

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.

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Scan for Publisher's contact information

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. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

OCCUPATIONAL HEALTH & SAFETY MAGAZINE



5 issues in the period
81,000 average circulation

OCCUPATIONAL HEALTH & SAFETY WEBSITE



385,272 average users

OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA



See below for
Social Media claims

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
OCCUPATIONAL HEALTH & SAFETY MAGAZINE (5 issues in the period)	80,852	148	81,000
a. Print	39,319	144	39,463
1. Requested	23,263	144	23,407
2. All Other Sources	16,056	-	16,056
b. Digital	41,533	4	41,537
1. Requested	29,775	4	29,779
2. All Other Sources	11,758	-	11,758
OCCUPATIONAL HEALTH & SAFETY WEBSITE (Monthly Users with 963,534 average Pageviews)	385,272	-	385,272
OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA			
a. Twitter followers	*30,376	-	*30,376
b. Facebook likes	*7,321	-	*7,321
b. LinkedIn company	*32,251	-	*32,251

*Social Media claims are cumulative figures, not averages.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	23,488	30,267	53,755	66.2
II. Request from recipient's company:	535	57	592	0.7
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	68	-	68	0.1
V. TOTAL – Sources other than above (listed alphabetically):	15,405	11,446	26,851	33.0
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	15,405	11,446	26,851	33.0
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,496	41,770	81,266	100.0
PERCENT	48.6	51.4	100.0	

***See Additional Data**

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source and permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. This is for all 2020 reports. 8,998 copies or 11.1% of Total Qualified circulation is 36+ to 48 months.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	215	161	376		Kentucky	713	470	1,183	
New Hampshire	223	163	386		Tennessee	963	709	1,672	
Vermont	104	53	157		Alabama	696	485	1,181	
Massachusetts	1,020	727	1,747		Mississippi	368	278	646	
Rhode Island	159	117	276		EAST SO. CENTRAL	2,740	1,942	4,682	5.8
Connecticut	508	418	926		Arkansas	218	448	666	
NEW ENGLAND	2,229	1,639	3,868	4.7	Louisiana	601	498	1,099	
New York	1,895	1,612	3,507		Oklahoma	319	995	1,314	
New Jersey	1,068	857	1,925		Texas	2,050	5,335	7,385	
Pennsylvania	2,296	1,593	3,889		WEST SO. CENTRAL	3,188	7,276	10,464	12.9
MIDDLE ATLANTIC	5,259	4,062	9,321	11.5	Montana	196	116	312	
Ohio	2,527	1,614	4,141		Idaho	168	284	452	
Indiana	1,290	797	2,087		Wyoming	72	218	290	
Illinois	2,157	1,552	3,709		Colorado	448	1,076	1,524	
Michigan	1,581	978	2,559		New Mexico	148	423	571	
Wisconsin	1,483	924	2,407		Arizona	400	770	1,170	
EAST NO. CENTRAL	9,038	5,865	14,903	18.3	Utah	282	513	795	
Minnesota	1,109	748	1,857		Nevada	126	364	490	
Iowa	609	452	1,061		MOUNTAIN	1,840	3,764	5,604	6.9
Missouri	1,098	650	1,748		Alaska	32	161	193	
North Dakota	294	153	447		Washington	406	1,054	1,460	
South Dakota	103	107	210		Oregon	336	679	1,015	
Nebraska	421	285	706		California	2,260	4,833	7,093	
Kansas	722	389	1,111		Hawaii	56	205	261	
WEST NO. CENTRAL	4,356	2,784	7,140	8.8	PACIFIC	3,090	6,932	10,022	12.3
Delaware	141	111	252		UNITED STATES	39,423	41,313	80,736	99.3
Maryland	812	953	1,765		U.S. Territories	41	140	181	
Washington, DC	287	748	1,035		Canada	10	36	46	
Virginia	1,040	1,222	2,262		Mexico	-	16	16	
West Virginia	242	194	436		Other International	16	248	264	
North Carolina	1,368	968	2,336		APO/FPO	6	15	21	
South Carolina	681	465	1,146		Email Only	-	2	2	
Georgia	1,241	898	2,139		TOTAL QUALIFIED CIRCULATION	39,496	41,770	81,266	100.0
Florida	1,871	1,490	3,361						
SOUTH ATLANTIC	7,683	7,049	14,732	18.1					

