

Editorial Calendar

January/February 2020

Ad close: 1/3/20 • Materials due: 1/6/20

Special Focus

Construction Safety

Feature Articles

IH: Chemical Safety/SDS

PPE: Foot Protection, Respiratory Protection, Hand Protection

Training: Defibrillators & CPR

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

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study
- **Magazine!** Free Product Listing
Product Spotlight for construction safety and foot protection advertisers
- **Website!** Free Product Listing
Respiratory Protection
Emergency Showers & Eyewash

March 2020

Ad close: 1/24/20 • Materials due: 1/28/20

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, Drug Testing

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for fall protection and hearing protection advertisers
- **Website!** Free Product Listing
Head & Face Protection
Lockout/tagout

April 2020

Ad close: 2/25/20 • Materials due: 2/27/20

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 vision protection, and fire safety advertisers
- **Website!** Free Product Listing
Incentives
Electrical Safety

Show Coverage/Bonus Distribution

NFMT, March 17-19, Baltimore



Editorial Calendar

May 2020

Ad close: 4/1/20 • Materials due: 4/3/20

Special Focus

Industrial Hygiene

Feature Articles

IH: Chemical Safety/SDS

PPE: Respiratory Protection, Hand Protection

Training: Confined Spaces

Plus: Combustible Dust, Emergency Showers & Eyewash

AIHce Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing Product Spotlight for respiratory protection, emergency showers & eyewash and IH advertisers
- **Website!** Free Product Listing Training and chemical safety/SDS

Bonus Value Add

For all quarter page or larger advertisers exhibiting at AIHce

AIHce Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage/Bonus Distribution

AIHce, June 1-3, Atlanta

June 2020

Ad close: 4/27/20 • Materials due: 4/30/20

Special Focus

Employee Gifts & Incentives

Employee Drug & Alcohol Testing

Feature Articles

IH: Gas Detection

PPE: Protective Apparel, Vision Protection, Fall Protection

Training: Electrical Safety

Plus: Defibrillators & CPR, Oil & Gas, Heat Stress

ASSP Safety 2020 Issue

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study
- **Magazine!** Free Product Listing Product Spotlight for vision protection and oil & gas advertisers
- **Website!** Free Product Listing Electrical Safety, Defibrillators & CPR

Bonus Value Add

For all quarter page or larger advertisers exhibiting at ASSP Safety 2020

ASSP Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage/Bonus Distribution

ASSP Safety 2020, June 23-25, Orlando Incentive Marketing Association Summit, July 20-22, Fort Lauderdale, FL

July/August 2020

Ad close: 6/29/20 • Materials due: 6/30/20

Special Focuses

Construction Safety

Protective Apparel

Feature Articles

IH: Confined Spaces

PPE: Respiratory Protection, Hand Protection, Head Protection

Training: Lockout/tagout

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

The Company Profile Issue & VPPPA Safety+ Issue

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 2020

- Company Profile of same size as ad in July/August 2020 issue

Show Coverage/Bonus Distribution

VPPPA Safety+, August 25-28, Orlando

Editorial Calendar

September 2020

Ad close: 7/31/20 • Materials due: 7/31/20

Special Focus

Industrial Hygiene

Feature Articles

PPE: Construction, Electrical Safety

Training: Chemical Safety

Plus: Emergency Showers & Eyewash, 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
Construction

October 2020

Ad close: 8/26/20 • Materials due: 8/20/20

Special Section

Employee Gifts & Incentives

Special Focus

Hearing Protection

Feature Articles

IH: Indoor Air Quality

PPE: Foot Protection, Vision Protection, Fall Protection

Training: Materials Handling, Defibrillators & CPR

Plus: Facility Safety

National Safety Council Congress & Expo Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for foot protection and hearing protection advertisers
- **Website!** Free Product Listing
Indoor Air Quality
NSC New Products

Bonus Value Adds

For all half page or larger advertisers in BOTH July/August and October 2020:

- Corporate Profile in July/August 2020 issue (of the same size as ad)

