

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

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.

*Media Owner's Own Data

eNews 2021 Editorial Calendar

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

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

eNews 2021 Editorial Calendar

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

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