

## 2023 Print & Digital Magazine Editorial Calendar

### FEB/MAR

Ad close: 1/27/23 • Materials due: 2/2/23

#### Special Focus

Construction Safety

#### Feature Articles

**IH:** Gas Detection

**PPE:** Hearing Protection, Protective Apparel, Foot Protection

**Training:** Software

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

#### Value Adds

Free for half page or larger advertisers

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

### APR/MAY

INDUSTRIAL HYGIENE ISSUE

Ad close: 3/29/23 • Materials due: 4/4/23

#### Special Focus

Industrial Hygiene

#### Special Coverage

2023 Industrial Hygiene Awards Winners

#### Feature Articles

**PPE:** Respiratory Protection, Vision Protection, Hand Protection

**Training:** Confined Spaces

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

#### Value Adds

Free for half page or larger advertisers

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

#### Bonus Value Add

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

#### Show Coverage/Bonus Distribution\*

AIHce EXP 2023, May 22-24, Phoenix, AZ

\*If event occurs in-person



## 2023 Print & Digital Magazine Editorial Calendar

### JUNE

**PRODUCT LAUNCH ISSUE**

Ad close: 5/8/23 • Materials due: 5/11/23

**Special Focus**

Oil & Gas

**Special Coverage**

Product Launch

**Feature Articles**

**IH:** Chemical Safety

**PPE:** PPE for Women, Head & Face Protection, Electrical Safety

**Training:** Lockout/Tagout

**Plus:** Defib & CPR, Summer Hazards, Hearing Protection, Gas Detection, Safety Culture

**Value Adds**

Free for half page or larger advertisers

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

**Bonus Value Add**

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

**Show Coverage/Bonus Distribution\***

ASSP Safety 2023, June 5-7, San Antonio, TX

\*If event occurs in-person

### JULY/AUG

**THE COMPANY PROFILE ISSUE**

Ad close: 6/26/23 • Materials due: 6/27/23

**Special Focus**

Fall Protection

**Special Coverage**

Company Profiles

**Feature Articles**

**IH:** Confined Spaces

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

**Training:** Hazard Communication

**Plus:** Emergency Showers & Eyewash, Construction Safety, Employee Health Screening, Wearable Technology, Incentives

**Value Adds**

Free for half page or larger advertisers

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

**Bonus Value Add**

- **Magazine:** All half page or larger advertisers who appear in the July/August 2023 and October 2023 will be eligible for a Company Profile in the July/August 2023 issue. Company Profile sizes will be dictated by the company advertisement.
  - This **Company Profile** includes a company logo, description, photo, contact information and more. Examples of Company Profiles are available upon request.



## 2023 Print & Digital Magazine Editorial Calendar

### SEPT

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Ad close: 8/15/23 • Materials due: 8/18/23

#### Special Focus

Facility Safety

#### Feature Articles

**IH:** Noise Monitoring

**PPE:** Construction, Vision Protection, Head & Face Protection

**Training:** Fall Protection

**Plus:** Combustible Dust, Defib & CPR, Winter Hazards, Chemical Safety, Electrical Safety, Software Solutions

#### Value Adds

Free for half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Facility Safety and Vision Protection advertisers
- **Website:** Free online spotlight for Combustible Dust and Chemical Safety advertisers

### OCT

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PRODUCT LAUNCH ISSUE

Ad close: 9/19/23 • Materials due: 9/20/23

#### Special Focus

Protective Apparel

#### Special Coverage

Product Launch

#### Feature Articles

**IH:** Indoor Air Quality

**PPE:** Fall Protection, Hearing Protection, Respiratory Protection

**Training:** Materials Handling

**Plus:** Hazard Communication, Wearable Technology, Transportation Safety, Confined Spaces, Gas Detection

#### Value Adds

Free for half page or larger advertisers

- **Magazine:** Free magazine spotlight for Protective Apparel and Wearable Technology advertisers
- **Website:** Free online spotlight for Gas Detection and Confined Spaces advertisers

#### Bonus Value Add

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

#### Show Coverage/Bonus Distribution\*

NSC Congress & Expo, October 23-25, New Orleans, LA

\*If event occurs in-person

### NOV/DEC

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Ad close: 10/18/23 • Materials due: 10/24/23

