



MEDIA PLANNER

Media for Safety Professionals

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



2023

ohsonline.com

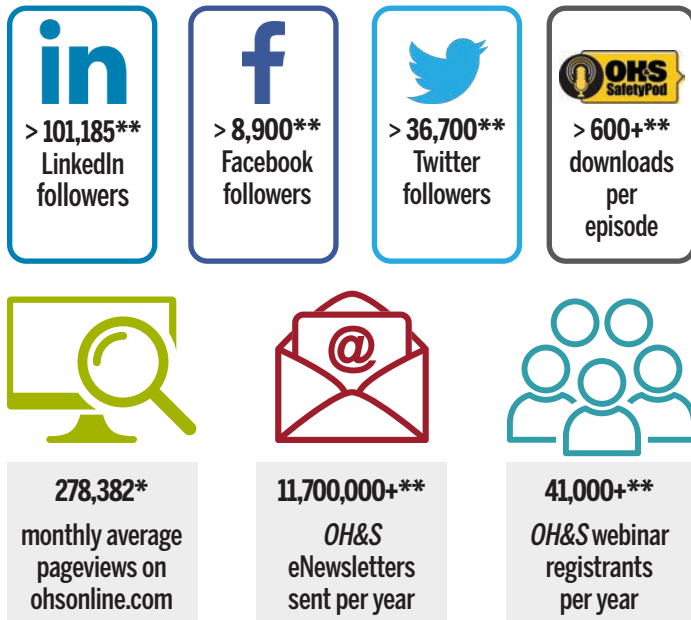


Your Partner in Lead Generation and Branding

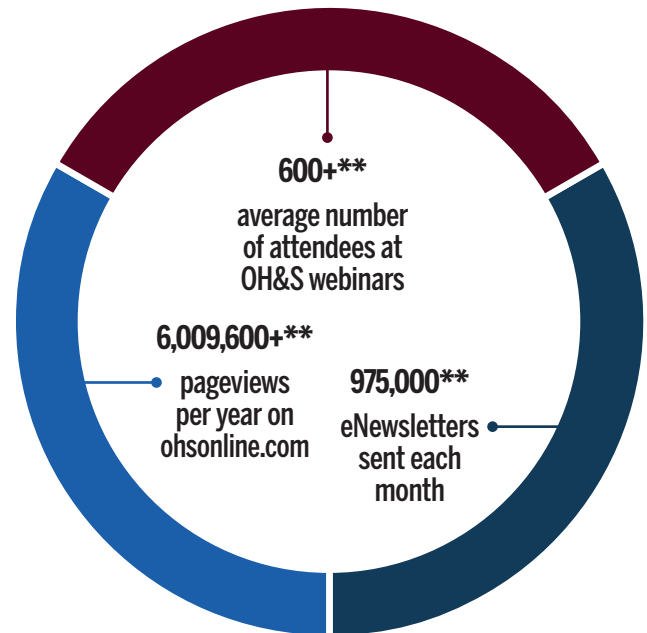
Occupational Health & Safety has been an industry leader since 1932 and continues to provide an effective collection of media outlets for promoting your health and safety products and services. In addition to providing the best coverage on niche health & safety issues, we focus on the industry triad: Personal Protective Equipment, Industrial Hygiene, and Training.



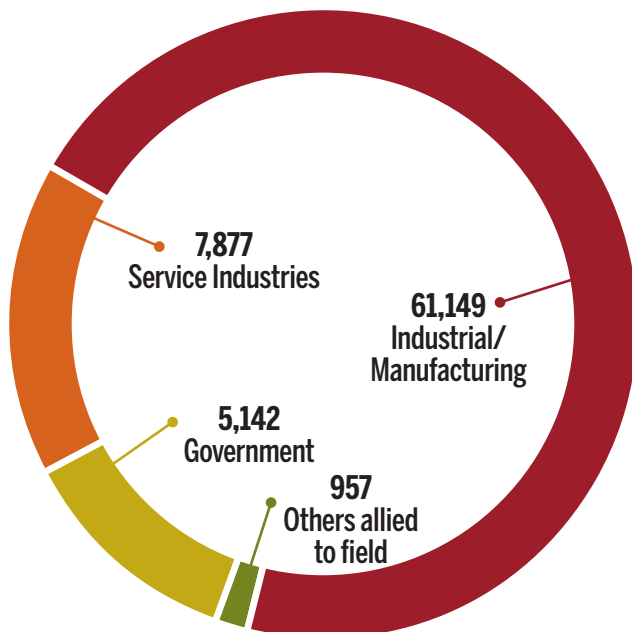
Digital Statistics



Circulation That Counts



Business/Industry *



Magazine Buying Responsibility*

Emergency Response	14,544
Environmental Compliance	14,653
Ergonomics	14,088
Fire Protection	14,162
Industrial Hygiene	14,907
Occupational Health	15,666
Safety Equipment	21,227
Security	12,545
Software	12,500
Training	17,551