***See Additional Data**

WEBSITE CHANNEL

WWW.OHSONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	558,315	253,849	217,912	1:43
February	884,858	369,610	321,836	1:49
March	947,279	414,540	363,363	1:42
April	1,139,117	515,962	460,182	1:39
May	1,264,058	590,430	531,547	1:32
June	987,579	468,872	416,792	1:33
AVERAGE:	963,534	435,543	385,272	1:39

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Occupational Health & Safety Social Media



Twitter followers

<http://twitter.com/OccHealthSafety>



Facebook likes

<http://www.facebook.com/ohsmag>



LinkedIn company

<http://linkedin.com/company/occupational-health-and-safety-magazine>

2020	Twitter followers	Facebook likes	LinkedIn company
Beginning Balance	28,403	6,812	13,101
January	28,652	6,921	15,319
February	29,003	6,986	20,273
March	29,333	7,067	23,442
April	29,769	7,178	26,676
May	30,122	7,259	29,295
June	30,376	7,321	32,251

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.


PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 26,851 copies or 33.0%, including InfoUSA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



**Sign up today for a
FREE Subscription**

YES, I wish to receive/continue to receive a FREE subscription to *Occupational Health & Safety* magazine. No

Signature _____ Date _____

E-MAIL (required): _____

FIRST NAME: _____ LAST NAME: _____

COMPANY: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

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)

<input type="checkbox"/> 01 Safety Equipment	<input type="checkbox"/> 05 Emergency Response	<input type="checkbox"/> 09 Environmental Compliance
<input type="checkbox"/> 02 Industrial Hygiene	<input type="checkbox"/> 06 Security	<input type="checkbox"/> 10 Ergonomics
<input type="checkbox"/> 03 Training	<input type="checkbox"/> 07 Fire Protection	<input type="checkbox"/> 90 None of the above
<input type="checkbox"/> 04 Software	<input type="checkbox"/> 08 Occupational Health	

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

<input type="checkbox"/> 01 Safety	<input type="checkbox"/> 07 Security/Fire Protection	<input type="checkbox"/> 12 Law Enforcement
<input type="checkbox"/> 02 Executive Mgmt/Administration	<input type="checkbox"/> 08 Industrial Hygiene/Environment	<input type="checkbox"/> 13 Safety Product Distributor
<input type="checkbox"/> 03 Production Operations	<input type="checkbox"/> 09 Personnel Management	<input type="checkbox"/> Medical:
<input type="checkbox"/> 04 Facility Management	<input type="checkbox"/> 17 Risk Management	<input type="checkbox"/> 14 Nurse
<input type="checkbox"/> 05 Engineering	<input type="checkbox"/> 10 Emergency Planning	<input type="checkbox"/> 15 Physician
<input type="checkbox"/> 06 Purchasing	<input type="checkbox"/> 11 First Responder	<input type="checkbox"/> 16 Other Medical Professional
		<input type="checkbox"/> 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:		
<input type="checkbox"/> 38 Oil & Gas Extraction	<input type="checkbox"/> 17 Industrial Machinery & Equip.	<input type="checkbox"/> GOVERNMENT:
<input type="checkbox"/> 01 Mining	<input type="checkbox"/> 18 Electronic & Other Electric Equip.	<input type="checkbox"/> 31 Fire/Rescue/Hazmat/
<input type="checkbox"/> 02 Construction/Contracting	<input type="checkbox"/> 19 Transportation Equipment	<input type="checkbox"/> First Response
<input type="checkbox"/> 03 Food & Beverage Products	<input type="checkbox"/> 20 Instruments & Related Products	<input type="checkbox"/> 32 Law Enforcement
<input type="checkbox"/> 04 Tobacco Products	<input type="checkbox"/> 21 Miscellaneous Manufacturing Ind.	<input type="checkbox"/> 33 Federal Government
<input type="checkbox"/> 05 Apparel & Other Textile Products	<input type="checkbox"/> 22 Utilities/Waste Management	<input type="checkbox"/> 34 State Government
<input type="checkbox"/> 06 Lumber & Wood Products	<input type="checkbox"/> 23 Transportation & Warehousing	<input type="checkbox"/> 35 County Government
<input type="checkbox"/> 07 Furniture & Fixtures		<input type="checkbox"/> 36 City/Local Government
<input type="checkbox"/> 08 Paper & Allied Products	<input type="checkbox"/> SERVICE INDUSTRIES:	<input type="checkbox"/> 37 Military
<input type="checkbox"/> 09 Printing & Publishing	<input type="checkbox"/> 24 Wholesale Distribution	
<input type="checkbox"/> 10 Chemicals & Allied Products	<input type="checkbox"/> 25 Retail	<input type="checkbox"/> OTHER:
<input type="checkbox"/> 11 Petroleum & Coal Products	<input type="checkbox"/> 26 Financial/Insurance/Real Estate	<input type="checkbox"/> 99 Other (specify) _____
<input type="checkbox"/> 12 Rubber & Misc. Plastic Products	<input type="checkbox"/> 27 Professional/Scientific/Technical Svcs.	
<input type="checkbox"/> 13 Leather & Leather Products	<input type="checkbox"/> 28 Health Services	
<input type="checkbox"/> 14 Stone, Clay & Glass Products	<input type="checkbox"/> 29 Education Services	
<input type="checkbox"/> 15 Primary Metal Industries	<input type="checkbox"/> 30 Engineering, Research & Related Svcs.	
<input type="checkbox"/> 16 Fabricated Metal Products		

