

# Media pack 2017

## *Safety Management*

### *Safety Management, the British Safety Council's magazine*



Published 11 times a year, its 50 pages cover news and features related to health, safety and environment. It is aimed at anyone with health and safety responsibilities who needs to stay informed about the latest news, legislation and best practice in the field and other experts on occupational health or people who are interested in health and safety issues. It is distributed to more than 8,000 national and international readers. Our research (2016) shows that more than 40% of recipients share the magazine with five peers or colleagues, reaching 40,000 people in the industry every month.

**Legacy and future:** In 2017, we are celebrating the 60 years of the British Safety Council and the magazine will give an extensive coverage of the activities. For over 50 of those years, *Safety Management* has kept readers abreast of the changing British and international health and safety landscape: accurate information, expert comment, case studies, events, recruitment offers, in-depth articles, campaigns and products and services updates. Every month *Safety Management* publishes a round table with prominent experts discussing relevant topics and trends. It also reports all the latest British Safety Council research, campaigns and engagement activities. We have readers in at least 67 countries.

**Challenging:** Core features and topical articles are researched and written by our own team or external authors. Our network of contributors include the top researchers and academics and thought-leaders of their fields.

**The British Safety Council's vision is that no one should be injured or made ill at work.**

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#### **You can contribute**

Please send a synopsis and contact details to:

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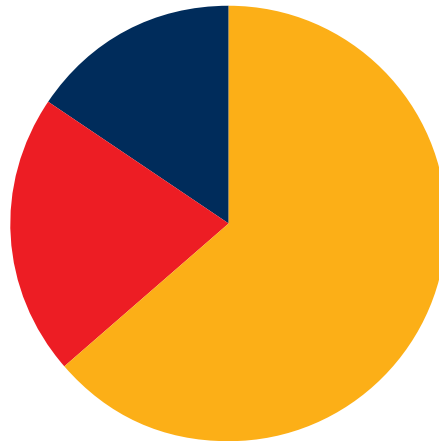
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# Safety Management Audience (print)

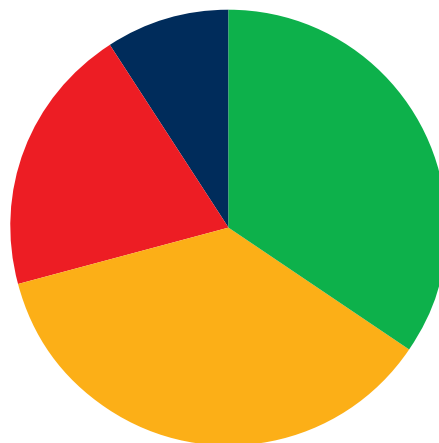


## Job role



- Managers (63.72%)
- Chief executives (20.80%)
- Others (15.49%)

## Size of company



- Medium (34.72%)
- Small and micro (36.36%)
- Companies that employ between 200 and 2000 people (19.96%)
- Companies that employ more than 2,000 people (8.97%)

## Reach

**40,000**  
readers




More than  
**67**  
countries



**72.9%**  
of readers think the  
magazine is excellent  
or very good (2016)

More than  
**15%**  
of readers have responded  
to adverts in 2016

## Social media

-  Twitter followers  
**21,000+**
-  LinkedIn members  
**10,000+**
-  Facebook reach  
**128,000+**  
Engagement  
**5,000+ per month**

# Safety Management

## Editorial calendar 2017

### January

#### Health & Wellness

Occupational health  
Wellbeing  
Rehabilitation & absence management

### February

#### Manufacturing Industry

#### Noise & Vibration Protection

Noise at work  
Hearing protection  
Vibration  
Manufacturing safety

### March

#### Construction Safety

#### Working at Height

Work at height  
Access equipment  
Ladders & PPE

### April

#### Hazardous Substances

#### PPE & Respiratory Protection

Masks and breathing apparatus  
Hearing, eye and skin protection  
Chemicals  
Asbestos/Legionella management

### May

#### Manual & Mechanical Handling

#### Ergonomics & Human Factors

Safe lifting techniques  
Pushing and pulling  
Mechanical handling equipment  
**Special edition 60th anniversary of the British Safety Council**

### June

#### Energy and Utilities Industry

#### Environmental Management

#### Climate Change

Business and social benefits of H&S  
Waste management  
Pollution  
Sustainability/Recycling  
Climate change



### July

#### Fire & Electrical Safety

Fire safety  
Electrical safety  
Gas monitoring  
Flexible contracts/zero hour-contracts



### August

#### Office Safety

#### Oil and Gas Industry

Display screen equipment  
Musculoskeletal disorders  
First aid  
Energy  
Sea and air transport  
Offshore working at height, slips & trips



### September

#### Services Industry

#### Slips, Trips & Falls

Retail and health care sectors  
Footwear  
Workwear  
Safe flooring

### October

#### Workplace Transport & Road Safety

#### Transport & Distribution Industry

Workplace transport and lift trucks  
Work-related road safety

### November

#### Communications, Information and Training

#### H&S Law Reform

Contacting lone workers  
Legislation updates  
Vulnerable workers  
Communicating the safety message  
Training