OH&S reaches 75,125* subscribers and 26,187* buyers and specifiers!

*BPA Brand Report, December 2022
**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 editorial, circulation, and digital reach to see that your advertising dollars go farther here than anywhere else in the industry. *OH&S* is the partner you can count on to generate leads and increase your business by utilizing our various platforms: print/digital magazine, website, SafetyPods, webinars, & eNewsletters. 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

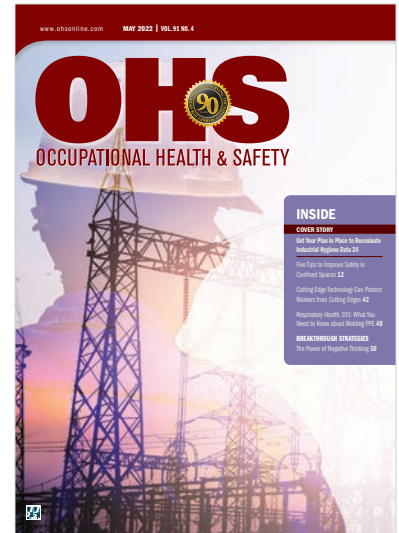
OH&S subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries. *OH&S* subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation. *OH&S* is a member of BPA Worldwide. To review *OH&S'* current BPA statement online, visit the BPA website at www.bpaww.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.

Industry Awards Programs

Our award programs honor outstanding product development achievements of health & safety manufacturers whose products and solutions are considered particularly noteworthy in their ability to improve workplace safety.

- ***OH&S* New Product of the Year Awards**
 - 2023 winners coverage in November/December 2023
- ***OH&S* Industrial Hygiene Awards**
 - 2023 winners coverage in April/May 2023



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 October 2022 adViewPro report, 82% of *OH&S* magazine subscribers have an improved opinion of a product/service after seeing an ad in *OH&S* magazine.

What *OH&S* Subscribers Are Saying*

“ [OH&S] allows me to see new products, systems, and operations. It also helps me see new trends and innovative thinking in safety.
—Emergency and Security Manager

“ [Reading *OH&S* keeps me] current with industry trends and potential solutions
—Material Reliability Manager

“ [OH&S] introduces me to new products, articles, and information, which I then add to my training curriculum.
—Training Director

“ Being a safety-conscious manufacturing facility, [OH&S] allows me to see and understand what new safety innovations are occurring that would improve our safety program through awareness and monitoring.
—Facilities Manager

“ [OH&S] helps educate me on trends in the field of health and safety, and lets me know about new products that might be useful for us.
—Compliance

“ I look for the latest news, trends, products, and technology in the industrial safety and occupational health arena.
—EHSQ Specialist

“ I've been involved with safety over 22 years. [I read *OH&S*] to keep up with changes in the industry and to keep members up-to-speed with the latest and greatest items around safety. Keeping our workers safe is key.
—Safety Consultant

“ I'm always looking for better products. I like reading about safety. It seems I always learn something new.
—Safety Manager



