MEDIA PACK

2027



Safety Management

BRITISH SAFETY COUNCIL

Media pack 2027
Safety Management

Safety Management is British Safety Council's industry-leading magazine, which brings its readers the latest news, features, and stories on the health, safety and wellbeing topics that really matter.

Aimed at anyone responsible for protecting people at work, it helps our readers stay up to date with policy, legislation, best practice and wider issues such as sustainability, climate change and environmental management.

Safety Management is the official show guide of the SHW Live trade exhibitions at Manchester Central (February 2027) and London Olympia (June). These issues will include the official Event Guide and will be printed and distributed at the shows to an estimated audience of over 6,000 delegates.

We also publish *Safety Management India*, a standalone publication for our growing membership base in India. It brings readers the latest news and stories from India.

You can contribute editorial, such as guidance features & opinion pieces. Please send a synopsis/details to:
E: publications@britsafe.org

Advertising enquiries
Jas Singh, **E:** jas@membertrade.co.uk
T: +44 (0)116 326 5533

Subscriptions
E: customer.service@britsafe.org

Membership
E: membership@britsafe.org

British Safety Council social media

X followers
22,000

Facebook followers
22,000

LinkedIn followers
126,000

YouTube subscribers
4,850

Safety Management Advertising Options

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 40,000 recipients. View the latest edition here.

Solus
These standalone emails can be sent directly from the advertiser to around 40,000 recipients. The recipients are readers of *Safety Management* magazine and British Safety Council members, customers, and contacts.

Monthly guide
Our monthly guides 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.

***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 over 40,000 recipients.

***Safety Management* website**
Safety Management is hosted on its own website, britsafe.org/safety-management, which spotlights 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 6,000 unique visitors per month. It features advertising.

GCC and India Supplements
Throughout 2027, we'll be adding to our current publications offering with two new supplements, which will showcase the very best of innovation, development, and best practice in GCC countries and India, respectively.

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To discuss all advertising and sponsored content opportunities, please contact: jas@membertrade.co.uk

Podcast Advertising Options
Advertisers can sponsor the British Safety Council's *Health and Safety Uncut* podcast, which explores the hot topics in health, safety, wellbeing and environment. Each month the host, Dr. Shaun Davis, interviews an expert in health, safety, wellbeing and environment. There are also paid opportunities for an advertiser's experts to be featured in the podcast. For details, contact: jas@membertrade.co.uk

Safety Management Magazine 2027 themes

Subthemes are intended to give an idea of the expected content, if you'd like to submit editorial.

February 2027

Magazine theme – hidden hazards: the risks we don't see

- Occupational cancer and long-latency diseases
- Occupational asthma and respiratory disease
- Occupational skin disease
- Chemical and biological hazards
- Health surveillance and exposure monitoring
- Why occupational illness gets less attention than accidents
- The economic cost of occupational disease
- Hidden and cumulative workplace exposures

Guide theme – managing stress at work

Magazine will be the official show guide for SHW Live Manchester, 9-10 February 2027

March 2027

Magazine theme – 70th anniversary 'Tye'-in

- 70 years of workplace safety: what's changed?
- The biggest safety breakthroughs since 1957
- The risks we have successfully eliminated: and those the sector didn't anticipate
- The evolution of the health and safety professional
- From compliance to culture; from PPE to prevention
- A timeline of landmark legislation, disasters, and turning points
- Lessons from previous generations of safety professionals
- Young safety professionals: what do they want from the profession?
- What will workplaces look like in 2057?
- The next 70 years: risks we should be preparing for now
- A manifesto for the next generation of safety

Guide theme – worker involvement in managing health & safety

April 2027

Magazine theme – prevention: from reaction to anticipation

- Predictive safety and proactive risk management
- Leading vs lagging indicators
- What near misses really tell us
- Learning from success, not just failure
- Safety intelligence and early warning systems
- Weak signals and emerging risks
- Scenario planning and dynamic risk assessment
- Can safety become genuinely predictive?
- What if we stopped waiting for accidents to happen?

Guide theme – personal protective equipment (PPE)

Issue likely to include Health & Safety Event 2027, NEC Birmingham, Exhibition Preview

May 2027

Magazine theme – designing real work for real people

- Human factors and human error
- Why people take shortcuts
- Safety-critical decision making
- Fatigue, distraction, and cognitive overload
- Situational awareness
- Communication failures
- Procedures vs work as actually done
- Behavioural science and behavioural safety
- 'Just' workplace cultures
- Psychological safety and speaking up
- Frontline expertise and worker involvement
- Is human error really a problem?

