

Editorial Calendar

January/February 2019

Ad close: 11/27/18 • Materials due: 11/28/18

Special Focus

Construction Safety

Feature Articles

IH: Chemical Safety/SDS

PPE: Foot Protection, Respiratory Protection, Hand Protection

Training: Defibrillators & CPR

Plus: Oil & Gas, Emergency Showers & Eyewash, Combustible Dust

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
Respiratory Protection
Emergency Showers & Eyewash

March 2019

Ad close: 1/25/19 • Materials due: 1/28/19

Special Focus

Fall Protection

Feature Articles

IH: Gas Detection

PPE: Hearing Protection, Protective Apparel, Head & Face Protection

Training: Lockout/tagout

Plus: Summer Hazards/Heat Stress, Drug Testing

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for fall protection and hearing protection advertisers
- **Website!** Free Product Listing
Head & Face Protection
Lockout/tagout

April 2019

Ad close: 2/25/19 • Materials due: 2/27/19

Special Focuses

Fire Safety

Feature Articles

IH: Confined Spaces

PPE: Vision Protection, Foot Protection

Training: Electrical Safety

Plus: Welding, Incentives

Value Adds

For all half page or larger advertisers

- **Magazine!** Free Product Listing
Product Spotlight for vision protection, and fire safety advertisers
- **Website!** Free Product Listing
Incentives
Electrical Safety

Show Coverage/Bonus Distribution

NFMT, March 26-28, Baltimore

Editorial Calendar

May 2019

Ad close: 4/1/19 • Materials due: 4/3/19

Special Focus

Industrial Hygiene

Feature Articles

IH: Chemical Safety/SDS

PPE: Respiratory Protection, Protective Apparel

Training: Fire Safety

Plus: Combustible Dust, Emergency Showers & Eyewash

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

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.

Show Coverage/Bonus Distribution

AIHce, May 20-22, Minneapolis

June 2019

Ad close: 4/26/19 • Materials due: 4/30/19

Special Sections

Employee Gifts & Incentives

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Feature Articles

IH: Gas Detection

PPE: Hand Protection, Vision Protection, Fall Protection

Training: Electrical Safety

Plus: Defibrillators & CPR, Oil & Gas, Heat Stress

ASSP Safety 2019 Issue

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study

- **Magazine!** Free Product Listing Product Spotlight for hand protection and oil & gas advertisers

- **Website!** Free Product Listing Electrical Safety, Defibrillators & CPR

Bonus Value Add

For all quarter page or larger advertisers exhibiting at ASSP Safety 2019

ASSP Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage/Bonus Distribution

ASSP Safety 2019, June 9-12, New Orleans Incentive Marketing Association Summit, July 22-24, Chicago

July/August 2019

Ad close: 6/28/19 • Materials due: 6/29/19

Special Focuses

Construction Safety

Protective Apparel

Feature Articles

IH: Confined Spaces

PPE: Respiratory Protection, Hand Protection, Head Protection

Training: Chemical Safety, Lockout/tagout

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

The Company Profile Issue & VPPPA Safety+ Issue

Value Adds

For all July half page or larger advertisers

- **Website!** Free Product Listing Confined Spaces PPE

Bonus Value Add

For all half page or larger advertisers in BOTH July/August and September 2019

- Company Profile of same size as ad in July/August 2019 issue

Show Coverage/Bonus Distribution

VPPPA Safety+, August 27-30, New Orleans

Editorial Calendar

September 2019

Ad close: 7/31/19 • Materials due: 7/31/19

Special Section

Employee Gifts & Incentives

Special Focus

Hearing Protection

Feature Articles

IH: Indoor Air Quality

PPE: Foot Protection, Vision Protection, Fall Protection

Training: Materials Handling, Defibrillators & CPR

Plus: Facility Safety

National Safety Council Congress & Expo Issue

Value Adds

For all half page or larger advertisers

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

- **Website!** Free Product Listing
Indoor Air Quality
NSC New Products

Bonus Value Adds

For all half page or larger advertisers in BOTH July/August and September 2019:

- Corporate Profile in July/August 2019 issue (of the 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.

