BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013
(Including Supplementary Data)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

BPA WORLDWIDE BRAND REPORT

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OCCUPATIONAL HEALTH & SAFETY magazine provides practical advice on how to keep the workplace safe from hazards and in full compliance with ever-changing laws and regulations. Occupational Health & Safety magazine delivers the most up-to-date information for professionals in the health, safety, industrial hygiene, environmental, security and fire protection fields within manufacturing, construction, utilities, transportation, healthcare, government and service industries.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

OCCUPATIONAL HEALTH & SAFETY serves businesses and industries with the following primary end products manufactured or services performed: Mining, Construction/Contracting, Food & Beverage Products, Tobacco Products, Apparel & Other Textile Products, Lumber & Wood Products, Furniture & Fixtures, Paper & Allied Products, Printing & Publishing, Chemicals & Allied Products, Petroleum & Coal Products, Rubber & Misc Plastic Products, Leather & Leather Products, Stone, Clay & Glass Products, Primary Metal Industries, Fabricated Metal Products, Industrial Machinery & Equipment, Electronic & Other Electric Equipment, Transportation Equipment, Instruments & Related Products, Miscellaneous Manufacturing Industries, Utilities/Waste Management, Transportation & Warehousing, Wholesale/ Distribution, Retail, Financial/Insurance/Real Estate, Professional/Scientific/Technical Services, Health Services, Education Services, Engineering, Research & Related Services, Fire/Rescue/Hazmat/First Response, Law Enforcement, Federal Government, State Government, County Government, City/Local Government, Military and Others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

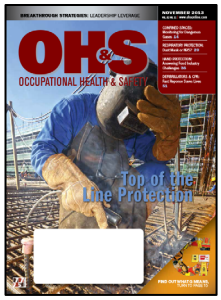
Qualified recipients are in safety, executive management/administration, production/operations, facility management, engineering, purchasing, security/fire protection, industrial hygiene/environment, personnel management, risk management, emergency planning, first responder, law enforcement, medical professionals, safety product distributors, other functions, functions not available, and company copies.

PURPOSE

This circulation statement contains a multiple analysis of respondents who recommend, select and/or buy the following products: safety equipment, industrial hygiene, training, occupational health, environmental compliance, software, fire protection, security, ergonomics and emergency response.

CHANNELS

OCCUPATIONAL HEALTH & SAFETY MAGAZINE



6 Issues in the period
85,587 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
OCCUPATIONAL HEALTH & SAFETY MAGAZINE (6 issues in the period)	85,277	310	85,587
a. Print	47,077	310	47,387
b. Digital	38,200	-	38,200
1. Requested	36,594	-	36,594
2. Non-Requested	1,606	-	1,606

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

	QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I.	Direct Request:	**53,312**	**20,021**	**-**	**38,270**	**35,063**	**73,333**	**85.7**
II.	Request from recipient's company:	**1,916**	**1,429**	**-**	**2,207**	**1,138**	**3,345**	**3.9**
III.	Membership Benefit:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
IV.	Communication from recipient or recipient's company (other than request):	**2,490**	**171**	**-**	**753**	**1,908**	**2,661**	**3.1**
V.	**TOTAL** – Sources other than above (listed alphabetically):	**6,220**	**-**	**-**	**6,220**	**-**	**6,220**	**7.3**
	Association rosters and directories	-	-	-	-	-	-	-
	Business directories	-	-	-	-	-	-	-
	Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
	*Other sources	6,220	-	-	6,220	-	6,220	7.3
VI.	Single Copy Sales:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	TOTAL QUALIFIED CIRCULATION	**63,938**	**21,621**	**-**	**47,450**	**38,109**	**85,559**	**100.0**
	PERCENT	**74.7**	**25.3**	**-**	**55.5**	**44.5**	**100.0**	

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

State	Print	Digital	Total Qualified	Percent
Maine	292	155	447	
New Hampshire	252	183	435	
Vermont	111	76	187	
Massachusetts	871	713	1,584	
Rhode Island	181	136	317	
Connecticut	664	462	1,126	
NEW ENGLAND	2,371	1,725	4,096	4.8
New York	2,048	1,996	4,044	
New Jersey	1,282	970	2,252	
Pennsylvania	2,635	1,851	4,486	
MIDDLE ATLANTIC	5,965	4,817	10,782	12.6
Ohio	2,933	1,805	4,738	
Indiana	1,456	787	2,243	
Illinois	2,568	1,772	4,340	
Michigan	1,680	1,069	2,749	
Wisconsin	1,741	933	2,674	
EAST NO. CENTRAL	10,378	6,366	16,744	19.6
Minnesota	1,212	814	2,026	
Iowa	818	491	1,309	
Missouri	1,043	758	1,801	
North Dakota	203	143	346	
South Dakota	195	140	335	
Nebraska	466	281	747	
Kansas	620	458	1,078	
WEST NO. CENTRAL	4,557	3,085	7,642	8.9
Delaware	188	119	307	
Maryland	707	1,185	1,892	
Washington, DC	229	770	999	
Virginia	1,159	1,636	2,795	
West Virginia	373	245	618	
North Carolina	1,554	1,119	2,673	
South Carolina	785	582	1,367	
Georgia	1,349	1,062	2,411	
Florida	1,498	1,608	3,106	
SOUTH ATLANTIC	7,842	8,326	16,168	18.9

