

Editorial Calendar

January 2016

Ad close: 11/18/15 • Materials due: 11/30/15

Special Focuses

Year in Review
Oil & Gas

Feature Articles

PPE: Fall Protection, Foot Protection
IH: Chemical Safety/SDS
Training: Construction Safety
Plus: Emergency Showers & Eyewash,
Incentives, Disaster Preparedness

Value Adds

For all half page or larger advertisers

- **Research!** Baxter Ad Readership Study

- **Magazine!** Free Product Listing
Product Spotlight for emergency showers
& eyewash, and foot protection
advertisers

- **Website!** Free Product Listing
Fall Protection
Oil & Gas

February 2016

Ad close: 1/5/16 • Materials due: 1/11/16

Special Focuses

Industrial Hygiene
Hand Protection

Feature Articles

PPE: Vision Protection, Respiratory Protection
Plus: Machine Guarding, Drug Testing,
Ergonomics, Defibrillators & CPR

National Heart Month

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for respiratory protection
and hand protection advertisers

- **Website!** Free Product Listing
Vision Protection
Defibrillators & CPR

Editorial Webinars

AEDs/CPR
Marijuana Legalization

March 2016

Ad close: 1/25/16 • Materials due: 1/28/16

Special Focus

Fire Safety

Feature Articles

PPE: Hearing Protection, Head & Face
Protection, Protective Apparel
IH: Hazmat
Training: Lockout/Tagout
Plus: Transportation Safety, Summer Hazards
including Heat Stress

National Facilities Management & Technology (NFMT) Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for hearing, head & face
protection advertisers

- **Website!** Free Product Listing
Protective Apparel
Lockout/Tagout

Show Coverage/Bonus Distribution

NFMT, March 22-24, Baltimore

Editorial Calendar

April 2016

Ad close: 2/26/16 • Materials due: 3/2/16

Feature Articles

PPE: Hand Protection, Foot Protection, Fall Protection

IH: Gas Monitoring

Training: First Aid

Plus: Incentives, Welding

Value Adds

For all half page or larger advertisers

- **Research!** Baxter Ad Readership Study
- **Magazine!** Free Product Listing
Product Spotlight for foot protection, fall protection advertisers
- **Website!** Free Product Listing
Hand Protection
Gas Monitoring

May 2016

Ad close: 3/28/16 • Materials due: 3/31/16

Special Section

Fire Safety

Special Focus

Industrial Hygiene

Feature Articles

PPE: Respiratory Protection

IH: Chemical Safety/SDS, Noise Monitoring

Training: Emergency Response

Plus: Disaster Preparedness, Emergency Showers & Eyewash, Combustible Dust

AIHce Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for respiratory protection and emergency showers & eyewash advertisers
- **Website!** Free Product Listing
Training and Chemical Safety/SDS

Editorial Webinar

Fire Safety

Bonus Value Add

For all quarter page or larger advertisers exhibiting at AIHce

AIHce Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks and be promoted to our subscriber file via an e-blast.

Show Coverage/Bonus Distribution

AIHce, May 21-26, Baltimore

June 2016

Ad close: 4/28/16 • Materials due: 5/3/16

Special Section

Employee Gifts & Incentives

Special Focus

Oil & Gas

Feature Articles

PPE: Hearing Protection, Vision Protection

IH: Gas Detection

Training: Transportation Safety

Plus: Defibrillators & CPR, Electrical Safety, Heat Stress, Incentives

ASSE Issue

Editorial Webinars

Fall Protection

Confined Spaces

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for hearing protection, oil & gas, and PPE advertisers
- **Website!** Free Product Listing
Electrical Safety
Defibrillators & CPR

Bonus Value Add

For all quarter page or larger advertisers exhibiting at ASSE Safety 2015

ASSE Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks and be promoted to our subscriber file via an e-blast.