Guide theme – working with hazardous substances

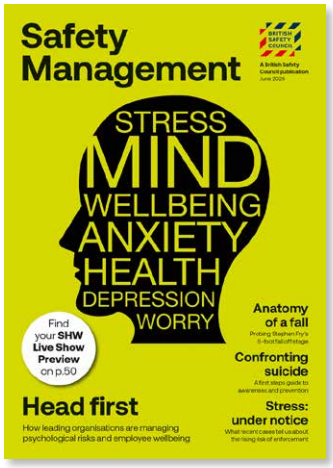
June 2027

Magazine theme – good work

- Healthy work design and job design
- Workload, work intensity and working time
- Long hours, shift work and night work
- Rest, recovery and fatigue
- Psychosocial risks
- Workplace relationships, isolation and loneliness
- Presenteeism and absence
- Return-to-work and vocational rehabilitation
- Why 'wellness' isn't enough
- Is the job itself making people ill?
- Why 'wellness' isn't enough
- Is the job itself making people ill?

Guide theme – respiratory protective equipment (RPE)

Magazine will be the official show guide for SHW Live London, 22–23 June 2027





July 2027

Magazine theme – tech-enabled safer workplaces

- Robotics and collaborative robots
- Autonomous vehicles and machinery
- Drones and remote inspection
- Automation-related accidents
- Robot maintenance and safety
- Automation complacency and over-reliance on technology
- Cyber-physical safety
- Digital twins and virtual commissioning
- Predictive maintenance
- When the machine becomes your co-worker

Guide theme – manual handling

August 2027

Magazine theme – climate, weather, and the resilient workplace

- Flooding, storms, high winds and lightning
- Wildfire smoke and air quality
- Climate risks in construction, logistics and agriculture
- Changing infectious disease and vector risks
- Can workplaces adapt fast enough to a changing climate?

Guide theme – fire safety

September 2027

Magazine theme – safety skills: the profession of the future

- The future safety professional
- Qualifications vs competence
- Digital and AI literacy
- Data literacy and critical thinking
- Communication, influencing and leadership skills
- Systems thinking and human factors
- Business and commercial skills for safety professionals
- Safety professionals on boards
- Apprenticeships, mentoring and career pathways
- Attracting young people into health and safety
- Retaining experienced professionals
- What does the safety professional of 2030 look like?

Guide theme – construction health & safety

October 2027

Magazine theme – good work and the gig economy

- Delivery drivers and couriers
- Platform incentives
- Time pressure
- Employment status and safety
- Worker representation
- Remote workers
- Mobile workers
- Field engineers
- Healthcare and social care

Guide theme – waste minimisation

November 2027

Magazine theme – supply chain safety

- Contractor management
- Procurement and safety
- Supplier assurance and prequalification
- Competence assurance
- Outsourcing risk
- Global supply chains
- Temporary, agency and migrant workers
- Subcontracting and fragmented responsibility
- Safety across multiple employers
- Who is responsible when nobody works directly for you?

Guide theme – noise at work

December 2027 – January 2028 (combined issue)

Magazine theme – the state of workplace safety

- What happened in workplace safety during 2027?
- Major workplace incidents and lessons
- Occupational disease trends
- What got better – and what got worse?
- What safety professionals are most worried about
- The year's biggest lessons
- 2028 risk forecast
- Top issues to watch in 2028

Guide theme – electrical safety









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

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 (1 banner available)	£300 per month

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 (monthly)

Banner (3 slots available)	£300

Solus Email Rates £1,995

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

Banner size, minimum 144 ppi	h: 60px x w: 468px

Newsletter Advertisement Sizes

Banner size, minimum 72 ppi	h: 60px x w: 468px

Solus Email specs

HTML format, minimum 144 ppi

Further information:

Publication date: 1st of the month
Cancellation: six weeks prior to publication date.

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 by email.

File formats accepted

The preferred file format is a high resolution, press ready PDF (PDF/X-1a) with all fonts embedded. Please include crop marks and 3mm bleed but no colour bars. Web links and email addresses in PDFs must be clickable hyperlinks. For Newsletter advertisements, web links and email addresses must be clickable hyperlinks. Newsletter advertisements must be a minimum of 72 ppi. Solus and website advertisements must be a minimum of 144 ppi.

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

Mechanical data

When printed twice yearly, 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.