



Media pack 2023

Safety Management



Safety Management is published by the [British Safety Council](#).

First published more than 50 years ago, the 48-page [magazine](#) features news, features and opinion on the latest developments around managing risks to workers' health, safety and wellbeing, in the UK and internationally. The magazine is aimed at anyone responsible for protecting the health, safety and wellbeing of people at work who needs to keep up-to-date with the latest news, legislation and best practice in the field. [Safety Management](#) also reports on the key sustainability, climate change and environmental management challenges facing all businesses globally.

The magazine is an online [PDF 'PageTurner'](#) that is emailed to just under 50,000 subscribers each month (December/January is a combined edition). The readers are [British Safety Council](#) member organisations and subscribers to our e-newsletter, as well as our wider network. The [British Safety Council](#) is a charity that both campaigns for – and helps businesses achieve – excellent standards of occupational safety, health and wellbeing, environmental management and sustainability.

Safety Management is the Official Journal for the [SHW Live exhibitions](#) taking place in Manchester in February 2023 and Farnborough in September 2023. The February and September 2023 editions of *Safety Management* will be printed and distributed at the shows, and will contain the official Event Guide from the show organiser.

Safety Management also reports on the [British Safety Council's](#) occupational safety, health and wellbeing campaigns, policy work and engagement activities. We also report on news, initiatives and offerings from [Being Well Together](#), a programme from the British Safety Council that helps businesses to improve the health and wellbeing of their workers.

We also publish [Safety Management India](#), an online PDF magazine for the [British Safety Council's member organisations in India](#).

The features are researched and written by our own team or by external expert authors. Our network of contributors includes top researchers and academics and thought leaders in their fields. We also welcome ideas from external authors who wish to write feature articles and opinions. Please send a synopsis of your proposed article to: publications@britsafe.org

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

British Safety Council

70 Chancery Road
London W6 9RS
United Kingdom

T +44 (0)20 8741 1231

E publications@britsafe.org

N <https://sm.britsafe.org>

N www.britsafe.org

f [/britishsafetycouncil](https://britishsafetycouncil.org)

✓ [@BritSafe](https://twitter.com/BritSafe)

in <https://linkedin.com/company/british-safety-council>

@ www.instagram.com/britishsafetycouncil

▶ www.youtube.com/user/britishsafetycouncil

You can contribute editorial, such as guidance features & opinion pieces

Please send a synopsis/details to:

E publications@britsafe.org

See and buy our publications at:

N www.britsafe.org/publications

Editor Stephen Cooke

E stephen.cooke@britsafe.org

Deputy editor Thomas Tevlin

E tom.tevlin@britsafe.org

Journalist Belinda Liversedge

E belinda.liversedge@britsafe.org

Journalist (in India)

Orchie Bandyopadhyay

E orchie.bandyopadhyay@britsafe.org

Advertising enquiries

Jas Singh

E jas@membertrade.co.uk

T +44 (0)116 326 5533

Graphics and design

Dean Papadopoulos

E dean.papadopoulos@britsafe.org

Subscriptions

E customer.service@britsafe.org

Safety Management Advertising options

Safety Management e-newsletter

The *Safety Management* monthly e-newsletter provides a round-up of the latest health, safety, wellbeing and sustainability news and includes some of the editorial features from the magazine. A very popular advertising space, it is sent monthly to around **47,000 recipients**. Readers can sign up for the e-newsletter [here](#).

47,000
recipients

Solus emails

These standalone emails can be sent directly from the advertiser to around **47,000 recipients**. The recipients are readers of *Safety Management* magazine and British Safety Council members, customers and contacts.

47,000
recipients

Safety Management website

The magazine website – sm.britsafe.org – features news, features and comment pieces about health, safety, wellbeing and sustainability issues affecting businesses in the UK and internationally. It is regularly updated and has an average of **10,000 visits** per month. It features advertising.

10,000
visits per month

Digital PDF magazine

The [Safety Management](#) 48-page online PDF magazine offers a variety of advertising slots. It is sent out in the monthly *Safety Management* e-newsletter to around **47,000 recipients**. View the latest edition [here](#).

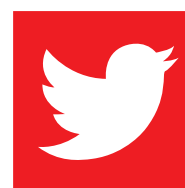
Monthly guide

The monthly guides (PDF format) provide advice on managing a variety of health, safety, wellbeing and sustainability risks at work. They are updated and re-published every two years. The guides are sent to British Safety Council members who subscribe to the Tools and Templates membership package. They feature advertising (see next page for the topics).



