

Editorial Calendar

January 2018

Ad close: 11/21/17 • Materials due: 11/29/17

Special Focuses

Year in Review
Construction Safety

Feature Articles

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

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study
- **Magazine!** Free Product Listing
Product Spotlight for construction safety
and foot protection advertisers
- **Website!** Free Product Listing
Fall Protection
Emergency Showers & Eyewash

Editorial Webinar

Electrical Safety

February 2018

Ad close: 1/2/18 • Materials due: 1/4/18

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

Fall Protection
Marijuana

March 2018

Ad close: 1/26/18 • Materials due: 1/29/18

Special Focus

Fall Protection

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 protection,
head & face protection, and protective
apparel advertisers
- **Website!** Free Product Listing
Heat Stress
Lockout/Tagout

Editorial Webinars

Combustible Dust
Confined Spaces

Show Coverage/Bonus Distribution

NFMT, March 20-22, Baltimore

Editorial Calendar

April 2018

Ad close: 2/28/18 • Materials due: 3/1/18

Special Sections

Environmental Protection

Healthcare

Special Focus

Fire Safety

Feature Articles

PPE: Hand Protection, Foot Protection

IH: Gas Monitoring

Training: First Aid

Plus: Incentives, Welding

Editorial Webinars

Vision Protection

Disaster Preparedness

Value Adds

For all half page or larger advertisers

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

May 2018

Ad close: 3/29/18 • Materials due: 3/30/18

Special Focus

Industrial Hygiene

Feature Articles

PPE: Respiratory Protection

IH: Chemical Safety/SDS, Hearing Protection

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, emergency showers & eyewash and IH instruments advertisers
- **Website!** Free Product Listing
Training and chemical safety/SDS

Editorial Webinar

Oil & Gas

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 21-23, Philadelphia

June 2018

Ad close: 4/30/18 • Materials due: 5/1/18

Special Section

Employee Gifts & Incentives

DATIA

Special Focus

Oil & Gas

Feature Articles

PPE: Hand Protection, Vision Protection

IH: Gas Detection

Training: Transportation Safety

Plus: Defibrillators & CPR, Electrical Safety, Heat Stress

ASSE Safety 2018 Issue

Value Adds

For all half page or larger advertisers

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

Editorial Webinar

Construction

Bonus Value Add

For all quarter page or larger advertisers exhibiting at ASSE Safety 2018

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

ASSE Safety 2018, June 3-5, San Antonio
Incentive Marketing Association Summit, July 22-25, Newport Beach, CA

Editorial Calendar

July 2018

Ad close: 5/30/18 • Materials due: 5/31/18

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!** Ad Readership Study

- **Website!** Free Product Listing

Hazmat

PPE

Bonus Value Add

For all half page or larger advertisers in BOTH
July and October 2018

- Company Profile of same size as ad in July
2018 issue

Editorial Webinar

Electrical Safety

August 2018

Ad close: 6/28/18 • Materials due: 6/29/18

Special Focus

Protective Apparel

Feature Articles

Pre-NSC Coverage

PPE: Vision Protection, Hand Protection

IH: Gas Detection

Training: Lockout/Tagout

Plus: Confined Spaces, Lab Safety

VPPPA Safety+ Issue

Value Adds

For all half page or larger advertisers

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

- **Website!** Free Product Listing

Lockout/Tagout

Confined Spaces

Show Coverage/Bonus Distribution

VPPPA Safety+, August 28-31, Nashville

Editorial Webinars

Fall Protection

SDS

September 2018

Ad close: 8/1/18 • Materials due: 8/2/18

Special Focus

Industrial Hygiene

Feature Articles

PPE: Construction, Electrical Safety

Training: Chemical 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 construction and
electrical safety advertisers

