

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
86,219 average circulation

OCCUPATIONAL HEALTH & SAFETY WEBSITE



107,428 average
unique browsers

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)	86,025	194	86,219
a. Print	44,668	194	44,862
b. Digital	41,357	-	41,357
1. Requested	35,903	-	35,903
2. Non-Requested	5,454	-	5,454
OCCUPATIONAL HEALTH & SAFETY WEBSITE (Monthly Unique Browsers with 280,301 average Page Impressions)	107,428	-	107,428
OCCUPATIONAL HEALTH & SAFETY SOCIAL MEDIA			
a. Twitter followers	*23,587	-	*23,587
b. Facebook likes	*3,633	-	*3,633
b. LinkedIn group members	*1,655	-	*1,655

*Social Media Claims are cumulative figures, not averages.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	52,111	23,446	-	38,095	37,462	75,557	86.6
II. Request from recipient's company:	687	559	-	573	673	1,246	1.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,887	574	-	-	4,461	4,461	5.1
V. TOTAL – Sources other than above (listed alphabetically):	6,003	-	-	5,998	5	6,003	6.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	6,003	-	-	5,998	5	6,003	6.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	62,688	24,579	-	44,666	42,601	87,267	100.0
PERCENT	71.8	28.2	-	51.2	48.8	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	239	200	439		Kentucky	665	584	1,249	
New Hampshire	241	207	448		Tennessee	946	756	1,702	
Vermont	83	80	163		Alabama	694	634	1,328	
Massachusetts	1,032	834	1,866		Mississippi	339	322	661	
Rhode Island	179	153	332		EAST SO. CENTRAL	2,644	2,296	4,940	5.7
Connecticut	685	525	1,210		Arkansas	419	335	754	
NEW ENGLAND	2,459	1,999	4,458	5.1	Louisiana	709	547	1,256	
New York	2,015	2,105	4,120		Oklahoma	511	518	1,029	
New Jersey	1,208	1,011	2,219		Texas	3,417	3,123	6,540	
Pennsylvania	2,530	1,938	4,468		WEST SO. CENTRAL	5,056	4,523	9,579	11.0
MIDDLE ATLANTIC	5,753	5,054	10,807	12.4	Montana	153	146	299	
Ohio	2,710	1,939	4,649		Idaho	221	214	435	
Indiana	1,329	935	2,264		Wyoming	122	110	232	
Illinois	2,348	1,805	4,153		Colorado	673	740	1,413	
Michigan	1,693	1,109	2,802		New Mexico	198	269	467	
Wisconsin	1,523	1,044	2,567		Arizona	580	609	1,189	
EAST NO. CENTRAL	9,603	6,832	16,435	18.8	Utah	345	286	631	
Minnesota	1,192	830	2,022		Nevada	212	254	466	
Iowa	826	547	1,373		MOUNTAIN	2,504	2,628	5,132	5.9
Missouri	1,028	817	1,845		Alaska	55	120	175	
North Dakota	190	151	341		Washington	695	783	1,478	
South Dakota	173	167	340		Oregon	571	468	1,039	
Nebraska	426	353	779		California	3,426	3,520	6,946	
Kansas	563	433	996		Hawaii	93	176	269	
WEST NO. CENTRAL	4,398	3,298	7,696	8.8	PACIFIC	4,840	5,067	9,907	11.3
Delaware	166	136	302		UNITED STATES	44,529	41,876	86,405	99.0
Maryland	748	1,545	2,293		U.S. Territories	114	255	369	
Washington, DC	159	1,523	1,682		Canada	12	87	99	
Virginia	1,009	1,945	2,954		Mexico	-	28	28	
West Virginia	273	250	523		Other International	11	353	364	
North Carolina	1,391	1,222	2,613		APO/FPO	-	-	-	
South Carolina	658	581	1,239		Email Only	-	2	2	
Georgia	1,185	1,208	2,393						
Florida	1,683	1,769	3,452						
SOUTH ATLANTIC	7,272	10,179	17,451	20.0					
					TOTAL QUALIFIED CIRCULATION	44,666	42,601	87,267	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.OHSONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	259,374	120,055	98,232	1.22	01:43	02:00
August	308,097	141,708	115,726	1.22	01:40	01:57
September	289,074	135,032	111,862	1.21	01:40	01:54
October	305,246	142,368	116,866	1.22	01:44	01:59
November	282,070	131,142	108,930	1.20	01:43	01:58
December	237,946	110,189	92,956	1.19	01:32	01:47
AVERAGE:	280,301	130,082	107,428	1.21	01:40	01:55

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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>

2016

Beginning Balance	22,545	2,655	1,429
July	22,765	2,871	1,473
August	22,909	3,075	1,508
September	23,093	3,223	1,550
October	23,248	3,370	1,590
November	23,402	3,506	1,619
December	23,587	3,633	1,655

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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 425 copies or 0.5% to 3,141 copies or 3.6%. Other sources include 2 sources of circulation for quantities of 843 copies or 1.0% to 5,160 copies or 5.9%.

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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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

- Which of the following products, if any, do you recommend, select and/or buy in your job? (check ALL that apply)

01 <input type="checkbox"/> Safety Equipment	05 <input type="checkbox"/> Emergency Response	09 <input type="checkbox"/> Environmental Compliance
02 <input type="checkbox"/> Industrial Hygiene	06 <input type="checkbox"/> Security	10 <input type="checkbox"/> Ergonomics
03 <input type="checkbox"/> Training	07 <input type="checkbox"/> Fire Protection	90 <input type="checkbox"/> None of the above
04 <input type="checkbox"/> Software	08 <input type="checkbox"/> Occupational Health	
- Please indicate ALL functions for which you are responsible:

01 <input type="checkbox"/> Safety	07 <input type="checkbox"/> Security/Fire Protection	12 <input type="checkbox"/> Law Enforcement
02 <input type="checkbox"/> Executive Mgmt/Administration	08 <input type="checkbox"/> Industrial Hygiene/Environment	13 <input type="checkbox"/> Safety Product Distributor
03 <input type="checkbox"/> Production/Operations	09 <input type="checkbox"/> Personnel Management	Medical:
04 <input type="checkbox"/> Facility Management	17 <input type="checkbox"/> Risk Management	14 <input type="checkbox"/> Nurse
05 <input type="checkbox"/> Engineering	10 <input type="checkbox"/> Emergency Planning	15 <input type="checkbox"/> Physician
06 <input type="checkbox"/> Purchasing	11 <input type="checkbox"/> First Responder	16 <input type="checkbox"/> Other Medical Professional
		99 <input type="checkbox"/> Other (please specify) _____
- Which category best describes the primary end product manufactured or service performed at your business? (mark only one)

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

V4HTRS

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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
Margaret Perry, 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	February 17, 2017
State	Texas
County	Dallas
Received by BPA Worldwide	February 17, 2017
Type	BSJ
ID Number	0007B0D6

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