

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.

MAGAZINE CHANNEL FORMAT - PRINT AND DIGITAL ISSUES

OCCUPATIONAL HEALTH & SAFETY is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

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 PRINT AND DIGITAL MAGAZINE



OCCUPATIONAL HEALTH & SAFETY WEBSITE



OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OCCUPATIONAL HEALTH & SAFETY PRINT AND DIGITAL MAGAZINE (3 issues in the period)	74,026	77	74,103
a. Print	29,904	72	29,976
b. Digital	44,122	5	44,127
(See Paragraph 3b for Source)			
OCCUPATIONAL HEALTH & SAFETY WEBSITE (Monthly Users with 290,229 average Pageviews)	140,528	-	140,528
OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA*			
a. Twitter followers	37,400	-	37,400
b. Facebook followers	9,037	-	9,037
c. LinkedIn company	115,222	-	115,222

*Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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

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	7
Advertiser and Agency	1,144
Allocated for Trade Shows and Conventions	123
All Other	176
TOTAL	1,450

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	74,101	100.0	74,026	99.9	75	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	74,103	100.0	74,026	99.9	77	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Total Qualified
Feb/March	29,972	44,285	74,257
April/May	29,972	44,024	73,996
June	29,984	44,073	74,057

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

This issue is 0.1% or 70 copies below the average of the other 2 issues reported in Paragraph 2. This is a multiple analysis of 27.5% or 20,376 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	4,361	5.9	2,038	2,323	633	548	379	449	277	366	281	363	398	370	332
Construction/Contracting	13,301	18.0	6,284	7,017	3,180	2,889	1,667	2,319	1,365	1,591	1,261	1,732	1,949	1,655	1,509
Food, Beverage and Tobacco Products	4,326	5.8	3,243	1,083	996	862	639	735	473	628	531	621	648	629	642
Apparel, Leather & Other Textile Products	917	1.2	239	678	127	101	62	71	45	63	49	70	72	62	61
Lumber & Wood Products	1,141	1.5	235	906	215	192	137	163	93	136	99	139	153	130	134
Furniture & Fixtures	551	0.7	87	464	92	80	59	65	44	57	51	56	60	58	58
Paper and Allied Products	1,435	1.9	321	1,114	194	174	115	126	79	117	90	113	122	104	115
Printing and Publishing	1,967	2.7	623	1,344	202	162	121	144	112	126	116	130	127	130	122
Chemicals and Allied Products	6,128	8.3	3,820	2,308	911	789	630	635	426	573	439	521	591	595	548
Petroleum & Coal Products	868	1.2	505	363	183	161	111	126	75	113	86	107	121	107	101
Rubber, Miscellaneous Plastic, Stone, Clay, and Glass Products	2,942	4.0	566	2,376	494	437	331	372	221	297	237	305	323	334	313
Primary Metal Industries	2,922	3.9	1,143	1,779	384	338	255	263	175	235	172	237	256	231	237
Fabricated Metal Products	5,400	7.3	2,289	3,111	1,653	1,450	999	1,228	662	969	719	966	1,100	980	957
Industrial Machinery and Equipment	3,242	4.4	996	2,246	595	515	359	407	298	324	287	335	375	370	347
Electronic & Other Electric Equipment	2,265	3.1	746	1,519	512	411	268	323	263	259	262	277	286	282	285
Transportation Equipment	2,414	3.3	530	1,884	376	319	233	253	183	233	187	214	247	238	237
Instruments & Related Products	1,142	1.5	154	988	103	78	57	62	51	53	42	53	62	65	51
Miscellaneous Manufacturing Industries	1,252	1.7	567	685	848	728	539	572	367	513	385	468	536	497	510
Utilities/Waste Management	3,458	4.7	575	2,883	672	584	386	465	293	389	270	347	401	347	377
Transportation and Warehousing	426	0.6	179	247	306	264	152	224	118	185	136	166	215	173	181
Sub-Total Industrial/Manufacturing	60,458	81.7	25,140	35,318	12,676	11,082	7,499	9,002	5,620	7,227	5,700	7,220	8,042	7,357	7,117
Wholesale/Distribution	1,181	1.6	534	647	661	566	358	399	281	361	314	350	381	355	362
Retail	459	0.6	216	243	304	249	152	191	125	162	163	175	186	165	161
Financial/Insurance/Real Estate	448	0.6	137	311	341	275	189	258	144	177	169	198	212	157	228
Professional/Scientific/Technical Services	1,483	2.0	545	938	1,074	801	588	687	514	539	491	486	579	557	527
Health Services	1,352	1.8	633	719	868	580	405	515	299	462	325	397	596	433	457
Education Services	1,188	1.6	318	870	878	652	414	620	378	443	346	400	479	427	419
Engineering, Research and Related Services	657	0.9	261	396	456	358	246	282	200	208	197	223	262	278	228
Sub-Total Service Industries	6,768	9.1	2,644	4,124	4,582	3,481	2,352	2,952	1,941	2,352	2,005	2,229	2,695	2,372	2,382
Government (Note 2)	4,326	5.8	1,493	2,833	3,079	2,234	1,430	1,968	1,328	1,683	1,340	1,372	1,584	1,391	1,409
Sub-Total Government	4,326	5.8	1,493	2,833	3,079	2,234	1,430	1,968	1,328	1,683	1,340	1,372	1,584	1,391	1,409
Other allied to the field	2,505	3.4	707	1,798	39	34	18	14	13	16	19	24	21	22	19
Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	74,057	100.0	29,984	44,073	20,376	16,831	11,299	13,936	8,902	11,278	9,064	10,845	12,342	11,142	10,927