For all quarter page or larger advertisers exhibiting at NSC:

NSC Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage/Bonus Distribution

NSC, October 5-7, Indianapolis

November/December 2020

Ad close: 10/28/20 • Materials due: 10/30/20

Special Focus

2020 OH&S New Product of the Year Winners
Vision Protection

Feature Articles

PPE: Hand Protection, Protective Apparel, Hearing Protection

IH: Gas Detection

Training: Fall Protection

Plus: Lockout/Tagout, Facility Safety

Value Adds

For all half page or larger advertisers

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

Trade Show E-newsletters - Show Updates & Product Spotlights

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 **ASSE Safety 2020** and **NSC Show Update E-newsletter** will be delivered to 65,000* safety buyers twice before the show, twice during the expo, and approximately one week after the show. The **AIHce** and **VPPPA Safety+ Show Update E-newsletters** will be delivered once before, once during, and once after the show. The **AIHce Show Update** is sent to our IH Quarterly e-news list of 30,000*, and the **VPPPA Safety+ Show Update** is sent to 65,000* safety buyers.

For extra exposure, add **Pre-Show and Post-Show Spotlight E-newsletters** to your Safety 2020 and NSC 2020 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

*Media Owner's Own Data

Trade Show E-newsletters Dates

AIHce 2020

May 26
June 2
June 9

ASSP Safety 2020

June 9
June 16
June 23
June 24
June 30

VPPPA Safety+ 2020

August 20
August 27
September 3

NSC 2020

September 22
September 29
October 6
October 7
October 13

Trade Show E-newsletter 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)

Contact us for rates.

Trade Show Spotlight E-newsletters

ASSP Safety 2020

Pre-Show Spotlight - June 14
Post-Show Spotlight - June 28

NSC 2020

Pre-Show Spotlight - September 27
Post-Show Spotlight - October 11

Trade Show Spotlight E-newsletter 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.



E-news Editorial Calendar

Issue	Special Focus	Issue	Special Focus
JANUARY 2020		APRIL 2020	
January 6	General <i>OH&S</i>	April 1	General <i>OH&S</i>
January 7	Spotlight - Oil & Gas	April 6	PPE: Hand Protection
January 8	General <i>OH&S</i>	April 8	General <i>OH&S</i>
January 13	Hazard Communications	April 9	Spotlight - Noise Monitoring
January 15	General <i>OH&S</i>	April 13	General <i>OH&S</i>
January 21	General <i>OH&S</i>	April 15	General <i>OH&S</i>
January 22	Spotlight - Construction	April 20	Facility Safety
January 23	General <i>OH&S</i>	April 22	General <i>OH&S</i>
January 27	Training	April 23	Spotlight - Foot Protection
January 29	General <i>OH&S</i>	April 27	General <i>OH&S</i>
		April 29	General <i>OH&S</i>
		April 30	IH Quarterly
FEBRUARY 2020		MAY 2020	
February 3	General <i>OH&S</i>	May 4	General <i>OH&S</i>
February 5	Vision Protection	May 6	General <i>OH&S</i>
February 6	Spotlight - Defibrillators & CPR	May 7	Spotlight - Stand-down
February 10	General <i>OH&S</i>	May 11	Training
February 12	General <i>OH&S</i>	May 13	General <i>OH&S</i>
February 13	IH Quarterly	May 18	General <i>OH&S</i>
February 18	General <i>OH&S</i>	May 20	General <i>OH&S</i>
February 19	General <i>OH&S</i>	May 21	Spotlight - Emergency Showers & Eyewash
February 20	Spotlight - Chemical Safety	May 26	General <i>OH&S</i>
February 24	Respiratory Protection	May 27	General <i>OH&S</i>
February 26	General <i>OH&S</i>		
MARCH 2020		JUNE 2020	
March 2	PPE	June 1	General <i>OH&S</i>
March 4	General <i>OH&S</i>	June 3	General <i>OH&S</i>
March 5	Spotlight - Protective Apparel	June 4	Spotlight - Respiratory Protection
March 9	General <i>OH&S</i>	June 8	General <i>OH&S</i>
March 11	Fall Protection	June 10	Chemical Safety
March 12	Spotlight - Summer Hazards/Heat Stress	June 11	White Paper Quarterly
March 16	General <i>OH&S</i>	June 15	General <i>OH&S</i>
March 17	White Paper Quarterly	June 17	General <i>OH&S</i>
March 18	General <i>OH&S</i>	June 18	Spotlight - Incentives
March 23	General <i>OH&S</i>	June 22	General <i>OH&S</i>
March 24	Spotlight - Oil/Gas	June 24	General <i>OH&S</i>
March 25	General <i>OH&S</i>	June 26	Construction Quarterly
March 26	Construction Quarterly	June 29	General <i>OH&S</i>
March 30	General <i>OH&S</i>	June 30	Spotlight - Noise Monitoring