Show Coverage/Bonus Distribution

NSC, September 9-11, San Diego

October 2019

Ad close: 8/26/19 • Materials due: 8/28/19

Special Focus

Industrial Hygiene

Feature Articles

PPE: Construction, Electrical Safety

Training: Chemical Safety

Plus: Emergency Showers & Eyewash, Winter Hazards, Combustible Dust

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study

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

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

November/December 2019

Ad close: 10/28/19 • Materials due: 10/30/19

Special Focus

2019 OH&S New Product of the Year Winners
Vision Protection

Feature Articles

PPE: Hand Protection, Protective Apparel, Hearing Protection

IH: Gas Detection

Training: Fall Protection

Plus: Lockout/Tagout, Facility Safety

Value Adds

For all half page or larger advertisers

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

- **Website!** Free Product Listing
Lockout/Tagout
Facility Safety

Trade Show E-newsletters - Show Updates & Product Spotlights

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 **ASSE Safety 2019** 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 **AIHce**, **VPPPA Safety+**, and **A+A Show Update E-newsletter** will be delivered to this audience once before, once during, and once after the show.

For extra exposure, add **Pre-Show and Post-Show Spotlight E-newsletters** to your Safety 2019 and NSC 2019 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

*Media Owner's Own Data

Trade Show E-newsletters Dates

AIHce 2019

May 14
May 21
May 28

ASSP Safety 2019

May 28
June 4
June 11
June 12
June 18

VPPPA Safety+ 2019

August 22
August 29
September 5

NSC 2019

August 27
September 3
September 10
September 11
September 17

A+A 2019

October 30
November 6
November 13

Trade Show E-newsletter 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.

Trade Show Spotlight E-newsletters

ASSP Safety 2019

Pre-Show Spotlight - June 2
Post-Show Spotlight - June 16

NSC 2019

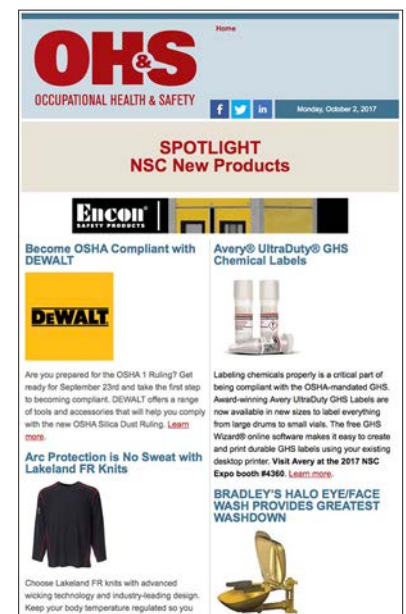
Pre-Show Spotlight - September 1
Post-Show Spotlight - September 15

Trade Show Spotlight E-newsletter Ad Sizes

Top Banner - 468 x 60 (exclusive)
Product Spot (150x150 + 40-60 words of text)

Positions will be allocated on a first-come, first-served basis, so reserve your spots today!

Contact us for rates.



E-news Editorial Calendar

Issue	Special Focus
JANUARY 2019	
January 2	General <i>OH&S</i>
January 3	Spotlight - Oil & Gas
January 7	General <i>OH&S</i>
January 9	SDS
January 14	General <i>OH&S</i>
January 16	General <i>OH&S</i>
January 17	Spotlight - Construction
January 22	General <i>OH&S</i>
January 23	Training
January 28	General <i>OH&S</i>
January 30	General <i>OH&S</i>
FEBRUARY 2019	
February 4	General <i>OH&S</i>
February 6	Vision Protection
February 7	Spotlight - Defibrillators & CPR
February 11	General <i>OH&S</i>
February 13	General <i>OH&S</i>
February 14	IH Quarterly
February 19	General <i>OH&S</i>
February 20	General <i>OH&S</i>
February 21	Spotlight - Chemical Safety
February 27	Respiratory Protection
MARCH 2019	
March 4	PPE
March 6	General <i>OH&S</i>
March 7	Spotlight - Protective Apparel
March 11	General <i>OH&S</i>
March 13	Fall Protection
March 14	Spotlight - Summer Hazards/Heat Stress
March 18	General <i>OH&S</i>
March 19	Whitepapers
March 20	General <i>OH&S</i>
March 21	Spotlight - Oil/Gas
March 25	General <i>OH&S</i>
March 27	General <i>OH&S</i>