Safety Management website

British Safety Council social media



Twitter
followers
36,500



Facebook
followers
22,398



LinkedIn
followers
85,072



YouTube
subscribers
3,310

Safety Management

Editorial calendar 2023

February

Construction Industry
Working at Height

[Safety Health & Wellbeing Live \(SHW Live\) North, Manchester](#)
Official Show Guide edition – magazine will be printed and distributed at SHW Live North
Height access equipment
Ladders
Personal fall protection equipment
Construction safety

March

Manufacturing Industry
Noise & Vibration Protection

Noise at work
Hearing protection
Vibration
Manufacturing safety

April

Hazardous Substances
PPE & Respiratory Protection
Indoor Air Quality
[The Health & Safety Event 2023 \(NEC Birmingham\)](#) **Exhibition Preview**

Masks and breathing apparatus
Eye and skin protection
Chemicals, fumes, gases
Asbestos & legionella management
Air quality in indoor workplaces & buildings

May

Communications, Information & Training
[Safety & Health Expo 2023 \(ExCeL London\)](#) **Exhibition Preview**
Communicating the health & safety message
Training
Worker involvement & director leadership

May cont.

Health and safety legislative & policy changes
Lone workers
Violence at work

June

Energy, Oil, Gas & Renewables, Clean Energy Industries
Environmental Management, Sustainability & ESG
Climate change – impact on & role of business
Climate change – impact on worker health & safety
Air pollution
Waste minimisation & recycling
Environmental, Social & Governance (ESG)
Renewable & Clean Energy Industries – emerging health & safety risks

July

Services Industry
Slips, Trips & Falls
Slip-resistance footwear
Anti-slip flooring & surface treatments
Services Industry

August

Fire & Electrical Safety
Fire safety
Electrical safety
Gas monitoring

September

Office & Homeworker Health & Safety
[Safety Health & Wellbeing Live \(SHW Live\) South, Farnborough](#)
Official Show Guide edition – magazine will be printed and distributed at SHW Live South
Display screen equipment (DSE)
Homeworking/hybrid working/flexible working

Sep cont.

Musculoskeletal disorders (MSDs) in office work – prevention
First aid at work

October

Employee Health & Wellbeing
[A+A Düsseldorf 2023](#) **Exhibition Preview**
Work-related stress
Supporting employee mental wellbeing
ISO 45003 psychological health and safety at work management standard
Wellbeing programmes
Drugs & alcohol at work
Rehabilitation & absence management

November

Workplace Transport & Road Safety
Transport & Distribution Industry
Workplace transport
Lift trucks & materials handling equipment
Work-related road safety
Transport & Distribution Industry

Dec 2023/Jan 2024 (combined issue)

Manual & Mechanical Handling
Ergonomics & Human Factors
Employment Trends
Vulnerable Workers
Safe manual handling techniques
Mechanical lifting & handling equipment
Preventing musculoskeletal disorders (MSDs)
Wearable health & safety technology
Employment relations issues
Employment trends – gig working, insecure work
Vulnerable workers – older workers & disabled workers

Safety guide (A5 size)

Editorial calendar 2023

The monthly guides are designed to introduce employers and workers to a variety of health and safety topics

prevalent in the workplace and of interest to our membership and the wider professional community. They

are written by the British Safety Council. They are updated and re-published every two years. They feature adverts.

February

Construction Health & Safety

March

Noise at Work

April

Personal Protective Equipment (PPE)

May

Worker Involvement in Managing Health & Safety Risks

June

Waste Minimisation

July

Working with Hazardous Substances



August

Fire Safety

September

Electrical Safety

October

Managing Stress at Work

November

Respiratory Protective Equipment (RPE)

Dec 2023/Jan 2024

Manual Handling

Testimonials

“I look forward to receiving it [the magazine] and always find the content informative.”

Paul Johnson
HSSQ Director
Carey Group
United Kingdom

“It is by far my favourite of all publications available. The layout, content and information provided are so much more in keeping with the requirements of the profession and those on the ‘coal face’.”

Andrew Butler
Environment, Health and Safety Manager
Fairline Yachts
United Kingdom

“I find the articles to be more about engagement and people, as opposed to being technical like other publications.”

Lyndon Sutcliffe
EHSE Manager
Parker UK
United Kingdom

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

Leaderboard	£300
Skyscraper	£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	£300
Rectangular	£275
Bottom Banner	£250

Solus Email Rates

Publishing schedule

Artwork by 12th of previous month.
They should be sent to:
jas@membertrade.co.uk

Inserts by 17th of previous month.
They should be marked with the month's issue they are due to go into and a contact name and telephone number/email, and sent to:
Lisa Mullin
Unit 1, Daniels Way
Hucknall, Nottingham
N615 7LL

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

Website Advertisement Sizes

Leaderboard	h: 90px x w: 728px
<i>Resized for mobile</i>	h: 300px x w: 250px
Skyscraper	h: 160px x w: 600px

Newsletter Advertisement Sizes

Top Banner	h: 60px x w: 468px
Rectangular	h: 212px x w: 150px
Bottom Banner	h: 60px x w: 468px

Solus Email specs

html format

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 email.

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.