Show Coverage/Bonus Distribution

NFPA, June 13-16, Las Vegas

ASSE Safety 2016, June 26-29, Atlanta

Editorial Calendar

July 2016

Ad close: 5/31/16 • Materials due: 6/3/16

Special Section

Construction Safety

Feature Articles

PPE: Respiratory Protection, Head Protection, Fall Protection

IH: Hazmat

Training: GHS/SDS

Plus: Facility Safety, Emergency Response, Emergency Showers & Eyewash

The Company Profile Issue

Value Adds

For all July half page or larger advertisers

- **Research!** Baxter Ad Readership Study

- **Website!** Free Product Listing
Hazmat
PPE

Bonus Value Add

For all half page or larger advertisers in BOTH July and October 2016

- Corporate Profile of same size as ad

Editorial Webinar

Construction

August 2016

Ad close: 6/28/16 • Materials due: 7/1/16

Special Focuses

Fire Safety

Protective Apparel

Feature Articles

Pre-NSC Coverage

PPE: Vision Protection, Hand Protection

IH: Lab Safety

Training: Lockout/Tagout

Plus: Confined Spaces

VPPPA Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for hand protection and vision protection advertisers

- **Website!** Free Product Listing
Fire Safety
Protective Apparel

Show Coverage/Bonus Distribution

VPPPA, August 29 - September 1, Kissimmee, FL

September 2016

Ad close: 7/26/16 • Materials due: 7/29/16

Special Focus

Industrial Hygiene

Feature Articles

PPE: Construction, Electrical Safety

Training: Fire Safety

Plus: Emergency Showers & Eyewash, Behavior Based Safety, Winter Hazards

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for IH and electrical safety advertisers

- **Website!** Free Product Listing
Emergency Showers & Eyewash
Industrial Hygiene

Show Coverage/Bonus Distribution

ASIS, September 12-14, Atlanta

Editorial Calendar

October 2016

Ad close: 8/25/16 • Materials due: 8/30/16

Special Section

Employee Gifts & Incentives
DATIA

Special Focus

Hearing Protection

Feature Articles

PPE: Foot Protection, Head & Face Protection
IH: Indoor Air Quality
Training: Materials Handling, Defibrillators & CPR
Plus: Facility Safety, Ergonomics, Transportation Safety

National Safety Council Congress & Expo Issue

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for foot, hearing protection advertisers

- **Website!** Free Product Listing
Drug Testing
2016 NSC New Products

Show Coverage/Bonus Distribution
NSC, October 17-19, Anaheim

Bonus Value Adds

For all half page or larger advertisers in BOTH July and October 2016

- Corporate Profile of same size as ad

For all quarter page or larger advertisers exhibiting at NSC

NSC Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks and be promoted to our subscriber file via an e-blast.

November 2016

Ad close: 9/29/16 • Materials due: 10/4/16

Special Section

Healthcare

Special Focus

Respiratory Protection

Feature Articles

PPE: Hand Protection, Head & Face Protection
IH: Confined Spaces
Training: Fall Protection
Plus: Slip & Fall, Chemical Safety

Value Adds

For all half page or larger advertisers

- **Research!** Baxter Ad Readership Study
- **Magazine!** Free Product Listing
Product Spotlight for head & face protection and respiratory protection advertisers

- **Website!** Free Product Listing
Hand Protection
Training & Education

Editorial Webinar

Healthcare

December 2016

Ad close: 10/25/15 • Materials due: 10/28/15

Special Focuses

2016 OH&S New Product of the Year Winners
Vision Protection

Feature Articles

PPE: Protective Apparel, Electrical Safety, Welding
IH: Gas Detection
Training: Fire & Emergency
Plus: Machine Guarding, Hazmat, Facility Safety

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for protective apparel, vision protection advertisers
- **Website!** Free Product Listing
Machine Guarding
Fire & Emergency