### Dec/Jan 2018

#### Health & Wellness

#### Employment Relations

Stress/mental health  
Wellbeing/Wellness programmes  
Drugs & alcohol  
Rehabilitation & absence management  
Worker involvement & leadership

# Safety guide (A5 size)

## Editorial calendar 2017

The monthly guides (A5 format) are designed to introduce employers and workers to a variety of health and safety topics prevalent in

the workplace and of interest of our membership and the wider professional community. They are written and overseen by health and

safety professionals. They have a life span of two years, unless there is a major legislation update, in which case, they would be revised.

**Dec 2016/Jan**

**Occupational Health**

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**March**

**Construction Safety**

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**May**

**Manual Handling**

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**July**

**Fire Safety**

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**September**

**Worker Safety Involvement**

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**November**

**Electricity at Work**

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**February**

**Noise at Work**

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**April**

**Hazardous Substances**

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**June**

**Waste Minimisation**

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**August**

**PPE**

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**October**

**Workplace Transport**

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**Dec/Jan 2018**

**Stress at Work**

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## Testimonials (Readership survey 2016)

"We are from the construction industry. Each month focuses on a particular theme, so few of the magazines may not be relevant to us."  
**Gabrial, Manager EHS, Construction industry, India**

"Excellent."

**Chongo Mwape, Safety Officer, Mining and Metals, Zambia**

"The 'Safer Conversation' discussing different topics is a good way of getting different points of view over whilst offering the reader a challenge of their own opinion. The features offer good insights into other industries and how they approach their specific H&S issues – ideas that can be developed into our own industry."

**Stephen Clark, QSHE Manager, VEKA plc, UK**

"Good source of up to date information and well laid out."

**Colin Child, QHSE Manager, Robert Heath Heating, United Kingdom**

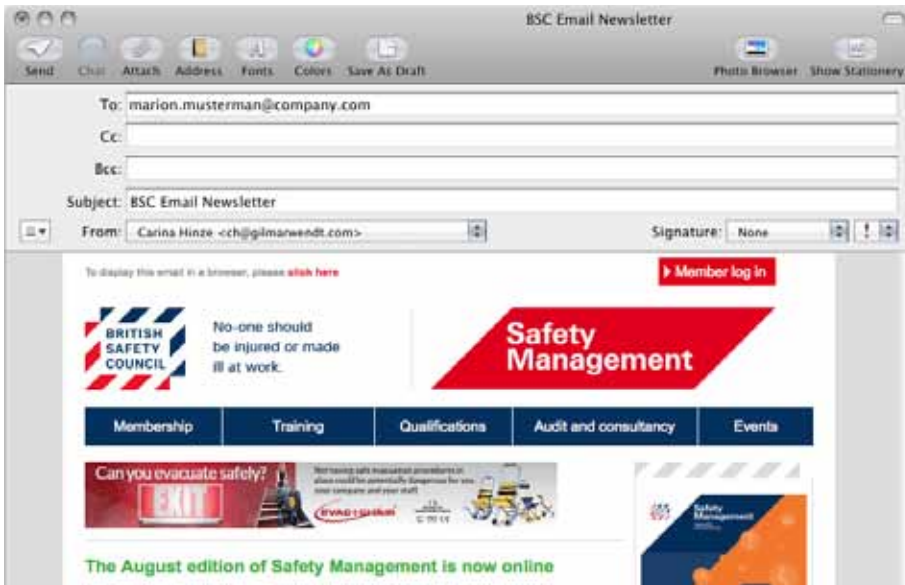
"Very good overall layout, easy to read and pick up and put down around a lunch break etc."