*Baxter Research, 2022 adViewPro Reports

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

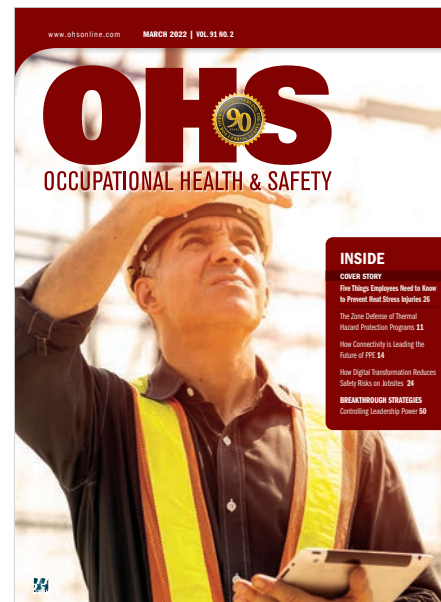
Bonus Value Add

- **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

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

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

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

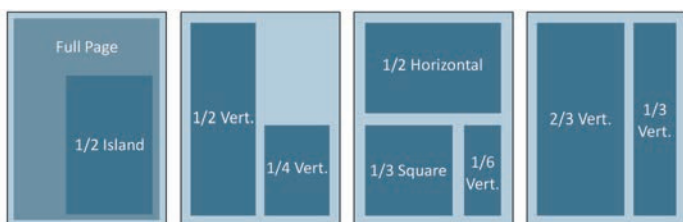
Free for half page or larger advertisers

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

Magazine Ad Specs

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

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



All ads are to scale.

All bleeds are 1/8" beyond trim. For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

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: 278,382*

Monthly average users on ohsonline.com: 140,852*

Custom Media

Content Syndication: We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline with leads.

Native Advertising: Draw more attention to your brand by running sponsored content in must-read ohsonline.com articles.

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.

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.

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 June 2022 BPA statement shows:

36,441* Twitter followers (now over 36,700**)

8,926* Facebook likes

97,978* LinkedIn group members (now over 101,185**) 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 position your marketing materials in front of safety and health professionals. Ask us about our Show Social Media Packages.



Like us on Facebook:
www.facebook.com/ohsmag



Follow us on Twitter:
www.twitter.com/OccHealthSafety



Join our group on LinkedIn:
www.linkedin.com/company/occupational-health-and-safety-magazine

*BPA Brand Report, December 2022
**Media Owner's Own Data, February 2023

Advertising Options on ohsonline.com

- Mobile friendly design
- Top-performing banner sizes & options
- Easy navigation & enhanced opportunities for reader engagement

Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 sponsors
- 640 x 480 Embedded Article Banner—1 sponsor
- 300 x 250 or 300 x 300 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) 15 x 600 banners in cohesive design

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

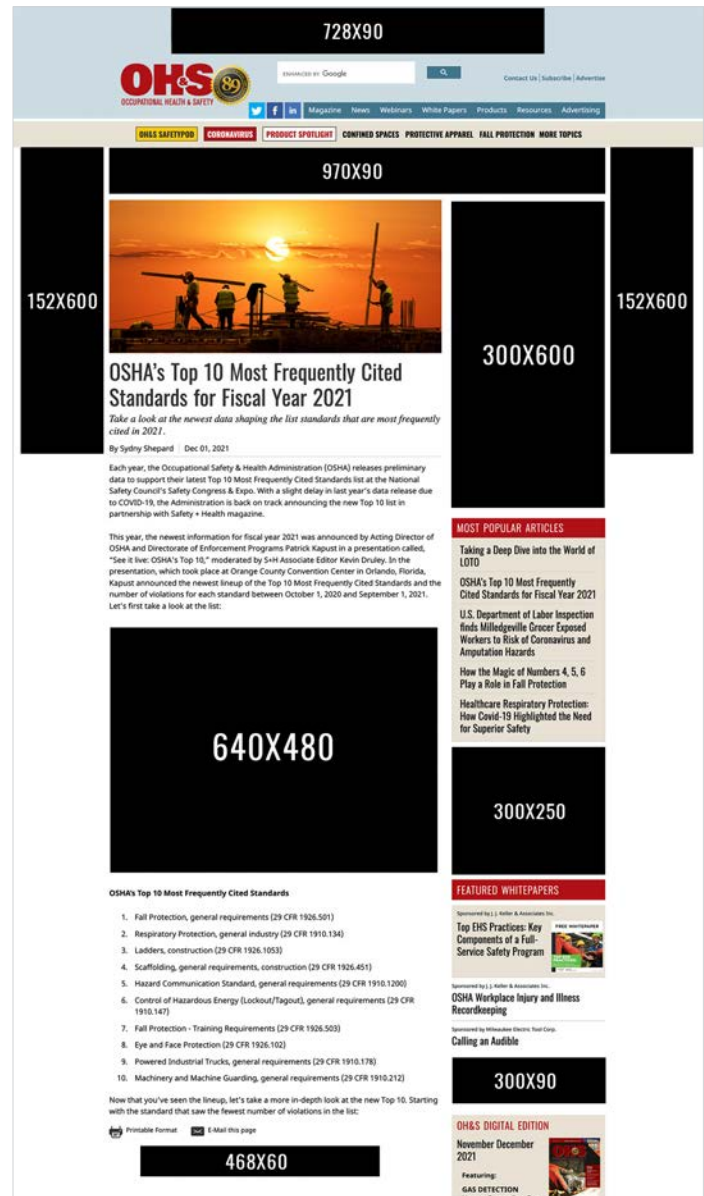
Home Page Banners

- Home Page Product Showcase Sponsorship (6 max.)
Includes new product 150 x 150 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 5 links and a logo)
- 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 300x50 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 innner