State	Print	Digital	Total Qualified	Percent
Kentucky	843	542	1,385	
Tennessee	1,094	771	1,865	
Alabama	853	591	1,444	
Mississippi	403	251	654	
EAST SO. CENTRAL	3,193	2,155	5,348	6.3
Arkansas	505	315	820	
Louisiana	769	523	1,292	
Oklahoma	558	469	1,027	
Texas	4,117	2,767	6,884	
WEST SO. CENTRAL	5,949	4,074	10,023	11.7
Montana	163	110	273	
Idaho	265	189	454	
Wyoming	138	82	220	
Colorado	638	644	1,282	
New Mexico	175	235	410	
Arizona	488	631	1,119	
Utah	338	292	630	
Nevada	184	277	461	
MOUNTAIN	2,389	2,460	4,849	5.7
Alaska	88	117	205	
Washington	727	734	1,461	
Oregon	537	398	935	
California	3,223	3,175	6,398	
Hawaii	86	159	245	
PACIFIC	4,661	4,583	9,244	10.8
UNITED STATES	47,305	37,591	84,896	99.2
U.S. Territories	98	199	297	
Canada	18	40	58	
Mexico	-	16	16	
Other International	21	217	238	
APO/FPO	8	46	54	
TOTAL QUALIFIED CIRCULATION	**47,450**	**38,109**	**85,559**	**100.0**

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:
PARAGRAPH 3b:
Other Sources include 2 sources of circulation for quantities of 1,339 or 1.6% or 4,881 copies or 5.7%

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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ALL QUESTIONS MUST BE ANSWERED TO PROCESS FREE SUBSCRIPTION

1. Which of the following products, if any, do you recommend, select and/or buy in your job? (check ALL that apply)

01 ❑ Safety Equipment
02 ❑ Industrial Hygiene
03 ❑ Training
04 ❑ Software
05 ❑ Emergency Response
06 ❑ Security
07 ❑ Fire Protection
08 ❑ Occupational Health
09 ❑ Environmental Compliance
10 ❑ Ergonomics
90 ❑ None of the above

2. Please indicate ALL functions for which you are responsible:

01 ❑ Safety
02 ❑ Executive Mgmt/Administration
03 ❑ Production/Operations
04 ❑ Facility Management
05 ❑ Engineering
06 ❑ Purchasing
07 ❑ Security/Fire Protection
08 ❑ Industrial Hygiene/Environment
09 ❑ Personnel Management
17 ❑ Risk Management
10 ❑ Emergency Planning
11 ❑ First Responder
12 ❑ Law Enforcement
13 ❑ Safety Product Distributor

Medical:
14 ❑ Nurse
15 ❑ Physician
16 ❑ Other Medical Professional
Other: 99 ❑ Other (please specify):___

3. Which category best describes the primary end product manufactured or service performed at your business (mark only one)

Industrial or Manufacturing:
01 ❑ Mining
02 ❑ Construction/Contracting
03 ❑ Food & Beverage Products
04 ❑ Tobacco Products
05 ❑ Apparel & Other Textile Products
06 ❑ Lumber & Wood Products
07 ❑ Furniture & Fixtures
08 ❑ Paper & Allied Products
09 ❑ Printing & Publishing
10 ❑ Chemicals & Allied Products
11 ❑ Petroleum & Coal Products
12 ❑ Rubber & Misc. Plastic Products
13 ❑ Leather & Leather Products
14 ❑ Stone, Clay & Glass Products
15 ❑ Primary Metal Industries
16 ❑ Fabricated Metal Products
17 ❑ Industrial Machinery & Equip.
18 ❑ Electronic & Other Electric Equip.
19 ❑ Transportation Equipment
20 ❑ Instruments & Related Products
21 ❑ Miscellaneous Manufacturing Ind.

22 ❑ Utilities/Waste Management
23 ❑ Transportation & Warehousing

Service Industries:
24 ❑ Wholesale/Distribution
25 ❑ Retail
26 ❑ Financial/Insurance/Real Estate
27 ❑ Professional/Scientific/ Technical Svcs.
28 ❑ Health Services
29 ❑ Education Services
30 ❑ Engineering, Research & Related Svcs.

