2019 Planning Guide
Environmental Health & Safety

New & Exciting For Your Planning:
• Pick a Standard to Sponsor – page 4
• Loyalty Frequency Program – page 5
• Webinars/eBooks to Sponsor – pages 4-5
• Hand Protection/FR/Arc Flash/Gas Detection Bundled Packages – page 5
• Native/Sponsored Content – page 6
• Online/Impression Based Advertising – page 7
• Lead Gen eBlasts – page 8
• Website Ads – page 9
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Workplace Material Handling & Safety is a monthly publication that connects facilities & operations with EHS. Many times they are under the same department. Our monthly subscribers include 20,000 print and 70,000 digital in the manufacturing and construction industries focusing on the top 5 high hazard markets: Construction, Primary Metals, Fabricated Metals, Transportation and Food Processing. We recognize the operational challenges of productivity in a plant or on a construction site and keeping workers safe at the same time no matter the facility. We will be the only publication that covers the most up-to-date productivity solutions, safety in material handling, along with current safety regulations, trends and new products in both markets. We reach industrial executives, directors, and managers that are looking to protect their workers with the current equipment, supplies, and PPE gear. We are a one-stop shop for the EHS markets so do not wait to jump on board to reach these manufacturing and construction decision-makers. Workplace Material Handling & Safety is a great opportunity to get in front of the people looking to buy your products through our many different print and digital opportunities.

Circulation & Audience Profile

Circulation by Business and Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical/Petrochem/Plastics</td>
<td>21%</td>
</tr>
<tr>
<td>Construction</td>
<td>18%</td>
</tr>
<tr>
<td>Metal Fabrication</td>
<td>14%</td>
</tr>
<tr>
<td>Food &amp; Beverage Processing</td>
<td>12%</td>
</tr>
<tr>
<td>Transportation Manufacturing</td>
<td>10%</td>
</tr>
<tr>
<td>Warehousing</td>
<td>10%</td>
</tr>
<tr>
<td>Primary Metals</td>
<td>9%</td>
</tr>
<tr>
<td>Industrial Machinery &amp; MRO</td>
<td>6%</td>
</tr>
</tbody>
</table>

Circulation by Job Title

<table>
<thead>
<tr>
<th>Title</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level/Executive Management</td>
<td>32%</td>
</tr>
<tr>
<td>Safety</td>
<td>31%</td>
</tr>
<tr>
<td>Plant Management &amp; Operations</td>
<td>24%</td>
</tr>
<tr>
<td>Engineering</td>
<td>13%</td>
</tr>
</tbody>
</table>

Audience Reach

Print Issue
20,000 monthly

Digital Issue
70,000 monthly

eNewsletter
10,000

Topical eNewsletter
20,000

HTML eBlasts
10,000-100,000+

eBooks
10,000-70,000
Who are these Workplace Material Handling & Safety Readers?

- They are your customers! 94% of Workplace Material Handling & Safety respondents have purchasing influence over material handling or safety equipment/PPE purchases
- The majority of Workplace Material Handling & Safety respondents work at a company doing more than $50MM in sales annually meaning bigger purchasing power
- Workplace Material Handling & Safety Job titles include mostly Corporate, Plant Manager, Safety/EHS, Engineering, HR, and Industrial Hygiene

What do Workplace Material Handling & Safety readers buy?

- 96% - Eye Protection
- 96% - First Aid
- 96% - Training
- 94% - Hearing Protection
- 94% - Machine Guarding/Operations Safety/Lockout-Tagout
- 92% - Hand/Arm Protection
- 90% - Showers & Eyewashes
- 88% - Foot Protection
- 86% - HazCom
- 86% - Maintenance/Repair/Operations Products
- 86% - Welding Safety
- 84% - Respiratory Protection
- 82% - Industrial Hygiene
- 78% - Head Protection
- 77% - Dock Equipment
- 61% - FR Clothing
- 61% - Gas Detection/Instrumentation
- 57% - Incentives/Recognition Programs

What safety-related technology tools do Workplace Material Handling & Safety readers use or plan to buy in the next 12 months?

- 61% - Recording and reporting inspections using mobile devices
- 53% - Predictive analytics to identify accident patterns and accident potential
- 45% - Employees equipped with wearables for exposure monitoring
- 20% - PPE embedded with sensors

What are the top trends in Safety/PPE Industry?

- Gloves
- Fall Protection
- Comfort
- Hearing Protection/Noise Canceling
- Glasses/Eye Protection

How important are these “front line” supervision safety tasks?

- Observe employee safety-related behavior: 8.57
- Employee safety training: 9.22

What does the future hold for plant expansion and revenues?