*Only appears on desktop devices



Contact us for more information:

Barbara Blake - West
bblake@1105media.com • 972-687-6718

Jenna Conwell - East
jconwell@1105media.com • 610-436-4372

Content Syndication

Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads

100 guaranteed leads (minimum buy, but not limited to...)

Industries

Manufacturing, Construction, Oil & Gas, Utilities

Job Titles

Safety, Environmental Health & Compliance, Industrial Hygiene, OSHA, Human Resources (VP+ only), Facility Management

Resources Library

All assets hosted in Research Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

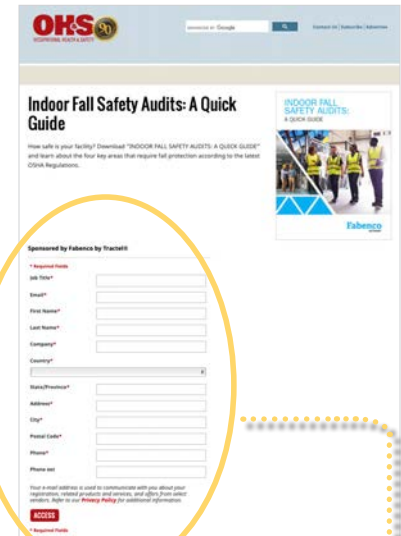
Email Promotion

Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery

Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:

- Job Title
- Email
- First Name
- Last Name
- Company
- Full Address
- Phone

**1**

We host your asset in Resources Library with dedicated landing page

2

We promote your asset

3

We deliver your leads

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 278,382 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 80
OCCUPATIONAL HEALTH & SAFETY

ENHANCED BY Google

Contact Us | Subscribe | Advertise

Magazine News Webinars White Papers Products Resources Advertising

OHS SAFETYPOD CORONAVIRUS PRODUCT SPOTLIGHT CONFINED SPACES PROTECTIVE APPAREL FALL PROTECTION MORE TOPICS

SPONSORED

The AI-Driven Vision Processing Technology that Assesses Tasks in Minutes & On the Go

Capture your task risks on the go measuring what your eye can't, then watch it automatically process and produce a detailed report evaluating exact angles of the entire body and its segments.

Aug 30, 2021

As a safety leader, what more could you want than the most convenient, easy to use tool that does all the ergo reporting for you? Sounds too good to be true? It's not.

This innovation goes beyond a pet project for organizations investing in the safety of their workers. SoterTask is a game changing, serious initiative that will streamline and speed up ergonomic assessments.

The solution requires no special tools or sensors and can be used on the go. It is so simple; anyone can work it and furthermore presents an incredible visually pleasing interface that you'll all be fighting to have a go. The biggest benefit? Hardly any labor required. It simply requires a video of the task to produce a beautifully presented ergonomic report displaying all potential risks with the key metrics highlighted to improve productivity, by reducing the risk factors of a task that lead to injury.

It is the added technical tool that enables objective data, rather than solely observational techniques, and provides an increased ability to help workers to stay safe.

Taking hours of work off your hands, providing detailed analysis of risk that comprises and integrates all industry ergo tools, including streamline risk comparisons for pre and post intervention implementations. Companies are describing it as "The most convenient multi pronged tool to mitigate all task risks".

What is it exactly?
An AI-driven video processing task risk assessment tool, simple enough for anyone to use and does all the hard work for you.

300X250

Back, Neck, Left arm, Right arm, Left leg, Right leg

RIGHT ARM ANGLES DEVIE BY RISK CATEGORY

00:35 TOTAL TIME

High risk above 60° - 10%
Medium risk from 30° to 60° - 20%
Low risk below 30° - 30%

Back 11% 10% 10%
Neck 10% 10% 10%
Left arm 1% 10% 10%
Right arm 1% 10% 10%
Left leg 1% 10% 10%
Right leg 1% 10% 10%

Product Launch 2023

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.

