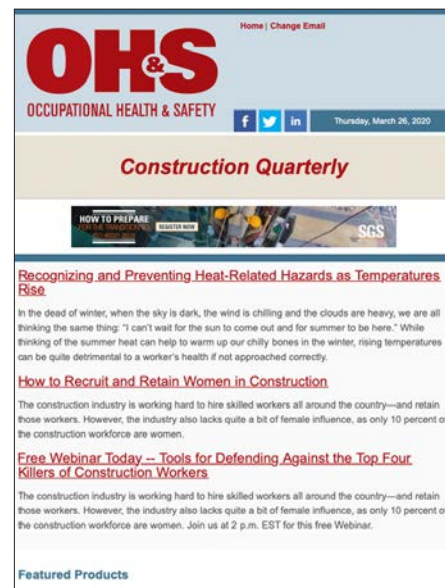


### IH Quarterly

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

February 11  
April 29  
August 12  
October 28

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 25  
June 24  
September 2  
November 16

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

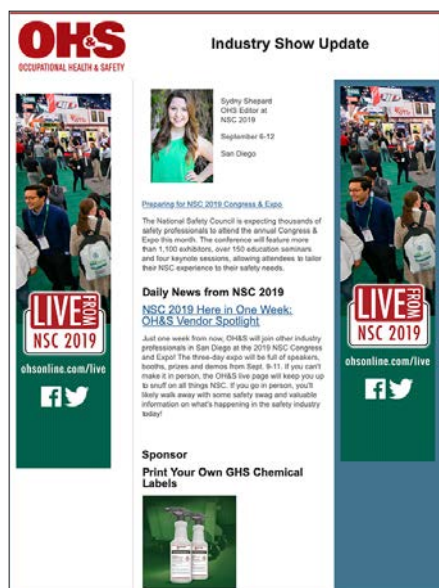
## Trade Show eNewsletters

### 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!

The ASSP Safety 2021 and NSC Show Update eNewsletter will be delivered to 65,000\* safety buyers twice before the show, twice during the expo, and approximately one week 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 2021 and NSC 2021 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.



### Trade Show eNewsletters Dates

VPPPA Safety+ 2021	NSC 2021
August 20	October 1
August 27	October 6
September 3	October 12
	October 13
	October 20

#### ASSP Safety 2021

August 25  
September 7  
September 14  
September 15  
September 21

### Trade Show eNewsletters Ad Sizes

- Top Banner - 468 x 60
- 160 x 120 (2 positions available)
- 180 x 300 Info Center (large right box)
- 160 x 600 Skyscraper
- Product Spots (image + text)

### Trade Show Spotlight eNewsletters Dates

ASSP Safety 2021	NSC 2021
• Pre-Show Spotlight September 5	• Pre-Show Spotlight October 3
• Post-Show Spotlight September 19	• Post-Show Spotlight October 17

### Trade Show Spotlight eNewsletters Ad Sizes

- Top Banner - 468 x 60 (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 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
January 4	General <i>OH&amp;S</i>
January 6	General <i>OH&amp;S</i>
January 11	Hazard Communications
January 12	Spotlight - Oil & Gas
January 13	General <i>OH&amp;S</i>
January 19	General <i>OH&amp;S</i>
January 20	Training
January 25	General <i>OH&amp;S</i>
January 26	Spotlight - Construction
January 27	General <i>OH&amp;S</i>
<b>FEBRUARY</b>	
February 1	General <i>OH&amp;S</i>
February 3	Vision Protection
February 4	Spotlight - Defibrillators & CPR
February 8	General <i>OH&amp;S</i>
February 10	General <i>OH&amp;S</i>
February 11	IH Quarterly
February 16	General <i>OH&amp;S</i>
February 17	General <i>OH&amp;S</i>
February 18	Spotlight - Chemical Safety
February 22	Respiratory Protection
February 24	General <i>OH&amp;S</i>
<b>MARCH</b>	
March 1	PPE
March 3	General <i>OH&amp;S</i>
March 4	Spotlight - Protective Apparel
March 8	General <i>OH&amp;S</i>
March 10	Fall Protection
March 11	Spotlight - Summer Hazards/Heat Stress
March 15	General <i>OH&amp;S</i>
March 17	General <i>OH&amp;S</i>
March 18	Whitepaper Quarterly
March 22	General <i>OH&amp;S</i>
March 23	Spotlight - Oil/Gas
March 24	General <i>OH&amp;S</i>
March 25	Construction Quarterly
March 29	General <i>OH&amp;S</i>
March 31	General <i>OH&amp;S</i>

