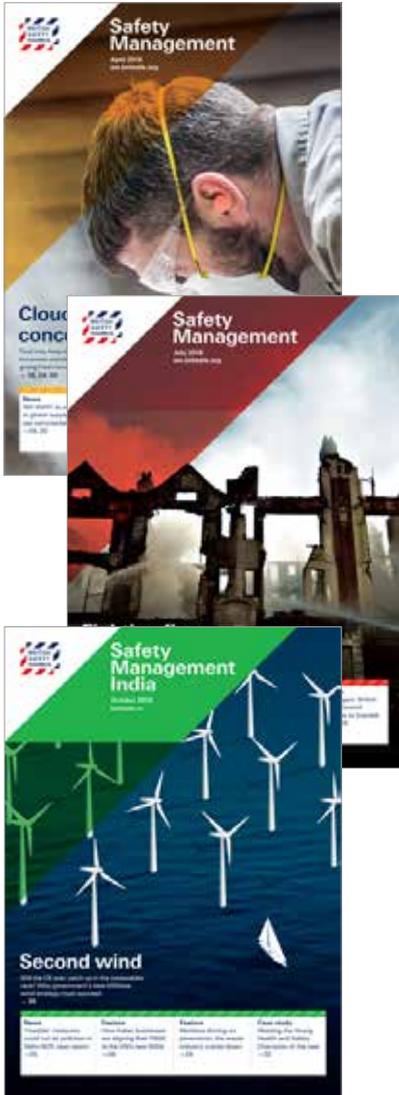




# Media pack 2020

## 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. In February 2018, we launched Safety Management India, a magazine for the British Safety Council members in India, covering the most relevant topics of occupational safety and health in that country.

**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. In our pages you will also find all the information about Mates in Mind, the charity dedicated to raise awareness, address the stigma of poor mental health and promote positive mental wellbeing across workplaces in construction and related sectors.

**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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#### You can contribute

Please send a synopsis and contact details to:

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#### See and buy our publications at:

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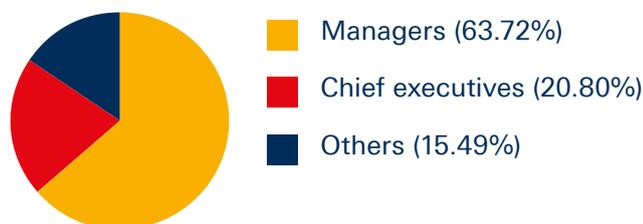
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#### Editorial advisory panel:

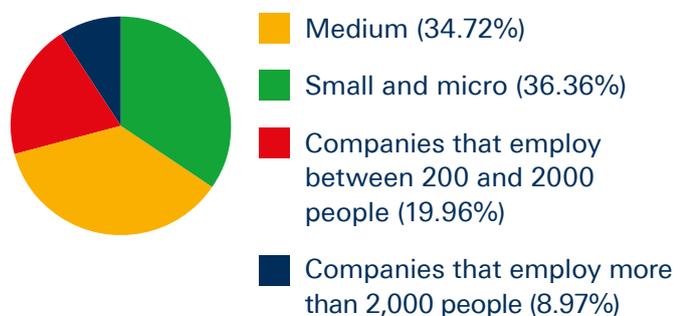
Dame Carol Black, Laura Cameron, Sir Cary Cooper, Dr Shaun Davis, Professor Adam Finkel, Professor Ragnar Löfstedt, Hugh Robertson

# 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 recently revamped 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 2020

### 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

#### Communications, Information and Training

#### H&S Law Reform

Vulnerable workers/lone worker  
Communicating the safety message  
Training

### 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 2020

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 2019/Jan 2020

Managing Stress at Work

### March

Working at Height

### May

Vulnerable Workers

### July

Occupational Health

### September

Preventing Slips, Trips and Falls

### November

Work-Related Road Safety



### February

Health and Safety Training

### April

Health and Safety Leadership

### June

Environmental Management

### August

Health & Safety in the Office

### October

Communicating the Safety Message

### Dec 2020/Jan 2021

Working with Hazardous Substances

## 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 Vernal**  
*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

<b>Solus Email Rates</b>	£1,995
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## Publishing schedule

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

<b>Full page</b> bleed	h: 303mm x w: 216mm
Trimmed size	h: 297mm x w: 210mm
Text area	h: 275mm x w: 184mm
<b>DPS</b> 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.