#### Special Focus

OSHA Top 10

#### Special Coverage

2023 OH&S New Product of the Year Winners

#### Feature Articles

**IH:** Respiratory Protection

**PPE:** Hand Protection, Foot Protection, Vision Protection

**Training:** Facility Safety

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

#### Value Adds

Free for half page or larger advertisers

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

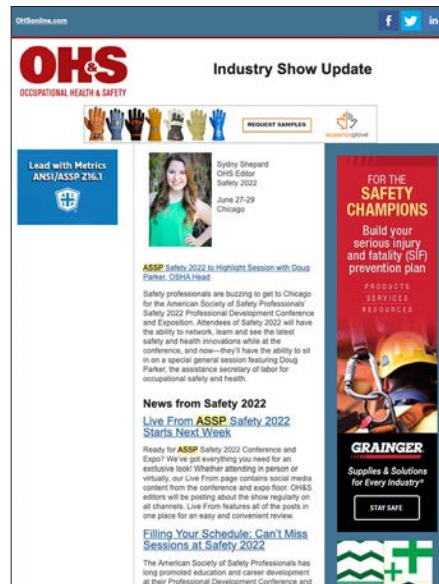
## Trade Show eNewsletters Drive Traffic and Get Exposure

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 2023 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 AIHce Show Update eNewsletter will be delivered to 30,000\* IH professionals once before, once during, and once after the show. The VPPPA Safety+ Show Update eNewsletter will be delivered to 65,000\* safety buyers once before, once during, and once after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your ASSP Safety 2023 and NSC 2023 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.



## Trade Show eNewsletters Dates

<b>AIHce 2023</b>	<b>VPPPA Safety+ 2023</b>
May 16	September 12
May 23	September 19
May 30	September 26
<b>ASSP Safety 2023</b>	<b>NSC 2023</b>
May 25	October 10
May 30	October 17
June 6	October 24
June 7	October 25
June 13	October 31

## 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 Product Launch Spotlight eNewsletters Dates

<b>ASSP Safety 2023</b>	<b>NSC 2023</b>
• Pre-Show Product Launch Spotlight May 21	• Pre-Show Product Launch Spotlight October 15
• Post-Show Product Launch Spotlight June 18	• Post-Show Product Launch Spotlight November 5

## 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 2023 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
January 4	General <i>OH&amp;S</i>
January 9	General <i>OH&amp;S</i>
January 10	Spotlight - Oil & Gas
January 11	Hazard Communication
January 17	General <i>OH&amp;S</i>
January 18	General <i>OH&amp;S</i>
January 23	Training
January 24	Spotlight - Construction
January 25	General <i>OH&amp;S</i>
January 30	General <i>OH&amp;S</i>
<b>FEBRUARY</b>	
February 1	Facility Safety
February 2	Spotlight - Hand Protection
February 6	General <i>OH&amp;S</i>
February 8	Vision Protection
February 9	IH Quarterly
February 13	General <i>OH&amp;S</i>
February 15	General <i>OH&amp;S</i>
February 16	Spotlight - Chemical Safety
February 21	General <i>OH&amp;S</i>
February 22	General <i>OH&amp;S</i>
February 27	Respiratory Protection
<b>MARCH</b>	
March 1	General <i>OH&amp;S</i>
March 2	Construction Quarterly
March 6	PPE
March 7	Spotlight - Protective Apparel
March 8	General <i>OH&amp;S</i>
March 13	General <i>OH&amp;S</i>
March 14	Spotlight - Summer Hazards/Heat Stress
March 15	Fall Protection
March 20	General <i>OH&amp;S</i>
March 21	Whitepaper Quarterly
March 22	General <i>OH&amp;S</i>
March 23	Spotlight - Gas Detection
March 27	General <i>OH&amp;S</i>
March 29	General <i>OH&amp;S</i>