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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
Irene Fincher, 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	August 12, 2020
State	Texas
City	Dallas
Received by BPA Worldwide	August 12, 2020
Type	BSJ
ID Number	0007B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising

FIELD SERVED

OCCUPATIONAL HEALTH & SAFETY serves businesses and industries with the following primary end products manufactured or services performed: Oil & Gas Extraction, Mining, Construction/Contracting, Food & Beverage Products, Tobacco Products, Apparel, Leather & Other Textile Products, Lumber & Wood Products, Furniture & Fixtures, Paper & Allied Products, Printing & Publishing, Chemicals & Allied Products, Petroleum & Coal Products, Rubber, Miscellaneous Plastic, Stone, Clay, and 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 brand report 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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	976
Allocated for Trade Shows and Conventions	9
All Other	226
TOTAL	1,211

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	80,998	100.0	80,852	99.8	146	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	81,000	100.0	80,852	99.8	148	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January/February	39,460	41,434	80,894
March	39,451	41,499	80,950
April	39,440	41,378	80,818
May	39,469	41,603	81,072
June	39,496	41,770	81,266

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

This issue is 0.4% or 332 copies above the average of the other 4 issues reported in Paragraph 2.

This is a multiple analysis of 54.5% or 44,250 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 report). 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 (Note 1)	Total Qualified	Percent of Total	Print	Digital	Number of Respondents	Safety Equipment	Industrial Hygiene	Training	Software	Emergency Response	Security	Fire Protection	Occupational Health	Environmental Compliance	Ergonomics
Oil & Gas Extraction, Mining	5,173	6.4	1,775	3,398	1,143	942	658	746	511	643	512	665	724	684	591
Construction/Contracting	14,145	17.4	6,945	7,200	4,532	4,005	2,396	3,157	2,024	2,312	1,967	2,521	2,760	2,492	2,177
Food, Beverage and Tobacco Products	5,671	7.0	3,259	2,412	2,931	2,428	1,832	2,004	1,449	1,706	1,657	1,797	1,862	1,855	1,838
Apparel, Leather & Other Textile Products	419	0.5	186	233	356	292	187	207	147	174	156	208	201	168	177
Lumber & Wood Products	566	0.7	315	251	497	439	298	347	233	287	246	326	316	299	297
Furniture & Fixtures	317	0.4	164	153	284	234	170	192	130	167	140	178	186	171	185
Paper and Allied Products	650	0.8	326	324	567	469	316	348	234	310	268	323	326	315	331
Printing and Publishing	754	0.9	378	376	631	519	370	419	331	374	371	410	396	405	375