E-news Editorial Calendar

Issue	Special Focus	Issue	Special Focus
JANUARY 2016		APRIL 2016	
January 4	General <i>OH&S</i>	April 4	General <i>OH&S</i>
January 6	General <i>OH&S</i>	April 6	PPE: Hand Protection
January 7	Product Spotlight - Oil & Gas	April 7	Product Spotlight - Health & Wellness
January 11	General <i>OH&S</i>	April 11	General <i>OH&S</i>
January 13	Industrial Hygiene	April 13	General <i>OH&S</i>
January 19	General <i>OH&S</i>	April 18	General <i>OH&S</i>
January 20	General <i>OH&S</i>	April 20	General <i>OH&S</i>
January 21	Product Spotlight - Hand Protection	April 21	Product Spotlight - Foot Protection
January 25	General <i>OH&S</i>	April 25	General <i>OH&S</i>
January 27	Training	April 27	General <i>OH&S</i>
		April 28	IH Quarterly
FEBRUARY 2016		MAY 2016	
February 1	General <i>OH&S</i>	May 2	General <i>OH&S</i>
February 3	General <i>OH&S</i>	May 4	Training
February 4	Product Spotlight - Defibrillators & CPR	May 5	Product Spotlight - Emergency Showers & Eyewash
February 8	Vision Protection	May 9	General <i>OH&S</i>
February 10	General <i>OH&S</i>	May 11	General <i>OH&S</i>
February 16	IH Quarterly	May 16	General <i>OH&S</i>
February 17	General <i>OH&S</i>	May 18	General <i>OH&S</i>
February 18	Product Spotlight - Machine Guarding	May 23	General <i>OH&S</i>
February 22	Respiratory Protection	May 25	General <i>OH&S</i>
February 24	General <i>OH&S</i>	May 26	Product Spotlight - Emergency Response
February 29	General <i>OH&S</i>		
MARCH 2016		JUNE 2016	
March 2	Hazmat	June 1	General <i>OH&S</i>
March 3	Product Spotlight - Transportation Safety	June 6	General <i>OH&S</i>
March 7	General <i>OH&S</i>	June 8	General <i>OH&S</i>
March 9	General <i>OH&S</i>	June 13	General <i>OH&S</i>
March 10	Product Spotlight - Summer Hazards/Heat Stress	June 15	Chemical Safety
March 14	General <i>OH&S</i>	June 16	Product Spotlight - Incentives
March 16	PPE	June 20	General <i>OH&S</i>
March 21	General <i>OH&S</i>	June 22	General <i>OH&S</i>
March 23	General <i>OH&S</i>	June 27	General <i>OH&S</i>
March 24	Product Spotlight - Oil/Gas	June 29	General <i>OH&S</i>
March 28	General <i>OH&S</i>	June 30	Product Spotlight - Noise Monitoring
March 30	General <i>OH&S</i>		

E-news Editorial Calendar

Issue Special Focus

JULY 2016

July 5	General <i>OH&S</i>
July 6	PPE: Fall Protection
July 11	General <i>OH&S</i>
July 13	General <i>OH&S</i>
July 14	Product Spotlight - Construction Safety
July 18	General <i>OH&S</i>
July 20	Transportation Safety
July 25	General <i>OH&S</i>
July 27	General <i>OH&S</i>
July 28	Product Spotlight - Facility Safety

AUGUST 2016

August 1	General <i>OH&S</i>
August 3	General <i>OH&S</i>
August 4	Product Spotlight - Hand Protection
August 8	General <i>OH&S</i>
August 10	General <i>OH&S</i>
August 11	IH Quarterly
August 15	General <i>OH&S</i>
August 17	General <i>OH&S</i>
August 18	Product Spotlight - Protective Apparel
August 22	General <i>OH&S</i>
August 24	General <i>OH&S</i>
August 25	Product Spotlight - Oil/Gas
August 29	General <i>OH&S</i>
August 31	General <i>OH&S</i>

SEPTEMBER 2016

Sept. 6	General <i>OH&S</i>
Sept. 7	General <i>OH&S</i>
Sept. 8	Product Spotlight - Fall Protection
Sept. 12	General <i>OH&S</i>
Sept. 14	General <i>OH&S</i>
Sept. 19	General <i>OH&S</i>
Sept. 21	General <i>OH&S</i>
Sept. 26	General <i>OH&S</i>
Sept. 28	General <i>OH&S</i>
Sept. 29	Product Spotlight - Defibrillators & CPR

Issue Special Focus

OCTOBER 2016

October 3	General <i>OH&S</i>
October 5	General <i>OH&S</i>
October 6	Product Spotlight - Fire Safety
October 10	General <i>OH&S</i>
October 12	General <i>OH&S</i>
October 13	Product Spotlight - NSC New Products
October 17	General <i>OH&S</i>
October 19	General <i>OH&S</i>
October 24	General <i>OH&S</i>
October 25	IH Quarterly
October 26	Transportation Safety
October 27	Product Spotlight - Vision Protection
October 31	General <i>OH&S</i>

NOVEMBER 2016

November 2	General <i>OH&S</i>
November 3	Product Spotlight - Respiratory Protection
November 7	General <i>OH&S</i>
November 9	PPE
November 14	General <i>OH&S</i>
November 16	General <i>OH&S</i>
November 17	Product Spotlight - Hazmat
November 28	General <i>OH&S</i>
November 30	Fall Protection

DECEMBER 2016

December 1	Product Spotlight - Oil/Gas
December 5	General <i>OH&S</i>
December 7	New Product of the Year Winners
December 12	General <i>OH&S</i>
December 14	General <i>OH&S</i>
December 15	Product Spotlight - Protective Apparel
December 19	General <i>OH&S</i>
December 21	Emergency Response