June and October

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

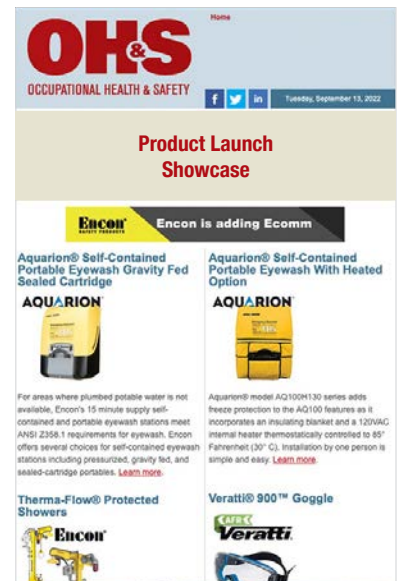
Don't miss launching your products this year! Advertise in our June or October issue and receive the opportunity to submit a product or service to appear in the magazine Product Launch Showcase and in the online Product Launch Showcase for six weeks. Showcase submissions include a photo, brief description, company name and URL. To be included in the Showcases, confirm materials deadlines with your Integrated Media Consultant.

Product Launch Spotlight eNewsletters

May 21 and June 18

October 15 and November 5

Reinforce your branding by introducing your new products to our audience of more than 65,000* safety professionals.



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 May/June or October/November Product Launch eNewsletters

Deluxe Product Launch Package

- Full page magazine ad in June or October *OH&S* Magazine
- (1) spot in May/June or October/November Product Launch eNewsletters

eNewsletters



Occupational Health & Safety

Twice weekly, the multi-sponsored *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. Contact us to learn more. Print and online packages are available.

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



OH&S Spotlight

Spotlight eNewsletters focus on specific industries or products and reach 65,000* safety buyers. This multi-sponsored eNewsletter goes out two to three times each month and includes one 468x60 top banner and up to six product listings. Contact us to learn more. Print and online packages are available.

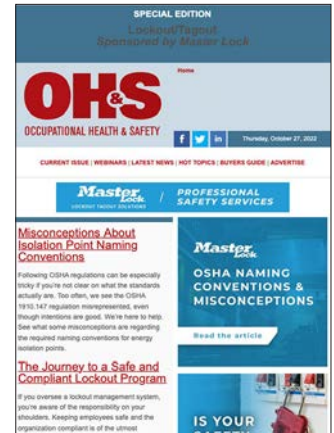
Highlight your
products and
services!



OH&S eView

Send out your published *OH&S* article two to three 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

An exclusive opportunity to send your messaging to our audience. Different formats are available depending on your marketing goal. Utilize our template or your HTML file to focus on content, a white paper, products, or a special announcement. Contact us to learn more about available options.

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 21
June 13
September 21
December 12

Show your whitepapers
to 65,000*
safety buyers!

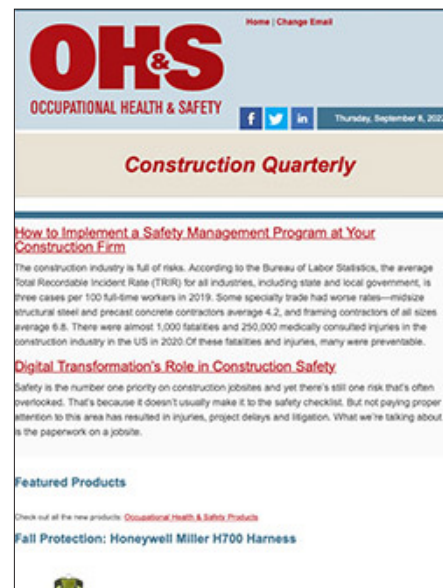


IH Quarterly

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

February 9
April 27
August 10
October 26

Target
30,000*
IH professionals!



Construction Quarterly

Reach the construction market in this this targeted eNewsletter, which is delivered to 30,000* industry professionals four times a year.