Chemicals and Allied Products	6,472	8.0	4,622	1,850	2,566	2,109	1,601	1,649	1,125	1,459	1,230	1,452	1,523	1,604	1,437
Petroleum & Coal Products	889	1.1	586	303	468	373	255	287	186	266	197	258	271	249	227
Rubber, Miscellaneous Plastic, Stone, Clay, and Glass Products	1,432	1.8	753	679	1,222	1,048	732	803	543	664	587	712	747	765	730
Primary Metal Industries	1,100	1.3	638	462	896	786	549	603	422	523	473	559	583	553	563
Fabricated Metal Products	5,916	7.3	3,524	2,392	2,477	2,142	1,482	1,722	1,099	1,390	1,183	1,451	1,588	1,535	1,427
Industrial Machinery and Equipment	1,867	2.3	1,078	789	1,455	1,235	845	929	666	767	677	795	865	851	826
Electronic & Other Electric Equipment	1,425	1.7	642	783	1,223	908	587	740	582	614	617	606	607	595	605
Transportation Equipment	2,725	3.4	1,844	881	717	598	404	471	327	414	342	401	439	435	437
Instruments & Related Products	331	0.4	165	166	254	192	136	147	118	132	116	122	136	144	129
Miscellaneous Manufacturing Industries	2,840	3.5	1,358	1,482	2,449	1,999	1,393	1,546	1,112	1,343	1,178	1,368	1,445	1,401	1,423
Utilities/Waste Management	1,395	1.7	574	821	1,221	1,052	624	792	488	642	465	598	702	643	635
Transportation and Warehousing	669	0.8	225	444	581	482	293	397	225	325	267	305	361	321	339
Sub-Total Industrial/Manufacturing	54,756	67.4	29,357	25,399	26,470	22,252	15,128	17,506	11,952	14,512	12,649	15,055	16,038	15,485	14,749
Wholesale/Distribution	2,550	3.1	1,266	1,284	1,788	1,497	958	1,072	749	961	902	1,025	1,013	967	994
Retail	1,237	1.5	648	589	994	757	522	610	457	494	534	564	561	547	513
Financial/Insurance/Real Estate	883	1.1	263	620	714	530	331	497	284	327	339	363	414	271	403
Professional/Scientific/Technical Services	4,849	6.0	2,240	2,609	2,494	1,819	1,266	1,560	1,154	1,204	1,136	1,137	1,338	1,305	1,168
Health Services	2,323	2.8	1,060	1,263	2,015	1,405	959	1,196	785	1,089	843	1,015	1,295	1,100	1,103
Education Services	1,943	2.4	458	1,485	1,669	1,155	689	1,104	716	799	658	715	829	725	718
Engineering, Research and Related Services	1,912	2.4	916	996	1,435	1,095	707	805	647	665	634	742	726	814	681
Sub-Total Service Industries	15,697	19.3	6,851	8,846	11,109	8,258	5,432	6,844	4,792	5,539	5,046	5,561	6,176	5,729	5,580
Government (Note 2)	9,423	11.6	2,356	7,067	6,623	4,405	2,717	3,841	2,970	3,397	2,960	2,740	3,166	2,869	2,891
Sub-Total Government	9,423	11.6	2,356	7,067	6,623	4,405	2,717	3,841	2,970	3,397	2,960	2,740	3,166	2,869	2,891
Other allied to the field	1,390	1.7	932	458	48	31	11	23	16	17	13	12	15	17	17
Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	81,266	100.0	39,496	41,770	44,250	34,946	23,288	28,214	19,730	23,465	20,668	23,368	25,395	24,100	23,237

Note 1: Qualified recipients are in 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.

Note 2: Includes: Fire/Rescue/Hazmat/First Response, Law Enforcement, Federal Government, State Government, County Government, City/Local Government and Military.