EDITION	SPECIAL FOCUS
<b>APRIL</b>	
April 5	General <i>OH&amp;S</i>
April 7	PPE: Hand Protection
April 12	General <i>OH&amp;S</i>
April 13	Spotlight - Noise Monitoring
April 14	General <i>OH&amp;S</i>
April 19	General <i>OH&amp;S</i>
April 21	Facility Safety
April 26	General <i>OH&amp;S</i>
April 28	Spotlight - Foot Protection
April 29	IH Quarterly
<b>MAY</b>	
May 3	General <i>OH&amp;S</i>
May 4	Spotlight - Stand-Down
May 5	General <i>OH&amp;S</i>
May 10	Training
May 12	General <i>OH&amp;S</i>
May 17	General <i>OH&amp;S</i>
May 19	General <i>OH&amp;S</i>
May 20	Spotlight - Emergency Showers & Eyewash
May 24	General <i>OH&amp;S</i>
May 26	General <i>OH&amp;S</i>
May 27	Spotlight - Respiratory Protection
May 30	Spotlight - Product Launch
<b>JUNE</b>	
June 1	General <i>OH&amp;S</i>
June 2	General <i>OH&amp;S</i>
June 3	Spotlight - Industrial Hygiene
June 7	General <i>OH&amp;S</i>
June 9	General <i>OH&amp;S</i>
June 14	Chemical Safety
June 15	Whitepaper Quarterly
June 16	General <i>OH&amp;S</i>
June 21	General <i>OH&amp;S</i>
June 22	Spotlight - Incentives
June 23	General <i>OH&amp;S</i>
June 24	Construction Quarterly
June 27	Spotlight - Product Launch
June 28	General <i>OH&amp;S</i>
June 29	Spotlight - Noise Monitoring
June 30	General <i>OH&amp;S</i>

## eNews 2021 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JULY</b>	
July 5	General OH&S
July 7	General OH&S
July 12	PPE: Fall Protection
July 13	Spotlight - Construction Safety
July 14	General OH&S
July 19	General OH&S
July 21	Transportation Safety
July 26	General OH&S
July 28	General OH&S
July 29	Spotlight - Facility Safety
<b>AUGUST</b>	
August 2	General OH&S
August 4	General OH&S
August 5	Spotlight - Hand Protection
August 9	General OH&S
August 11	General OH&S
August 12	IH Quarterly
August 16	General OH&S
August 18	General OH&S
August 19	Spotlight - Protective Apparel
August 23	General OH&S
August 25	General OH&S
August 26	Spotlight - Oil/Gas
<b>SEPTEMBER</b>	
September 1	General OH&S
September 2	Construction Quarterly
September 7	General OH&S
September 8	General OH&S
September 9	Spotlight - Electrical Safety
September 13	General OH&S
September 15	General OH&S
September 16	Whitepaper Quarterly
September 20	General OH&S
September 22	Emergency Showers/Eyewash
September 23	Spotlight - Incentives
September 27	General OH&S
September 29	General OH&S

EDITION	SPECIAL FOCUS
<b>OCTOBER</b>	
October 4	General OH&S
October 6	General OH&S
October 7	Spotlight - Fire Safety
October 11	Facility Safety
October 13	General OH&S
October 18	General OH&S
October 20	General OH&S
October 21	Spotlight - Vision Protection
October 25	General OH&S
October 27	Hazard Communications
October 28	IH Quarterly
<b>NOVEMBER</b>	
November 1	General OH&S
November 3	General OH&S
November 4	Spotlight - Respiratory Protection
November 8	PPE
November 10	General OH&S
November 15	General OH&S
November 16	Construction Quarterly
November 17	General OH&S
November 29	Fall Protection
November 30	Spotlight - Facility Safety
<b>DECEMBER</b>	
December 1	General OH&S
December 2	Spotlight - Oil/Gas
December 6	OH&S New Product of the Year Winners
December 8	General OH&S
December 9	Whitepaper Quarterly
December 13	General OH&S
December 15	General OH&S
December 16	Spotlight - Protective Apparel
December 20	Hazmat
December 22	General OH&S



## 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. Instead, 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.