E-news Editorial Calendar

Issue	Special Focus
JULY 2020	
July 1	General <i>OH&S</i>
July 6	General <i>OH&S</i>
July 8	PPE: Fall Protection
July 9	Spotlight - Construction Safety
July 13	General <i>OH&S</i>
July 15	General <i>OH&S</i>
July 20	Transportation Safety
July 22	General <i>OH&S</i>
July 27	General <i>OH&S</i>
July 29	General <i>OH&S</i>
July 30	Spotlight - Facility Safety

AUGUST 2020	
August 3	General <i>OH&S</i>
August 5	General <i>OH&S</i>
August 6	Spotlight - Hand Protection
August 10	General <i>OH&S</i>
August 12	General <i>OH&S</i>
August 13	IH Quarterly
August 17	General <i>OH&S</i>
August 19	General <i>OH&S</i>
August 20	Spotlight - Protective Apparel
August 24	General <i>OH&S</i>
August 26	General <i>OH&S</i>
August 27	Spotlight - Oil/Gas

SEPTEMBER 2020	
Sept. 2	General <i>OH&S</i>
Sept. 3	Construction Quarterly
Sept. 8	General <i>OH&S</i>
Sept. 9	General <i>OH&S</i>
Sept. 10	Spotlight - Electrical Safety
Sept. 14	General <i>OH&S</i>
Sept. 16	General <i>OH&S</i>
Sept. 17	White Paper Quarterly
Sept. 21	General <i>OH&S</i>
Sept. 23	Emergency Showers/Eyewash
Sept. 24	Spotlight - Incentives
Sept. 28	General <i>OH&S</i>
Sept. 30	General <i>OH&S</i>

Issue	Special Focus
OCTOBER 2020	
October 5	General <i>OH&S</i>
October 7	General <i>OH&S</i>
October 8	Spotlight - Fire Safety
October 12	Facility Safety
October 14	General <i>OH&S</i>
October 19	General <i>OH&S</i>
October 21	General <i>OH&S</i>
October 22	Spotlight - Vision Protection
October 26	General <i>OH&S</i>
October 28	Hazard Communications
October 29	IH Quarterly
October 30	General <i>OH&S</i>

NOVEMBER 2020	
November 2	General <i>OH&S</i>
November 4	General <i>OH&S</i>
November 5	Spotlight - Respiratory Protection
November 9	PPE
November 12	General <i>OH&S</i>
November 16	General <i>OH&S</i>
February 17	Construction Quarterly
November 18	General <i>OH&S</i>
November 19	Spotlight - Facility Safety
November 30	Fall Protection

DECEMBER 2020	
December 2	General <i>OH&S</i>
December 3	Spotlight - Oil/Gas
December 7	<i>OH&S</i> New Product of the Year Winners
December 9	General <i>OH&S</i>
December 10	White Paper Quarterly
December 14	General <i>OH&S</i>
December 16	General <i>OH&S</i>
December 17	Spotlight - Protective Apparel
December 21	Hazmat
December 23	General <i>OH&S</i>