



Media pack 2019

Safety Management



Safety Management is published by the British Safety Council

Published 11 times a year, its 50 pages contain news and features on the latest developments around managing risks to people’s health and safety at work as well as environmental issues and the business of the 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. The magazine is distributed to more than 5,000 national and international readers. Our research shows that more than 40 per cent of recipients share the magazine with five peers or colleagues, reaching 25,000 people in the industry every month. We also publish a version of the magazine for our members in India.

About us: For over 50 years, *Safety Management* has kept readers abreast of the changing UK and international health and safety landscape through news reports, expert commentary, in-depth features and case studies. We also report on the British Safety Council’s research, campaigns and engagement activities and innovations to health and safety products and services. We have readers in more than 67 countries. *Safety Management* is a media partner of the European Agency of Health and Safety campaign Healthy Workplaces Manage Dangerous Substances.

Challenging: Our editorial advisory panel consists of some of the most prestigious professionals in the industry. Core features and topical articles are researched and written by our own team or external authors. Our network of contributors includes top researchers and academics and thought leaders in their fields.

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

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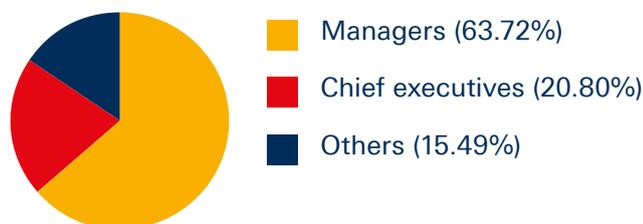
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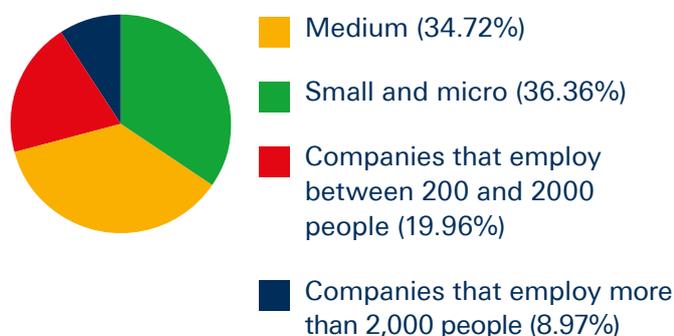
Dame Carol Black, Laura Cameron, Shaun Davis, Adam Finkel, Ragnar Löfstedt, Hugh Robertson

Safety Management Audience

Job role



Size of company



Reach

25,000
readers

More than
67
countries



72.9%
of readers think the
magazine is excellent
or very good

Social media

Twitter
followers
30,000+

LinkedIn
members
10,000+

Facebook
followers
18,000+

YouTube
subscribers
1,300+

Instagram
followers
280+

5,000
print copies

Up to
88%
decision
makers

Over
80%
chief executives
and managers

Digital publications Newsletter website & solus email

Safety Management
free e-newsletter
50,000
recipients



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 **50,000** recipients.



Safety Management website

The website brings together news, views and opinions about health, safety and environmental management all in one place. It is updated daily basis, with an average of 5800 views per month.

Solus emails: from May 2019, and limited to twice a month, the email alert to 46,000 recipients will appear to be sent directly from the advertiser, with direct response to the advertiser (GDPR compliant).

Safety Management

Editorial calendar 2019

January

Health & Wellness

Occupational health
Wellbeing
Rehabilitation & absence management

April

Hazardous Substances

PPE & Respiratory Protection

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

June

Energy and Utilities Industry

Environmental Management

Climate Change

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

August

Office Safety

Oil and Gas Industry

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

October

Workplace Transport & Road Safety

Transport & Distribution Industry

Workplace transport and lift trucks
Work-related road safety

February

Manufacturing Industry

Noise & Vibration Protection

Noise at work
Hearing protection
Vibration
Manufacturing safety
Fire safety



March

Construction Safety

Working at Height

Work at height
Access equipment
Ladders & PPE

May

Manual & Mechanical Handling

Ergonomics & Human Factors

Safe lifting techniques
Pushing and pulling
Mechanical handling equipment

July

Fire & Electrical Safety

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

September

Services Industry

Slips, Trips & Falls

Retail and health care sectors
Footwear
Workwear
Safe flooring
Hearing protection
Mental health & wellbeing

Dec/Jan 2020

Health & Wellness

Employment Relations

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

Safety guide (A5 size)

Editorial calendar 2019

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 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 are revised and updated.

Dec 2018/Jan 2019

Hazardous substances

March

Construction Safety

May

Manual Handling

July

Fire Safety

September

Worker Safety Involvement

November

Respiratory Protective Equipment



February

Noise at Work

April

Personal Protective Equipment

June

Waste Minimisation

August

Electricity at Work

October

Workplace Transport

Dec 2019/Jan 2020

Managing Stress at Work

Testimonials

“We are from the construction industry. Each month focuses on a particular theme, so many of the magazines are relevant to us.”

Gabrial
Manager EHS
Construction industry
India

“Excellent.”

Chongo Mwape
Safety Officer
Mining and Metals
Zambia

“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 Vernall
EHS Specialist
Plastic manufacturing
Wales, UK

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	£1,995
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Publishing schedule

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

Inserts by 17 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:
Lisa Mullin
Unit 1, Daniels Way
Hucknall, Nottingham
N615 7LL

Publication date: 1 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 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.