#### Sponsorship

- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 65,000\* targeted *OH&S* eNews subscribers
- Reminder eMails prior to webinar
- 30-day webinar registration link on ohsonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

**For more information on how to schedule or develop a webinar to meet your marketing needs, please contact your Integrated Media Consultant.**

\*Media Owner's Own Data



#### Planned 2021 editorial webinars include:

- Electrical Safety/Arc Flash
- Oil & Gas
- Fall Protection
- Combustible Dust
- Construction
- Vision Protection
- Disaster Preparedness
- Confined Spaces
- Hearing Protection
- Hazard Communication
- Respiratory
- Utilities
- Workplace Drug Hazards
- Infectious Disease Control
- Industrial Hygiene
- Indoor Air Quality
- Wearable Devices
- Employee Testing
- OSHA Top 10
- COVID-19
- Distribution Center Safety

“I have done webinars for over 10 magazines and groups, and *Occupational Health & Safety* gets the best turnout by more than a 10 to 1 margin. My *OH&S* webinar leads are high quality, and the audience questions are on point and engaged. Thanks for all you guys do for safety. —Hugh Hoagland, Managing Partner of e-Hazard Management LLC and President of ArcWear Inc.

## OH&S SafetyPod

### An exciting way to promote your business

OH&S SafetyPod creates a marketing experience for your company and offers an insider's view into the safety industry. Each podcast features a 20- to 30-minute conversation with Editor Sydney Shepard and an industry expert on a specific topic.

Topics include fall protection, industrial hygiene, personal protection equipment, hazard communication and more. Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

OH&S SafetyPods are marketed to our OH&S database, promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts, Stitcher, and Spotify.

### Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

### Topical Podcast Sponsorship Limited to 2 sponsors

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast

### Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eBlast to OH&S subscribers

### New! OH&S Safety Speak Limited to 1 sponsor per month

Weekly mini episodes covering top headlines, new industry information and more

- 30-second ad copy read during the episode

\*Media Owner's Own Data



### 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!

### Planned 2021 Topical Podcasts

**January** – Combustible Dust **SOLD!**

**February** – Foot Protection **SOLD!**

**March** – Fall Protection

**April** – Electrical Safety

**May** – Wearable Devices

**June** – Emergency Eyewash & Showers **SOLD!**

**July** – Hazard Communication **SOLD!**

**September** – Confined Spaces

**October** – Employee Testing **SOLD!**

**November** – Respiratory Protection

**December** – Construction Safety

### 2021 Vendor Podcast Availability Limited opportunities

**January**

**February** **SOLD!**

**March** **SOLD!**

**April** **SOLD!**

**May** **SOLD!**

**June** **SOLD!**

**July** **SOLD!**

**August** **SOLD!**

**September** **SOLD!**

**October** **SOLD!**

**November**

**December**

[Inquire about additional opportunities.](#)

## Online Ad Options

**ohsonline.com** 574,367\* average page views per month

### Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 sponsors
- 300 x 250 Rectangle—6 sponsors
- 300 x 600 Super Skyscraper—4 sponsors
- 468 x 60 Banner—6 sponsors
- 300 x 90 Button—6 sponsors
- Wallpaper—4 sponsors
- (2) 152x600 banners in cohesive design

If supplying 2 different images, include "left" and "right" in file names.

### 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)
- 728 x 90 Leaderboard—8 sponsors
- 300 x 300 Square—6 sponsors
- 468 x 60 Banner—6 sponsors
- 300 x 90 Button—6 sponsors

### Specialty Options

- Home Page Info Center (up to 300 x 400)
- Dog Ear/Peel Back: 6 months or more
- Hot Topic Area Sponsorship (exclusive to one advertiser)  
468 x 60 on topic main page
- 970 x 90 Pushdown Ad (50K max file siz)  
Hover Over Expansion Dimensions: 970 x 415 (max file size 200K). Option to provide 300 x 50 to serve smaller mobile devices
- Whitepaper or Vendor Library Hosting
- Pop Quiz: 300 x 600 and 300 x 300 website banners and 300 x 250 eNews 0.05 inner
- Social Media Posts: Facebook, Twitter, & LinkedIn