March 2
June 20
September 7
November 16

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

Trade Show eNewsletters

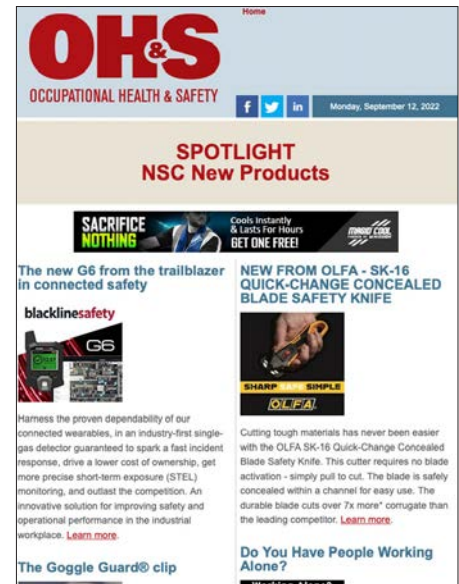
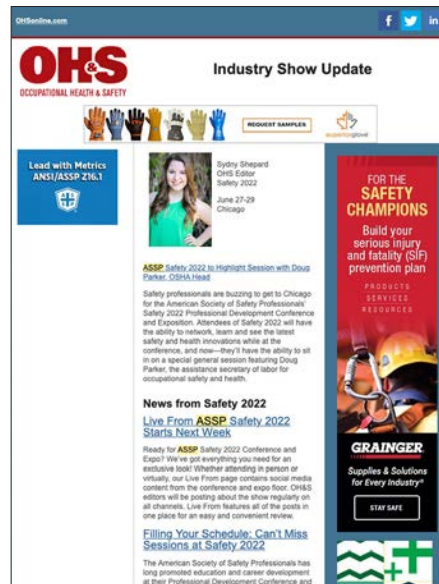
Drive Traffic and Get Exposure

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 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

AIHce 2023

May 16
May 23
May 30

VPPPA

Safety+ 2023
September 12
September 19
September 26

ASSP Safety 2023

May 25
May 30
June 6
June 7
June 13

NSC 2023

October 10
October 17
October 24
October 25
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

ASSP Safety 2023

- Pre-Show Product Launch Spotlight May 21
- Post-Show Product Launch Spotlight June 18

NSC 2023

- Pre-Show Product Launch Spotlight October 15
- 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.

eNews 2023 Editorial Calendar

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

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

eNews 2023 Editorial Calendar

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

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

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.

NEW! Editorial Webinar Speaking Sponsorship

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to our engaged audience.

Sponsorship Details

- **Event Promotion and Visibility:** Registration development through targeted email promotions, eNewsletters and more
- **Branding:** Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
- **Presentation (optional):** 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
- **Event Reporting:** Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details



Planned 2023 editorial webinars include:

- Combustible Dust
- Confined Spaces
- Construction Safety
- Electrical Safety
- Emergency Response Preparedness
- Employee Health Screening
- Facility Safety
- Fall Protection
- Hazard Communication
- Hearing Protection
- Heat Stress
- Indoor Air Quality
- Industrial Hygiene
- Injury & Illness Recordkeeping
- Oil & Gas
- OSHA Top 10
- Respiratory Protection
- Utilities
- Vision Protection
- Wearable Technology

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

OH&S SafetyPod

An Exciting Way to Promote Your Business

OH&S SafetyPod creates a unique marketing experience for your company by offering an insider's view into the safety industry. Hosted by Editor David Kopf, each podcast features informative and timely information on important industry topics such as fall protection, personal protective equipment, industry hygiene, hazard communication and more.

Each sponsor will receive a mention at the beginning and end of the podcast as well as a brief company marketing message included in the episode. OH&S SafetyPods are marketed to our OH&S database, promoted on our website and popular podcast platforms Apple Podcasts, Spotify, Amazon Music and more.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to OH&S subscribers

NEW! Get Vendor Podcast leads with a Viewpoint

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)

OH&S Safety Speak Limited to 1 sponsor per week

Shorter episodes covering top headlines, new industry information and more

- 30-second ad copy read during the episode



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.



Statistics & Growth

With an average of 600+ downloads per episode, OH&S SafetyPod is in the top 10% of all podcasts.

OH&S SafetyPod was listed as a "Top 40 Best Construction Podcasts in 2022" by construction industry resource Levelset.

OH&S SafetyPod has proven to be a useful tool for safety professionals to continue their own education and share with teammates. Over the last three years, OH&S SafetyPod has produced over 2,200 minutes of safety-related content in over 170 episodes. Popular podcast platforms, such as Apple Podcasts and Spotify, show OH&S SafetyPod has had 150% growth in the past year with no signs of stopping.