Government:
31 ❑ Fire/Rescue/Hazmat/First Response
32 ❑ Law Enforcement
33 ❑ Federal Government
34 ❑ State Government
35 ❑ County Government
36 ❑ City/Local Government
37 ❑ Military

Other:
99 ❑ Other (please specify):____

4. Number of Employees (mark only one)

01 ❑ 1-49
02 ❑ 50-99
03 ❑ 100-249
04 ❑ 250-499
05 ❑ 500-999
06 ❑ 1,000-2,999
07 ❑ 3,000-4,999
08 ❑ 5,000 or more

5. Plan to purchase/more information (check ALL that apply)

01 ❑ Emergency Response
02 ❑ Hazmat Handling
03 ❑ First Aid
04 ❑ Protective Clothing
05 ❑ Hand Protection
06 ❑ Foot Protection
07 ❑ Fall Protection
08 ❑ Head Protection
09 ❑ Eye & Face Protection
10 ❑ Hearing Protection
11 ❑ Safety Incentives
12 ❑ Respiratory Protection
13 ❑ Training Software
14 ❑ Workers' Comp Insurance
15 ❑ Ergonomics
16 ❑ Instr/Monitoring Equip
17 ❑ Plant Maintenance
18 ❑ Gas Detectors/Monitors

V1ZHTR

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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kevin O'Grady, President and Group Publisher

Margaret Perry, Director, Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	February 12, 2014
State	Texas
County	Dallas
Received by BPA Worldwide	February 12, 2014
Type	BSD
ID Number	0007B0D3

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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MAGAZINE CHANNEL

Official Publication of: None/Established: 1932/Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	300
Advertiser and Agency	1.332
Allocated for Trade Shows and Conventions	176
All Other	477
TOTAL	**2,284**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	85,587	100.0	85,277	99.6	310	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**85,587**	**100.0**	**85,277**	**99.6**	**310**	**0.4**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July	47,355	38,279	85,634
August	47,590	37,978	85,568
September	47,405	38,118	85,523
October	46,933	38,351	85,284
November	47,450	38,109	85,559
December	47,590	38,364	85,954

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,387	100.0	47,077	99.3	310	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**47,387**	**100.0**	**47,077**	**99.3**	**310**	**0.7**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,200	100.0	38,200	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**38,200**	**100.0**	**38,200**	**100.0**	**-**	**-**