- 59% plan to expand their plant/operations
- 41% do not plan to expand
- 77% expect to see an increase in revenues in 2018
- 18% expect revenues to stay the same in 2018
- 6% expect to see a decrease of revenues in 2018
## 2019 Editorial Calendar and Advertising Opportunities

<table>
<thead>
<tr>
<th>Ad Close/ Materials Due</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>December 12</strong></td>
<td><strong>January 12</strong></td>
<td><strong>January 23</strong></td>
<td><strong>February 20</strong></td>
<td><strong>March 20</strong></td>
<td><strong>April 17</strong></td>
<td><strong>May 15</strong></td>
</tr>
</tbody>
</table>

### Features
- **COMPLIANCE ISSUE**
  - OSHA Standards
  - ANSI Standards
  - ISEA Standards
- **ASSP SHOW ISSUE**
  - Eye Protection
  - Welding/ Metalworking
- **ASSP PREVIEW**
  - Fall Protection
  - Hearing Protection

### Webinar
- Dropped Objects
- Construction Safety
- Fall Protection in Construction
- FR Trends
- Managing FR Clothing Program;
  - Electrical Safety Do’s & Don’ts**

### eBook
- Compliance
- Construction
- Electrical Safety/ Arc Flash*
- Respiratory

### eNewsletter Topic
- Hand Protection
- Eye & Face
- American Heart Month
- Workplace Eye Wellness Month
- IH Monitoring
- National Safety Construction Week
- National Stand Down Week
- Electrical Safety Month Weekly Sponsorship*

### Value Added
- Leaders in Safety Corp profile
- Product in print & eblasted out
- Anniversary Package
  - 1/2 page/ Full page
- Buy full page at 1/2 page rate
- Safety 2019 Show Package
  - Full page ads receive:
    - Product spotlight in issue
    - Product eblast before show
    - Web ad in June

### Bonus Distribution
- Safety 2019

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* Will go out to an additional 20,000 electrical utility contractors
** Will market to sister pub Electrical Solutions subscribers

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**Be the EXCLUSIVE SPONSOR of any of these standards in January:**

- Emergency Eyewash and Shower
- Eye and Face Protection
- Hand Protection
- Head Protection
- High-Visibility Products
- Industrial First Aid
- ASTM F2913-11 Standard (Slip performance of footwear)
- NFPA 652 2016 edition standards on the fundamentals of Combustible Dusts
- NFPA 350 Guide for Safe Confined Space Entry and Work
- NFPA 70E Standard for Electrical Safety in the Workplace®
- OSHA Respirable Crystalline Silica – General Industry
- OSHA Respiratory Protection 1910.134
- OSHA Confined Spaces in Construction Standard
- OSHA Control of Hazardous Energy (LOCKOUT TAGOUT) Standard
- OSHA Fall protection in Construction Standard
- OSHA Fall Protection Training Requirements 1926.503
- OSHA PPE 1910.134 Fit Testing Procedures
- OSHA HazCom Final Standard Rule
- OSHA Walking-Working Surfaces and Personal Fall Protection Systems (29 CFR 1910 Subparts D&I)
- OSHA Fall Protection 1926.501
- OSHA Powered Industrial Trucks 1910.178
- OSHA Electrical, wiring methods, components and equipment, general industry 1910.305
<table>
<thead>
<tr>
<th>Ad Close/ Materials Due</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td>Features</td>
<td>June 19</td>
<td>July 24</td>
<td>August 21</td>
<td>September 18</td>
<td>October 16</td>
<td>November 13</td>
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<tr>
<td>Construction</td>
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<tr>
<td>Electrical Safety</td>
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<td>Training</td>
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<tr>
<td>Combustible Dust</td>
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<tr>
<td>Fall Protection</td>
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<tr>
<td>Signage</td>
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<tr>
<td>Webinar</td>
<td>Silica</td>
<td>Contractor Management</td>
<td>Hearing Conservation Program</td>
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<tr>
<td>eBook</td>
<td>Safety in Lean Mfg/SS</td>
<td></td>
<td></td>
<td>Hand Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>eNewsletter Topic</td>
<td>Confined Spaces</td>
<td>First Aid/AED</td>
<td>Respiratory</td>
<td>Hand Protection</td>
<td>Footwear</td>
<td>Hearing</td>
</tr>
<tr>
<td>Value Added</td>
<td>Supplied video to be posted on our site and blasted out during month</td>
<td>HTML blast to 2,500 emails</td>
<td>Buy full page at 1/2 page rate</td>
<td>NSC 2019 Show Package: Full page ads receive: • Product spotlight in issue • Product eblast before show • Web ad in October</td>
<td>1/2 page/Full page BOGO</td>
<td>1/2 page/Full page receive Deluxe buyers guide package</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>NSC Congress &amp; Expo</td>
<td>NSC Congress &amp; Expo ICUEE</td>
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</tbody>
</table>

**Bundled Packages**

We made it so easy to participate with these bundled packages!

**Hand Protection in January, June and/or October**
- Run your print ad
- eNewsletter sponsorship
- Exclusive product eblast to 30,000 emails

**FR/Arc Flash in March and September**
- Run your print ad in Workplace and Electrical Solutions
- eNewsletter sponsorship to both the industrial market and utility contractor audiences,
- Exclusive product eblast to 45,000 emails

**Gas Detection in May**
- Run your print ad
- eNewsletter sponsorship
- Exclusive product eblast to 30,000 emails

**Loyalty Frequency Program** *(at rate card rates)*
- Buy 4 ads, Receive a 5th ad **FREE**
- Buy 6 ads, Receive a 7th and 8th ad **FREE**
- Buy 9 ads, Receive the 10th, 11th and 12th ad **FREE**
NEW FOR 2019!