### Live From

- Sponsorship
- Mini Live From
- Custom Live From

## eNewsletters

### Occupational Health & Safety eNews Circulation 65,000\*\*, 2x/week

- New Product Spot
- 300 x 250 eNews Info Center
- 300 x 250 Large Right Box
- 468 x 60 Banner Ad
- 300 x 300 Square
- Sponsor
- Sole-Sponsored eNewsletter
- Custom content eNewsetter (with or without video)

### Spotlight eNews Circulation 65,000\*\*

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

### Whitepaper Quarterly eNews Multi-sponsorship opportunity. Circulation 65,000\*\*

- Top Banner (exclusive)
- Up to 8 sponsors: 150 x 150 image, 50-60 word description, URL

### OH&S E-View Circulation 65,000\*\*

- Single Issue Exclusive Sponsorship
- Requires a non-biased article submission. Includes top banner and 300 x 300 banner

### IH Quarterly and Construction Quarterly eNews Circulation 30,000\*\*

- New Product Spot
- 300 x 250 eNews Info Center
- 300 x 250 Large Right Box
- 468 x 60 Banner Ad
- 300 x 300 Square
- Sponsor
- Single Issue Exclusive Sponsorship

### Trade Show eNews

- Top Banner - 468 x 60
- 160 x 120 (2 positions available)
- 180 x 300 Info Center (large right box)
- 160 x 600 Skyscraper
- New Product Spot
- Single Issue Exclusive Sponsorship

**Contact us for pricing.**

\*BPA Brand Report, June 2021

\*\* Media Owner's Own Date

## 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. 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 Francisco Arreola at [farreola@1105media.com](mailto:farreola@1105media.com). Phone: 818-814-5389

**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.

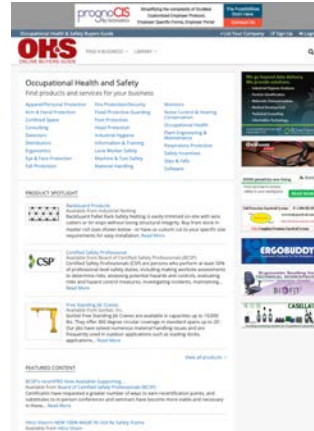


### Inserts/Outserts

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.

### 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](mailto:1105reprints@parsintl.com) or 212-221-9595.

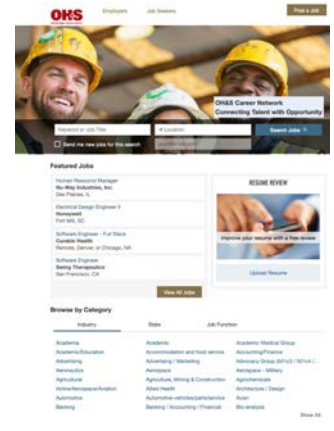


### Industry Directory

Give your customers easy access to your safety solutions with the *OH&S* online industry directory. Safety professionals turn to the *OH&S* website for the latest industry news, products, and services. Make sure your product or service is part of what they see. Add your company to the *OH&S* Industry Directory at [buyersguide.ohsonline.com](http://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.

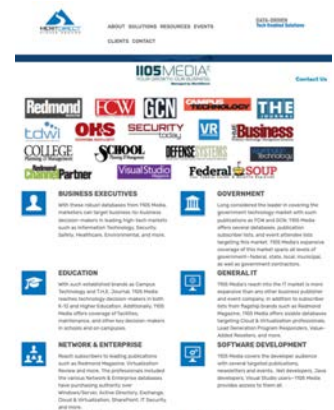
### Research Opportunities

Enlist *OH&S* to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research. Ask your Integrated Media Consultant how you can use our database of health and safety professionals to provide the information you need.



### Career Network

What better place to post your job openings than on leading industry website *ohsonline.com*. For more information, visit [careers.ohsonline.com](http://careers.ohsonline.com).



### List Rental

The *OH&S* subscriber mailing list is available for rental. To view our datacards, please visit [meritdirect.com/1105](http://meritdirect.com/1105). For more information, contact Marie Briganti at 914-368-1023 or [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com).



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