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is 0.04% or 34 copies below the average of the other 5 issues reported in Paragraph 2.
This is a multiple analysis of 84.3% or 72,165 respondents who recommend, select and/or buy the products indicated below. (See Question 1 on the Questionnaire used to elicit these data on the back page of this statement). Since any one respondent may have checked more than one response, the totals may exceed the total circulation. These data presented for statistical and marketing purposes only.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY FUNCTION (Note 2)	Number of Respondents	Safety Equipment	Industrial Hygiene	Training	Software	Emergency Response	Security	Fire Protection	Occupational Health	Environmental Compliance	Ergonomics
Mining	1,332	1.6	747	585	1,332	1,199	1,071	653	848	471	650	524	745	756	726	544
Construction/Contracting	7,120	8.3	3,265	3,855	7,120	6,489	5,827	2,871	4,623	2,395	2,814	2,470	3,515	4,001	3,402	2,549
Sub-Total, Mining, Construction	8,452	9.9	4,012	4,440	8,452	7,688	6,898	3,524	5,471	2,866	3,464	2,994	4,260	4,757	4,128	3,093
Food and Beverage Products	4,386	5.1	3,545	841	4,386	3,908	3,386	2,244	2,848	1,653	2,249	2,102	2,361	2,456	2,359	2,325
Tobacco Products	76	0.1	53	23	76	64	50	28	45	27	25	33	35	35	29	30
Apparel & Other Textile Products	826	1.0	625	201	826	716	595	326	412	235	364	324	411	380	376	365
Lumber & Wood Products	1,576	1.8	1,346	230	1,576	1,091	960	627	741	432	613	549	738	705	676	655
Furniture & Fixtures	552	0.6	413	139	552	502	422	270	318	206	279	244	309	313	315	305
Paper and Allied Products	1,522	1.8	1,231	291	1,522	1,376	1,180	736	904	500	714	591	795	833	761	779
Printing and Publishing	1,532	1.8	1,213	319	1,532	1,348	1,116	703	908	562	750	715	810	825	859	757
Chemicals and Allied Products	7,471	8.7	6,114	1,357	7,471	4,717	3,841	2,640	3,017	1,782	2,550	2,018	2,551	2,723	2,732	2,442
Petroleum & Coal Products	3,337	3.9	2,815	522	3,337	1,616	1,316	804	1,060	593	882	560	876	921	867	682
Rubber & Miscellaneous Plastic Products	3,396	4.0	2,957	439	3,396	2,110	1,871	1,216	1,441	837	1,172	1,008	1,290	1,297	1,355	1,262
Leather and Leather Products	72	0.1	49	23	72	63	51	31	32	22	34	26	33	33	29	36
Stone, Clay and Glass Products	733	0.9	578	155	733	665	602	408	486	269	395	319	428	465	472	388
Primary Metal Industries	2,252	2.6	1,904	348	2,252	1,809	1,597	1,067	1,291	737	1,016	832	1,140	1,194	1,089	1,099
Fabricated Metal Products	6,509	7.6	3,959	2,550	6,509	5,801	5,049	3,105	4,138	2,084	3,189	2,494	3,346	3,635	3,390	3,099
Industrial Machinery and Equipment	2,609	3.0	2,138	471	2,609	2,030	1,786	1,114	1,342	840	1,076	919	1,141	1,247	1,203	1,108
Electronic & Other Electric Equipment	3,247	3.8	2,236	1,011	3,247	2,884	2,169	1,211	1,717	1,324	1,328	1,444	1,419	1,417	1,409	1,327
Transportation Equipment	1,617	1.9	1,163	454	1,617	1,428	1,193	740	933	553	743	563	743	855	807	794
Instruments & Related Products	425	0.5	328	97	425	387	312	171	240	171	180	170	189	196	205	172
Miscellaneous Manufacturing Industries	4,715	5.5	2,660	2,055	4,715	3,811	2,943	1,851	2,531	1,520	2,029	1,518	1,912	2,133	1,944	1,942
Sub-Total Industrial/Manufacturing	46,853	54.8	35,327	11,526	46,853	36,326	30,439	19,292	24,404	14,347	19,588	16,429	20,527	21,663	20,877	19,567
Utilities/Waste Management	2,625	3.1	984	1,641	2,625	2,299	1,987	1,008	1,575	753	1,171	769	1,045	1,188	1,120	986
Transportation and Warehousing	1,042	1.2	368	674	1,042	924	777	395	610	295	473	347	407	506	434	425
Sub-Total Utilities & Transportation	3,667	4.3	1,352	2,315	3,667	3,223	2,764	1,403	2,185	1,048	1,644	1,116	1,452	1,694	1,554	1,411
Wholesale/Distribution	2,122	2.5	823	1,299	2,122	1,986	1,644	831	1,171	686	969	927	1,035	1,046	926	937
Retail	1,085	1.3	353	732	1,085	1,025	801	394	661	454	530	615	604	555	495	440
Financial/Insurance/Real Estate	1,140	1.3	191	949	1,140	1,049	732	346	711	360	443	458	536	512	303	529
Professional/Scientific/Technical Services	4,249	5.0	1,021	3,228	4,249	4,018	2,803	1,678	2,763	1,959	1,825	1,814	1,698	2,004	1,947	1,598
Health Services	2,013	2.4	465	1,548	2,013	1,859	1,289	615	1,169	599	1,000	670	761	1,185	773	891
Education Services	3,094	3.6	730	2,364	3,094	2,796	1,916	957	2,082	1,418	1,437	1,296	1,186	1,412	1,267	1,183
Engineering, Research and Related Services	1,520	1.8	429	1,091	1,520	1,439	1,119	655	896	621	655	653	739	763	842	593
Sub-Total Service Industries	15,223	17.8	4,012	11,211	15,223	14,172	10,304	5,476	9,453	6,097	6,859	6,433	6,559	7,477	6,553	6,171
Government (Note 1)	11,364	13.3	2,747	8,617	11,364	10,756	6,770	3,173	6,544	5,482	4,915	5,124	3,845	4,731	3,955	3,997
Sub-Total Government	11,364	13.3	2,747	8,617	11,364	10,756	6,770	3,173	6,544	5,482	4,915	5,124	3,845	4,731	3,955	3,997
Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**85,559**	**100.0**	**47,450**	**38,109**	**85,559**	**72,165**	**57,175**	**32,868**	**48,057**	**29,840**	**36,470**	**32,096**	**36,643**	**40,322**	**37,067**	**34,239**

Note 1: Includes Fire/Rescue/Hazmat/First Response, Law Enforcement, Federal Government, State Government, County Government, City/Local Government and Military.
Note 2: CLASSIFICATION BY FUNCTION: Safety, Executive Mgmt/Admin, Production/Operations, Facility Management, Engineering, Purchasing, Security/Fire Protection, Industrial Hygiene/ Environment, Personnel Mgmt, Medical Professional, Safety Product Distributor, Emergency Planning, Risk Management, First Responder and Law Enforcement, Other functions, functions not available, and company copies.