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	13,993	12,652	14,451	18,806	22,290	41,096	55.5
II. Request from recipient's company:	339	133	84	528	28	556	0.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	8	27	592	73	554	627	0.8
V. TOTAL – Sources other than above (listed alphabetically):	31,768	10	-	10,577	21,201	31,778	42.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	31,768	10	-	10,577	21,201	31,778	42.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,108	12,822	15,127	29,984	44,073	74,057	100.0
PERCENT	62.3	17.3	20.4	40.5	59.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	139	213	352		Kentucky	473	719	1,192	
New Hampshire	136	252	388		Tennessee	679	972	1,651	
Vermont	79	104	183		Alabama	464	755	1,219	
Massachusetts	652	1,128	1,780		Mississippi	294	381	675	
Rhode Island	84	182	266		EAST SO. CENTRAL	1,910	2,827	4,737	6.4
Connecticut	284	615	899		Arkansas	271	428	699	
NEW ENGLAND	1,374	2,494	3,868	5.2	Louisiana	387	661	1,048	
New York	1,153	2,040	3,193		Oklahoma	474	760	1,234	
New Jersey	713	1,126	1,839		Texas	2,767	3,966	6,733	
Pennsylvania	1,379	2,383	3,762		WEST SO. CENTRAL	3,899	5,815	9,714	13.1
MIDDLE ATLANTIC	3,245	5,549	8,794	11.9	Montana	149	155	304	
Ohio	1,583	2,476	4,059		Idaho	170	162	332	
Indiana	867	1,403	2,270		Wyoming	110	92	202	
Illinois	1,330	2,084	3,414		Colorado	623	582	1,205	
Michigan	988	1,771	2,759		New Mexico	238	196	434	
Wisconsin	924	1,369	2,293		Arizona	480	552	1,032	
EAST NO. CENTRAL	5,692	9,103	14,795	20.0	Utah	374	287	661	
Minnesota	675	1,089	1,764		Nevada	212	222	434	
Iowa	431	636	1,067		MOUNTAIN	2,356	2,248	4,604	6.2
Missouri	707	903	1,610		Alaska	20	55	75	
North Dakota	169	221	390		Washington	423	569	992	
South Dakota	115	189	304		Oregon	403	416	819	
Nebraska	276	332	608		California	2,954	2,923	5,877	
Kansas	480	572	1,052		Hawaii	63	67	130	
WEST NO. CENTRAL	2,853	3,942	6,795	9.2	PACIFIC	3,863	4,030	7,893	10.6
Delaware	79	119	198		UNITED STATES	29,940	43,975	73,915	99.8
Maryland	457	828	1,285		U.S. Territories	23	56	79	
Washington, DC	78	218	296		Canada	12	5	17	
Virginia	609	1,097	1,706		Mexico	-	1	1	
West Virginia	177	233	410		Other International	7	21	28	
North Carolina	939	1,570	2,509		APO/FPO	2	10	12	
South Carolina	408	705	1,113		Email Only	-	5	5	
Georgia	796	1,213	2,009		TOTAL QUALIFIED CIRCULATION	29,984	44,073	74,057	100.0
Florida	1,205	1,984	3,189						
SOUTH ATLANTIC	4,748	7,967	12,715	17.2					

*See Additional Data

WEBSITE CHANNEL

WWW.OHSONLINE.COM/HOME.ASPX

2023	Pageviews	Sessions	Users	Average Session Duration
January	271,367	144,633	128,743	1:14
February	264,674	138,886	121,569	1:15
March	316,954	166,222	143,991	1:17
April	286,340	148,351	128,033	2:37
May	290,933	174,782	155,213	1:07
June	311,111	186,377	165,623	1:02
AVERAGE:	290,229	159,875	140,528	1:25

January – June 2023 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'd 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'd 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



Facebook followers



LinkedIn company

2023

<http://twitter.com/OccHealthSafety>

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

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

	Twitter followers	Facebook followers	LinkedIn company
Beginning Balance	36,441	8,926	97,978
January	36,629	8,931	100,519
February	36,828	8,940	102,822
March	36,981	8,964	105,728
April	37,102	8,973	108,283
May	37,304	9,003	111,803
June	37,400	9,037	115,222

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.

CHANGE IN FREQUENCY:

Effective with the February/March 2023 issue, OCCUPATIONAL HEALTH & SAFETY changed its frequency from 9 to 7 issues per year.


PARAGRAPH 3b:

Other sources includes 1 source of circulation for a quantity of 31,778 copies or 42.9%, 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:



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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"/> 14 Nurse
<input type="checkbox"/> 04 Facility Management	<input type="checkbox"/> 17 Risk Management	<input type="checkbox"/> 15 Physician
<input type="checkbox"/> 05 Engineering	<input type="checkbox"/> 10 Emergency Planning	<input type="checkbox"/> 16 Other Medical Professional
<input type="checkbox"/> 06 Purchasing	<input type="checkbox"/> 11 First Responder	<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 Responder
<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		

Complete this form and fax it back to: (972)-687-6769 or subscribe online at ohsonline.com
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PUBLISHER'S AFFIDAVIT

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

Dan LaBianca, President, Converge 360 & Infrastructure Solutions Group

Irene Fincher, Audience Development Director

(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 10, 2023
State	Texas
City	Dallas
Received by BPA Worldwide	August 10, 2023
Type	BJ
ID Number	0007BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.