Contact us to learn how you can be part of this impressive catalog of content today.

*Media Owner's Own Data

Online Ad Options

ohsonline.com 278,382* average page views per month

Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 sponsors
- 640 x 480 Embedded Article Banner—1 sponsor
- 300 x 250 Rectangle—6 sponsors
- 300 x 600 Super Skyscraper—4 sponsors
- 468 x 60 Banner—6 sponsors
- Wallpaper—4 sponsors
- (2) 152x600 banners in cohesive design

Home Page Only Banners

- Home Page Product Showcase Sponsorship (6 max.) Includes new product 150x150 image, 60-80 word description
- Home Page Video Hosting
- 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 (Hover Over Expansion Dimensions: 970 x 415). Option to provide 300 x 50 to serve smaller mobile devices

Specialty Options

- Content Syndication
- Pop Quiz: 300 x 600 and 300 x 300 website banners and 300 x 250 eNews
- Whitepaper Hosting

Social Media Options

Total social media reach 146,285**

- Individual posts on LinkedIn, Twitter, or Facebook

SafetyPod

- Vendor Podcast Sponsorship
- Vendor Podcast Sponsorship + Viewpoint
- Vendor Podcast Sponsorship + Viewpoint + Leads
- Safety Speak Podcast Sponsorship

eNewsletters

Occupational Health & Safety eNews

Multi-sponsorship opportunity. Circulation 65,000**, 2x/week

- New Product Spot
- 300 x 250 eNews Info Center
- 300 x 250 Large Right Box
- 468 x 60 Banner (top and bottom)
- 300 x 300 Square
- Sponsor
- Sole-Sponsored eNewsletter (product based)
- Custom content eNewsletter

Product or Topic Spotlight eNews

Multi-sponsorship opportunity. Circulation 65,000**

- 468 x 60 Banner (top and bottom)
- 150 x 150 product spot—6 sponsors (includes 50-60 words of text + linking URL)

Whitepaper Quarterly eNews

Multi-sponsorship opportunity. Circulation 65,000**

- 468x60 Top Banner (exclusive)
- 150 x 150 product spot—8 sponsors (includes 50-60 words of text + linking URL)

OH&S eView

Article based. 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

Sole-sponsorship or multi-sponsorship. Circulation 30,000**

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

Trade Show eNews

AIHce, ASSP, VPPPA, NSC

- 468 x 60 Banner (top and bottom)
- 160 x 120 (2 positions available)
- 180 x 300 Info Center (large right box)
- 160 x 600 Skyscraper
- Product Spot

Contact us for pricing.

*BPA Brand Report, December 2022

** Media Owner's Own Data

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.

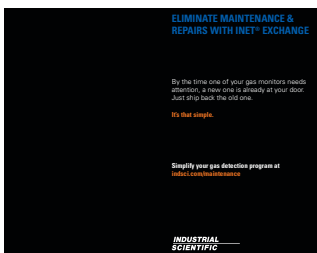
Acceptable Files

Static GIF or JPG files

Please submit materials to Tim Bobko at tbobko@1105media.com.

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.

List Rental

The *OH&S* subscriber list is available for rental. For more information, please contact your Integrated Media Consultant..



Cover Snipe

Direct readers to your *OH&S* magazine ad with a high-visibility snipe on the cover.

Research Opportunities

Enlist *OH&S* to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research.

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 or 212-221-9595.



Industry Directory

Give your customers easy access to your safety solutions with the *OH&S* online industry directory. Add your company at 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.



contact us

Integrated Media Consultants

Barbara Blake

West
bblake@1105media.com
972-687-6718

Jenna Conwell

East
jconwell@1105media.com
610-436-4372

Print Materials

Joanne Kim

jkim@1105media.com

Online Materials

Tim Bobko

tbobko@1105media.com

Webinar Materials

Tammy Renne

trenne@1105media.com
972-687-6776

Editorial

David Kopf

Editor
dkopf@1105media.com

Alex Saurman

Content Editor
asaurman@1105media.com

Brent Dirks

eNews Editor
bdirks@1105media.com

1105 Media Infrastructure Solutions Group

Dan LaBianca

President
dlabianca@1105media.com

Irene Fincher

Group Circulation Director
ifincher@1105media.com

Susan May

Group Marketing Director
smay@1105media.com

Scott Newhouse

Group Website Manager
snewhouse@1105media.com

ohsonline.com