- **Website!** Free Product Listing

Emergency Showers & Eyewash

Industrial Hygiene

Editorial Webinar

Utilities

Editorial Calendar

October 2018

Ad close: 8/28/18 • Materials due: 8/29/18

Special Sections

Employee Gifts & Incentives

Special Focus

Hearing Protection

Feature Articles

PPE: Foot 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
NSC New Products

Show Coverage/Bonus Distribution

NSC, October 22-24, Houston

Editorial Webinar

Respiratory

Bonus Value Adds

For all half page or larger advertisers in BOTH July and October 2018

- Corporate Profile of same size as ad in July 2018 issue

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 2018

Ad close: 10/1/18 • Materials due: 10/2/18

Special Sections

Environmental Protection

Healthcare

Special Focus

Respiratory Protection

Feature Articles

PPE: Hand Protection, Head & Face Protection

IH: Confined Spaces

Training: Fall Protection

Plus: Slip & Fall

Value Adds

For all half page or larger advertisers

- **Research!** 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 Webinars

Electrical Safety
Confined Spaces

December 2018

Ad close: 10/30/18 • Materials due: 10/31/18

Special Focuses

2018 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: Lockout/Tagout, 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
Lockout/Tagout
Fire & Emergency

Editorial Webinar

Fall Protection

Trade Show E-newsletters

Drive more traffic to your booth at the premier trade shows in the health, safety and hygiene industry. Show Update E-newsletters are designed and timed to deliver leads and traffic to your booth and leads afterwards, helping you to make the most of your trade show investment.

The **AIHce**, **ASSE Safety 2018**, and **NSC Show Update** E-newsletter will be delivered to 65,000* safety buyers twice before the show, twice during the expo, and approximately one week after the show. The **VPPPA Safety+** Show Update E-newsletter will be delivered to this audience once before, once during, and once after the show.

*Media Owner's Own Data

Trade Show E-newsletters Dates

AIHce 2018

May 8
May 15
May 22
May 23
May 29

ASSE Safety 2018

May 22
May 29
June 5
June 6
June 12

VPPPA Safety+ 2018

August 22
August 29
September 5

NSC 2018

October 9
October 16
October 23
October 24
October 30

Ad Sizes

Top Banner - 468 x 60
160 x 120 (2 positions available)
180 x 300 Info Center (large right box)
160 x 600 Skyscraper
Product Spots (image + text)

Contact us for rates.



E-news Editorial Calendar

Issue Special Focus

JANUARY 2018

January 3	General <i>OH&S</i>
January 4	Spotlight - Oil & Gas
January 8	General <i>OH&S</i>
January 10	SDS
January 16	General <i>OH&S</i>
January 17	General <i>OH&S</i>
January 18	Spotlight - Construction
January 22	General <i>OH&S</i>
January 24	Training
January 29	General <i>OH&S</i>
January 31	General <i>OH&S</i>

FEBRUARY 2018

February 1	Spotlight - Defibrillators & CPR
February 5	General <i>OH&S</i>
February 7	Vision Protection
February 12	General <i>OH&S</i>
February 13	IH Quarterly
February 14	General <i>OH&S</i>
February 15	Spotlight - Hand Protection
February 20	General <i>OH&S</i>
February 21	General <i>OH&S</i>
February 26	Respiratory Protection
February 28	General <i>OH&S</i>

MARCH 2018

March 1	Spotlight - Protective Apparel
March 5	Hazmat
March 7	General <i>OH&S</i>
March 8	Spotlight - Summer Hazards/Heat Stress
March 12	General <i>OH&S</i>
March 14	Fall Protection
March 19	General <i>OH&S</i>
March 20	Whitepapers
March 21	General <i>OH&S</i>
March 22	Spotlight - Oil/Gas
March 26	General <i>OH&S</i>
March 28	General <i>OH&S</i>

Issue Special Focus

APRIL 2018

April 2	General <i>OH&S</i>
April 4	PPE: Hand Protection
April 5	Spotlight - Health & Wellness
April 9	General <i>OH&S</i>
April 11	General <i>OH&S</i>
April 16	Facility Safety
April 18	General <i>OH&S</i>
April 19	Spotlight - Foot Protection
April 23	General <i>OH&S</i>
April 25	General <i>OH&S</i>
April 26	IH Quarterly
April 30	General <i>OH&S</i>