EDITION	SPECIAL FOCUS
<b>APRIL</b>	
April 3	General <i>OH&amp;S</i>
April 5	Hand Protection
April 10	General <i>OH&amp;S</i>
April 11	Spotlight - Indoor Air Quality
April 12	General <i>OH&amp;S</i>
April 17	General <i>OH&amp;S</i>
April 19	Facility Safety
April 24	General <i>OH&amp;S</i>
April 25	Spotlight - Fire Safety
April 26	General <i>OH&amp;S</i>
April 27	IH Quarterly
<b>MAY</b>	
May 1	General <i>OH&amp;S</i>
May 2	Spotlight - Stand-Down for Fall Prevention
May 3	General <i>OH&amp;S</i>
May 8	Training
May 10	General <i>OH&amp;S</i>
May 15	Respiratory Protection
May 17	General <i>OH&amp;S</i>
May 18	Spotlight - Emergency Showers & Eyewash
May 22	General <i>OH&amp;S</i>
May 24	General <i>OH&amp;S</i>
May 25	Spotlight - Noise Monitoring
May 30	General <i>OH&amp;S</i>
May 31	General <i>OH&amp;S</i>
<b>JUNE</b>	
June 1	Spotlight - PPE for Women
June 5	General <i>OH&amp;S</i>
June 6	Spotlight - Electrical Safety
June 7	General <i>OH&amp;S</i>
June 12	General <i>OH&amp;S</i>
June 13	Whitepaper Quarterly
June 14	General <i>OH&amp;S</i>
June 19	Chemical Safety
June 20	Construction Quarterly
June 21	General <i>OH&amp;S</i>
June 26	General <i>OH&amp;S</i>
June 28	Summer Hazards/Heat Stress

## eNews 2023 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JULY</b>	
July 5	General <i>OH&amp;S</i>
July 10	General <i>OH&amp;S</i>
July 11	Spotlight - Gas Detection
July 12	Fall Protection
July 17	General <i>OH&amp;S</i>
July 19	General <i>OH&amp;S</i>
July 24	Facility Safety
July 26	General <i>OH&amp;S</i>
July 27	Spotlight - Wearable Technology
July 31	General <i>OH&amp;S</i>
<b>AUGUST</b>	
August 2	General <i>OH&amp;S</i>
August 3	Spotlight - Fall Protection
August 7	General <i>OH&amp;S</i>
August 9	General <i>OH&amp;S</i>
August 10	IH Quarterly
August 14	General <i>OH&amp;S</i>
August 16	General <i>OH&amp;S</i>
August 17	Spotlight - Protective Apparel
August 21	General <i>OH&amp;S</i>
August 23	General <i>OH&amp;S</i>
August 24	Spotlight - Oil/Gas
August 28	General <i>OH&amp;S</i>
August 30	Emergency Eyewash & Showers
<b>SEPTEMBER</b>	
September 5	General <i>OH&amp;S</i>
September 6	General <i>OH&amp;S</i>
September 7	Construction Quarterly
September 11	Employee Health Screening
September 13	General <i>OH&amp;S</i>
September 14	Spotlight - Electrical Safety
September 18	General <i>OH&amp;S</i>
September 20	General <i>OH&amp;S</i>
September 21	Whitepaper Quarterly
September 25	General <i>OH&amp;S</i>
September 27	Winter Hazards
September 28	Spotlight - Incentives

EDITION	SPECIAL FOCUS
<b>OCTOBER</b>	
October 2	General <i>OH&amp;S</i>
October 4	General <i>OH&amp;S</i>
October 5	Spotlight - Training
October 9	Facility Safety
October 11	General <i>OH&amp;S</i>
October 16	OSHA Top 10
October 18	General <i>OH&amp;S</i>
October 19	Spotlight - Personal Protection
October 23	General <i>OH&amp;S</i>
October 25	Hazard Communications
October 26	IH Quarterly
<b>NOVEMBER</b>	
November 1	General <i>OH&amp;S</i>
November 6	General <i>OH&amp;S</i>
November 7	Spotlight - Respiratory Protection
November 8	Hearing Protection
November 13	General <i>OH&amp;S</i>
November 15	General <i>OH&amp;S</i>
November 16	Construction Quarterly
November 20	General <i>OH&amp;S</i>
November 27	Fall Protection
November 28	Spotlight - Foot Protection
November 29	General <i>OH&amp;S</i>
<b>DECEMBER</b>	
December 4	General <i>OH&amp;S</i>
December 5	Spotlight - Oil/Gas
December 6	<i>OH&amp;S</i> New Product of the Year Winners
December 11	General <i>OH&amp;S</i>
December 12	Whitepaper Quarterly
December 13	General <i>OH&amp;S</i>
December 18	General <i>OH&amp;S</i>
December 19	Spotlight - Facility Safety
December 20	Indoor Air Quality