Issue	Special Focus
APRIL 2019	
April 1	General <i>OH&S</i>
April 3	PPE: Hand Protection
April 4	Spotlight - Noise Monitoring
April 8	General <i>OH&S</i>
April 10	General <i>OH&S</i>
April 15	Facility Safety
April 17	General <i>OH&S</i>
April 18	Spotlight - Foot Protection
April 22	General <i>OH&S</i>
April 24	General <i>OH&S</i>
April 25	IH Quarterly
April 29	General <i>OH&S</i>
MAY 2019	
May 1	General <i>OH&S</i>
May 2	Spotlight - Emergency Showers & Eyewash
May 6	Training
May 8	General <i>OH&S</i>
May 13	General <i>OH&S</i>
May 15	General <i>OH&S</i>
May 20	General <i>OH&S</i>
May 22	General <i>OH&S</i>
May 28	General <i>OH&S</i>
May 29	General <i>OH&S</i>
JUNE 2019	
June 3	General <i>OH&S</i>
June 5	General <i>OH&S</i>
June 6	Spotlight - Respiratory Protection
June 10	General <i>OH&S</i>
June 12	Chemical Safety
June 13	Whitepapers
June 17	General <i>OH&S</i>
June 19	General <i>OH&S</i>
June 20	Spotlight - Incentives
June 24	General <i>OH&S</i>
June 26	General <i>OH&S</i>
June 27	Spotlight - Noise Monitoring

E-news Editorial Calendar

Issue Special Focus

JULY 2019

July 1	General <i>OH&S</i>
July 3	General <i>OH&S</i>
July 8	PPE: Fall Protection
July 10	General <i>OH&S</i>
July 11	Spotlight - Construction Safety
July 15	General <i>OH&S</i>
July 17	Transportation Safety
July 22	General <i>OH&S</i>
July 24	General <i>OH&S</i>
July 25	Spotlight - Facility Safety
July 29	General <i>OH&S</i>

AUGUST 2019

August 5	General <i>OH&S</i>
August 7	General <i>OH&S</i>
August 8	Spotlight - Hand Protection
August 12	General <i>OH&S</i>
August 14	General <i>OH&S</i>
August 15	IH Quarterly
August 19	General <i>OH&S</i>
August 21	General <i>OH&S</i>
August 22	Spotlight - Protective Apparel
August 26	General <i>OH&S</i>
August 28	General <i>OH&S</i>
August 29	Spotlight - Oil/Gas

SEPTEMBER 2019

Sept. 3	General <i>OH&S</i>
Sept. 4	General <i>OH&S</i>
Sept. 5	Spotlight - Electrical Safety
Sept. 9	General <i>OH&S</i>
Sept. 11	General <i>OH&S</i>
Sept. 12	Whitepapers
Sept. 16	General <i>OH&S</i>
Sept. 18	Emergency Showers/Eyewash
Sept. 23	General <i>OH&S</i>
Sept. 25	General <i>OH&S</i>
Sept. 26	Spotlight - Incentives
Sept. 30	General <i>OH&S</i>

Issue Special Focus

OCTOBER 2019

October 2	General <i>OH&S</i>
October 7	General <i>OH&S</i>
October 9	Facility Safety
October 10	Spotlight - Fire Safety
October 14	General <i>OH&S</i>
October 16	General <i>OH&S</i>
October 21	General <i>OH&S</i>
October 23	General <i>OH&S</i>
October 24	IH Quarterly
October 28	SDS
October 30	General <i>OH&S</i>
October 31	Spotlight - Vision Protection

NOVEMBER 2019

November 4	General <i>OH&S</i>
November 6	General <i>OH&S</i>
November 7	Spotlight - Respiratory Protection
November 11	PPE
November 13	General <i>OH&S</i>
November 14	Spotlight - Hazmat
November 18	General <i>OH&S</i>
November 20	General <i>OH&S</i>
November 25	Fall Protection

DECEMBER 2019

December 2	General <i>OH&S</i>
December 4	<i>OH&S</i> New Product of the Year Winners
December 5	Spotlight - Oil/Gas
December 9	General <i>OH&S</i>
December 11	General <i>OH&S</i>
December 12	Whitepapers
December 16	General <i>OH&S</i>
December 18	Hazmat
December 19	Spotlight - Protective Apparel