

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.

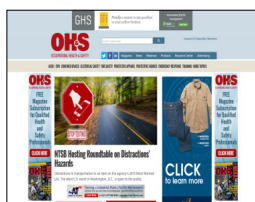
CHANNELS

OCCUPATIONAL HEALTH & SAFETY MAGAZINE



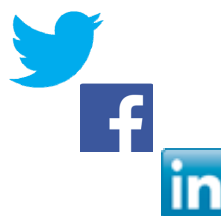
6 Issues in the period
86,817 average circulation

OCCUPATIONAL HEALTH & SAFETY WEBSITE



135,228 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 (6 issues in the period)	86,633	184	86,817
a. Print	44,524	181	44,705
b. Digital	42,109	2	42,111
1. Requested	32,446	2	32,448
2. Non-Requested	9,663	-	9,663
OCCUPATIONAL HEALTH & SAFETY WEBSITE (Monthly Users with 351,012 average Pageviews)	135,228	-	135,228
OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA			
a. Twitter followers	*25,873	-	*25,873
b. Facebook likes	*5,016	-	*5,016
b. LinkedIn group members	*3,098	-	*3,098

*Social Media Claims are cumulative figures, not averages.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	39,262	24,656	-	31,878	32,040	63,918	74.1
II. Request from recipient's company:	398	341	-	460	279	739	0.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	9,455	3,341	-	3,583	9,213	12,796	14.8
V. TOTAL – Sources other than above (listed alphabetically):	8,769	-	-	8,733	36	8,769	10.2
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	8,769	-	-	8,733	36	8,769	10.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	57,884	28,338	-	44,654	41,568	86,222	100.0
PERCENT	67.1	32.9	-	51.8	48.2	100.0	

*See Additional Datar

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	223	194	417		Kentucky	691	527	1,218	
New Hampshire	243	182	425		Tennessee	976	763	1,739	
Vermont	93	75	168		Alabama	742	627	1,369	
Massachusetts	971	805	1,776		Mississippi	323	314	637	
Rhode Island	176	163	339		EAST SO. CENTRAL	2,732	2,231	4,963	5.8
Connecticut	605	476	1,081		Arkansas	437	315	752	
NEW ENGLAND	2,311	1,895	4,206	4.9	Louisiana	470	419	889	
New York	1,988	1,870	3,858		Oklahoma	484	515	999	
New Jersey	1,179	968	2,147		Texas	3,321	2,922	6,243	
Pennsylvania	2,412	1,831	4,243		WEST SO. CENTRAL	4,712	4,171	8,883	10.3
MIDDLE ATLANTIC	5,579	4,669	10,248	11.9	Montana	159	152	311	
Ohio	2,563	1,805	4,368		Idaho	261	218	479	
Indiana	1,279	857	2,136		Wyoming	125	123	248	
Illinois	2,255	1,725	3,980		Colorado	712	750	1,462	
Michigan	1,654	1,025	2,679		New Mexico	239	281	520	
Wisconsin	1,620	940	2,560		Arizona	608	606	1,214	
EAST NO. CENTRAL	9,371	6,352	15,723	18.2	Utah	384	300	684	
Minnesota	1,158	751	1,909		Nevada	260	250	510	
Iowa	777	465	1,242		MOUNTAIN	2,748	2,680	5,428	6.3
Missouri	1,024	798	1,822		Alaska	72	135	207	
North Dakota	205	147	352		Washington	787	741	1,528	
South Dakota	185	156	341		Oregon	596	472	1,068	
Nebraska	461	316	777		California	3,688	3,233	6,921	
Kansas	560	457	1,017		Hawaii	125	172	297	
WEST NO. CENTRAL	4,370	3,090	7,460	8.6	PACIFIC	5,268	4,753	10,021	11.6
Delaware	148	124	272		UNITED STATES	44,523	41,084	85,607	99.3
Maryland	804	1,885	2,689		U.S. Territories	91	207	298	
Washington, DC	352	2,365	2,717		Canada	11	41	52	
Virginia	1,065	2,157	3,222		Mexico	-	6	6	
West Virginia	250	249	499		Other International	15	206	221	
North Carolina	1,343	1,121	2,464		APO/FPO	14	23	37	
South Carolina	660	534	1,194		Email Only	-	1	1	
Georgia	1,183	1,137	2,320		TOTAL QUALIFIED CIRCULATION	44,654	41,568	86,222	100.0
Florida	1,627	1,671	3,298						
SOUTH ATLANTIC	7,432	11,243	18,675	21.7					

*See Additional Data

WEBSITE CHANNEL

WWW.OHSONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	360,141	171,050	144,740	1:45
August	356,524	159,895	133,062	1:59
September	339,385	156,797	131,517	1:58
October	401,882	183,260	153,130	1:56
November	365,150	167,973	140,506	1:58
December	282,992	129,791	108,413	2:00
AVERAGE:	351,012	161,461	135,228	1:56

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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>

2017	Twitter followers	Facebook likes	LinkedIn company
Beginning Balance	24,852	4,316	2,238
July	25,021	4,411	2,352
August	25,235	4,532	2,508
September	25,450	4,636	2,655
October	25,615	4,770	2,806
November	25,754	4,905	2,971
December	25,873	5,016	3,098

ADDITIONAL DATA

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.

MAGAZINE:

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 3 sources of circulation for quantities of 489 copies or 0.6% to 11,381 copies or 13.2%, including FCW Magazine.