**Michael Vernal, EHS Specialist, Plastic manufacturing, Wales, UK**



# Digital publications

## Newsletter and website



Safety Management e-newsletter

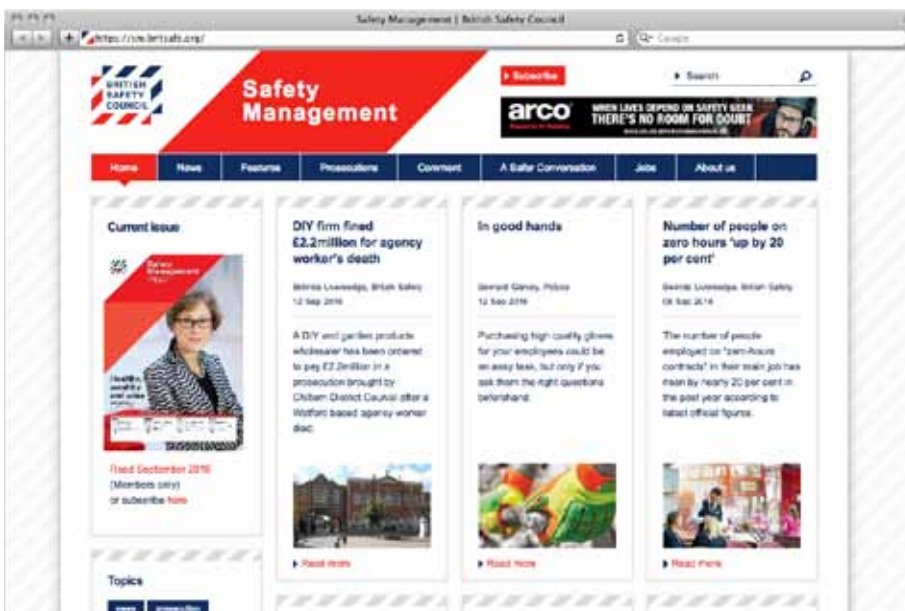
The monthly Safety Management e-newsletter informs on the most relevant health, safety and environmental topics of the month and includes some of the features from the print magazine. Register for free.

A very popular advertising space, the newsletter goes out the first week of the month to more than **30,000** recipients. It gets more than **21,000** page views per month. It has an opening rate of more than 12% with a 12% of engagement.

**Safety Management**  
free e-newsletter

**30,000**  
recipients

**+21,000**  
page views  
per month



Safety Management website

The website brings together news, views and opinions about health, safety and environmental management all in one place. It is updated on daily basis. It has an

average of **31,000** unique visitors and more than **40,000** page views per month and is constantly increasing its readership. It has a recruitment portal for H&S jobs.

**Safety Management**  
website

**31,000**  
unique visitors

**40,000**  
page views  
per month

[sm.britsafe.org](http://sm.britsafe.org)

# Rates

## Display Advertising Rates

DPS	£2,815
Full page	£1,595
Half page	£995
Quarter page	£635

## Special Position Rates

OBC	£2,055
IFC	£2,055
IBC	£2,055

Inserts £90 per 1,000 10g and under  
(other weights and sizes subject to quotation)

## Recruitment Advertising Rates

Full page	£1,595
Half page	£995
Quarter page	£635

Website at 15% premium of the above rates

## Safety Management Website Rates

Top Banner (468x60)	£300
Wide Sky (160x600)	£250

## A5 Guide Rates

Guide sponsorship inc. logo on front cover	£1,800
Outside back cover	£995
Inside front cover	£995
Inside back cover	£995

## E-newsletter Rates

Top Banner (468x60)	£300
Wide Skyscraper (160x600)	£275
Bottom Banner (468x60)	£250

## Publishing Schedule

Artwork by 12th of previous month. They should be sent to:  
[nigel@membertrade.co.uk](mailto:nigel@membertrade.co.uk)

Inserts by 18th of previous month. They should be marked with the month's issue they are due to go into and a contact name and tel number/ email, and sent to:  
Nigel Betts/Bryan Barnfather  
HandsOn 2012 Ltd  
Packaging House, Pelham Street  
Mansfield, Notts NG18 2EY

**Publication date:** 1st of the month

**Cancellation:** six weeks prior to publication date.

# Advertisement specifications

## Safety Management Advertisement Sizes

Full page bleed	h: 303mm x w:216mm
Trimmed size	h: 297mm x w:210mm
Text area	h: 275mm x w:184mm
DPS bleed	h: 303mm x w:426mm
Trimmed size	h: 297mm x w:420mm
Text area	h: 265mm x w:394mm
Half page horizontal	h: 126.5mm x w:175mm
Half page vertical	h: 265mm x w:89mm
Quarter page	h: 130mm x w:89mm

## A5 Guide Advertisement Sizes

Full page bleed	h: 216mm x w:154mm
Trimmed size	h: 210mm x w:148mm

## Newsletter and Website Advertisement Sizes

Top Banner	h: 60mm x w:468mm
Wide Skyscraper	h: 212mm x w:150mm
Bottom Banner (newsletter only)	h: 60mm x w:468mm

## Advertising Material

Our production system is set up to receive your ads in the most popular and flexible hi-res formats.

Ensure artwork is converted to CMYK (no spot colours or RGB) and at least 300 dpi.

Combined colour ink density must not exceed 300%.

Supply material on CD, email or zip file via our FTP.

## File formats accepted

The preferred file format is a high resolution, press ready PDF (PDF/X-1a) with all fonts embedded.

## If that is not possible, we also accept:

InDesign – Fonts converted to outlines, linked images included  
Illustrator – Fonts converted to outlines  
FreeHand – Fonts converted to paths  
Photoshop – Layers flattened, at least 300 dpi, high resolution  
Please include crop marks but no colour bars.

Please ensure all files meet our specifications. Any additional editing, resizing or retouching of advertisements will incur an extra charge.

## Mechanical Data

This publication is printed offset litho and saddle stitched.

## Currency

We can process your order in Euros, subject to the published conversion rate into GBP at the time of booking.