MAY 2018

May 2	General <i>OH&S</i>
May 3	Spotlight - Emergency Showers & Eyewash
May 7	Training
May 9	General <i>OH&S</i>
May 14	General <i>OH&S</i>
May 16	General <i>OH&S</i>
May 21	General <i>OH&S</i>
May 23	General <i>OH&S</i>
May 28	Spotlight - ASSP New Products Pre-Show
May 30	General <i>OH&S</i>

JUNE 2018

June 4	General <i>OH&S</i>
June 6	General <i>OH&S</i>
June 10	Spotlight - ASSP New Products Post-Show
June 11	General <i>OH&S</i>
June 13	Chemical Safety
June 14	Spotlight - Emergency Response
June 18	General <i>OH&S</i>
June 19	Whitepapers
June 20	General <i>OH&S</i>
June 21	Spotlight - Incentives
June 25	General <i>OH&S</i>
June 27	General <i>OH&S</i>
June 28	Spotlight - Noise Monitoring

E-news Editorial Calendar

Issue Special Focus

JULY 2018

July 2	General <i>OH&S</i>
July 5	General <i>OH&S</i>
July 9	PPE: Fall Protection
July 11	General <i>OH&S</i>
July 12	Spotlight - Construction Safety
July 16	General <i>OH&S</i>
July 18	Transportation Safety
July 23	General <i>OH&S</i>
July 25	General <i>OH&S</i>
July 26	Spotlight - Facility Safety
July 30	General <i>OH&S</i>

AUGUST 2018

August 1	General <i>OH&S</i>
August 6	General <i>OH&S</i>
August 8	General <i>OH&S</i>
August 9	Spotlight - Hand Protection
August 13	General <i>OH&S</i>
August 15	General <i>OH&S</i>
August 16	IH Quarterly
August 20	General <i>OH&S</i>
August 22	General <i>OH&S</i>
August 23	Spotlight - Protective Apparel
August 27	General <i>OH&S</i>
August 29	General <i>OH&S</i>
August 30	Spotlight - Oil/Gas

SEPTEMBER 2018

Sept. 4	General <i>OH&S</i>
Sept. 5	General <i>OH&S</i>
Sept. 6	Spotlight - Electrical Safety
Sept. 10	General <i>OH&S</i>
Sept. 12	General <i>OH&S</i>
Sept. 17	General <i>OH&S</i>
Sept. 18	Whitepapers
Sept. 19	Emergency Showers/Eyewash
Sept. 24	General <i>OH&S</i>
Sept. 26	General <i>OH&S</i>
Sept. 27	Spotlight - Incentives

Issue Special Focus

OCTOBER 2018

October 1	General <i>OH&S</i>
October 3	General <i>OH&S</i>
October 8	Facility Safety
October 10	General <i>OH&S</i>
October 11	Spotlight - Fire Safety
October 14	Spotlight - NSC New Products Pre-Show
October 15	General <i>OH&S</i>
October 17	General <i>OH&S</i>
October 18	IH Quarterly
October 22	General <i>OH&S</i>
October 24	Transportation Safety
October 25	Spotlight - Vision Protection
October 28	Spotlight - NSC New Products Post-Show
October 29	General <i>OH&S</i>
October 31	General <i>OH&S</i>

NOVEMBER 2018

November 5	General <i>OH&S</i>
November 8	Spotlight - Respiratory Protection
November 7	General <i>OH&S</i>
November 12	PPE
November 14	General <i>OH&S</i>
November 15	Spotlight - Hazmat
November 19	General <i>OH&S</i>
November 26	General <i>OH&S</i>
November 28	Fall Protection

DECEMBER 2018

December 3	General <i>OH&S</i>
December 5	<i>OH&S</i> New Product of the Year Winners
December 6	Spotlight - Oil/Gas
December 10	General <i>OH&S</i>
December 11	Whitepapers
December 12	General <i>OH&S</i>
December 13	Spotlight - Protective Apparel
December 17	General <i>OH&S</i>
December 19	Emergency Response