Other sources include 1 source of circulation for a quantity of 8,769 or 10.2%, 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:

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	January 26, 20108
State	Texas
City	Dallas
Received by BPA Worldwide	January 26, 20108
Type	BSJ
ID Number	0007B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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	104
Advertiser and Agency	760
Allocated for Trade Shows and Conventions	69
All Other	214
TOTAL	1,147

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	86,809	100.0	86,633	99.8	176	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	8	-	-	-	8	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	86,817	100.0	86,633	99.8	184	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	44,700	43,176	87,876
August	44,700	42,891	87,591
September	44,794	41,813	86,607
October	44,701	41,654	86,355
November	44,654	41,568	86,222
December	44,683	41,567	86,250

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 0.8% or 714 copies below the average of the other 5 issues reported in Paragraph 2.

This is a multiple analysis of 68.2% or 58,842 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 statement). 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	1,712	2.0	908	804	1,459	1,215	809	994	591	808	604	819	902	814	725
Construction/Contracting	6,914	8.0	4,367	2,547	5,120	4,537	2,550	3,587	2,066	2,384	2,076	2,896	3,114	2,783	2,351
Food, Beverage and Tobacco Products	4,667	5.4	3,733	934	3,959	3,284	2,487	2,750	1,782	2,248	2,126	2,381	2,549	2,490	2,430
Apparel, Leather & Other Textile Products	630	0.7	271	359	521	426	232	274	162	233	192	289	257	234	246
Lumber & Wood Products	779	0.9	531	248	640	557	382	449	262	348	311	442	422	375	375
Furniture & Fixtures	386	0.4	227	159	331	267	189	217	139	172	162	207	205	198	209
Paper and Allied Products	916	1.1	508	408	795	677	433	517	305	428	360	488	486	442	484
Printing and Publishing	1,005	1.2	605	400	807	650	450	534	352	426	422	495	496	506	450
Chemicals and Allied Products	7,266	8.4	6,259	1,007	3,573	2,930	2,157	2,356	1,388	1,969	1,604	2,008	2,127	2,149	1,932
Petroleum & Coal Products	1,621	1.9	1,235	386	755	612	394	486	272	407	303	416	423	407	333
Rubber, Miscellaneous Plastic, Stone, Clay, and Glass Products	2,063	2.4	1,385	678	1,653	1,417	984	1,121	657	898	768	985	1,040	1,031	973
Primary Metal Industries	2,245	2.6	1,880	365	1,226	1,046	749	850	537	674	593	730	751	723	709
Fabricated Metal Products	4,444	5.2	3,221	1,223	3,257	2,777	1,892	2,233	1,245	1,784	1,410	1,905	2,055	2,011	1,897
Industrial Machinery and Equipment	4,144	4.8	3,437	707	1,982	1,677	1,116	1,247	824	1,037	932	1,108	1,186	1,146	1,128
Electronic & Other Electric Equipment	1,923	2.2	1,205	718	1,551	1,151	667	902	657	742	759	766	753	767	733
Transportation Equipment	1,282	1.5	889	393	981	813	550	627	391	534	433	551	601	575	587
Instruments & Related Products	705	0.8	455	250	476	385	279	310	204	255	234	254	281	269	249
Miscellaneous Manufacturing Industries	4,092	4.7	1,987	2,105	3,398	2,401	1,626	2,069	1,508	1,798	1,420	1,663	1,776	1,704	1,621
Utilities/Waste Management	1,711	2.0	693	1,018	1,519	1,293	720	1,002	502	762	507	699	833	706	711
Transportation and Warehousing	831	1.0	347	484	731	601	336	480	248	410	332	381	469	395	407
Sub-Total Industrial/Manufacturing	49,336	57.2	34,143	15,193	34,734	28,716	19,002	23,005	14,092	18,317	15,548	19,483	20,726	19,725	18,550
Wholesale/Distribution	2,790	3.3	1,203	1,587	2,390	1,991	1,233	1,410	905	1,187	1,116	1,341	1,338	1,261	1,253
Retail	1,578	1.8	818	760	1,313	1,009	661	823	568	645	684	756	728	696	659
Financial/Insurance/Real Estate	781	0.9	212	569	667	499	295	452	205	262	286	333	348	214	372
Professional/Scientific/Technical Services	4,067	4.7	1,417	2,650	3,514	2,506	1,602	2,245	1,538	1,645	1,572	1,573	1,815	1,747	1,531
Health Services	2,888	3.4	1,245	1,643	2,505	1,719	1,095	1,464	856	1,245	1,047	1,259	1,571	1,296	1,315
Education Services	2,768	3.2	785	1,983	2,377	1,569	825	1,592	958	1,102	978	996	1,098	945	868
Engineering, Research and Related Services	1,736	2.0	681	1,055	1,513	1,150	715	871	607	670	654	756	798	839	662
Sub-Total Service Industries	16,608	19.3	6,361	10,247	14,279	10,443	6,426	8,857	5,637	6,756	6,337	7,014	7,696	6,998	6,660
Government (Note 2)	20,040	23.2	3,980	16,060	9,795	5,619	3,102	5,033	4,549	4,648	4,506	3,391	3,933	3,470	3,380
Sub-Total Government	20,040	23.2	3,980	16,060	9,795	5,619	3,102	5,033	4,549	4,648	4,506	3,391	3,933	3,470	3,380
Other allied to the field	238	0.3	170	68	34	6	5	7	21	15	18	2	3	4	5
Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	86,222	100.0	44,654	41,568	58,842	44,784	28,535	36,902	24,299	29,736	26,409	29,890	32,358	30,197	28,595

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.