The Compliance Issue
Start the year off by sponsoring a standard that aligns with your company that includes:

✓ Exclusive sponsorship of the standard
✓ Print ad in the article
✓ Logo, URL and phone number at the end of the article
✓ Quote in the article on what this standard means to your company
✓ Ad in The Compliance eBook in the article

Focused eNewsletter Topics
Align your company by being a sponsor of our various eNewsletter topics throughout the year.

January – Hand Protection
February – Eye & Face
March – Arc flash/FR Clothing
April – Hearing Protection
May – IH Monitoring
June – Hand protection
July – Confined Spaces
August – First Aid/AED
September – Respiratory Protection
October – Hand Protection
November – Foot Protection
December – Hearing Protection

Native & Sponsored Content
Sponsor content in print, on our site and in our enewsletter

In Print – Our editor will interview your company and we will run a ½ page of “sponsored content” in the issue of your choice.

Homepage – top right column of the home page and ROS for 30 days labeled as “Sponsored Content”. Links to your exclusive content page.

eNewsletter Content Box Ad - Content highlighted in our enewsletter with links to your exclusive content page clearly identified as “Sponsor Content” with your logo.

Exclusive Website Content Page - supplied content (articles, white papers, videos, etc.), identified as “Sponsored Content,” includes your logo on our website.
• 589 x 90, (2) 300 x 250 ads will appear on the content page
• Supplied video
• Content page can include product images/descriptions, conferences you are attending, link to your buyer’s guide listing.
• You will appear in keyword searches on our website.

WEBINARS

Exclusive Sponsored Webinars
Be looked at as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high quality leads from industry professionals looking to learn more about the webinar topic.

• Your logo on all promotions: HTML eblasts, enewsletters, our website and in print ads promoting your webinar
• Your logo on registration page
• Full contact info of all registrations
• You can use the sales promotion to send to your database
• Webinar available On-Demand for three months

Sponsor A Lead Generating Webinar Today!
Sponsor a 30-60 minute webinar exclusive topic to your company. We find the speakers and we do all the work driving registrations.

Sponsors Receive:
• Your logo on all promotions: HTML eblasts, enewsletters, our website and print ads in the magazine
• Your logo on registration page
• Professionally narrated intro with 20 second commercial at the beginning and end of the webinar
• Full contact info of all registrations
• You can use the sales promotion to send to your database
• Webinar available On-Demand for three months
Targeted Digital Marketing allows your company to reach potential and existing customers through laser-focused digital advertising. We can deliver your ads to users based on their online activities and habits.

Targeted Digital Marketing is an impression-based advertising campaign that deploys digital ads through any combination of:

- Geo-Fencing
- Event Targeting
- Keyword Targeting
- Site Re-Targeting
- Search Re-Targeting
- Contextual Targeting
- Geo-Targeting
- Email Marketing

**What is geo-fencing?** Geo-fencing targets your ideal consumer on their mobile device based on a geographic location. *Partner with us to geo-fence ALL of your trade shows, conferences, TOP PROSPECTS!*

**What is event targeting?** Event targeting compliments the geo-fencing campaign. Re-target prospects that were captured during a specified event for up to 30 days following the event.

**What is keyword targeting?** Keyword targeting targets users viewing content relevant to what you offer based on specific words and terms.

**What is site re-targeting?** Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

**What is search re-targeting?** Search re-targeting allows you to target users who have recently searched keywords and phrases relevant to your brand.

**What is contextual targeting?** Contextual targeting allows you to target your ideal consumer based on habitual tendencies.

**What is geo-targeting?** Geo-targeting uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.

*Check out our digital marketing at* [http://rdgdigitalsolutions.com](http://rdgdigitalsolutions.com)
Product eBlast Showcase (A)
Showcase up to four products or equipment that will get blasted out! With the Product eBlast, you promote your products and equipment in a dedicated eBlast.

You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

Support Your Trade Shows! (B)
Sponsor our On the Floor eNewsletter eBlast. Dominate any day(s) exclusively of a trade show with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to our emails early in the morning.
• 728 x 90 ad with a link
• Up to (3) product images, 50 word description for each and link for each

eNewsletter Sponsorship (2x/month) (C)
Advertising in an eNewsletter is one of the most proven and cost effective ways to get your sales message delivered to your customers and prospects. Your ad is associated by credible, MUST-READ news of your industry – the type of information that readers are hungry to read. Your ad is viewed by thousands of targeted readers.

Ads are available in the following formats (72 dpi): 589 x 90 pixels, 468 x 60 pixels, 300 x 250 pixels, and 160 x 600 pixels.

Case Study & White Paper Sponsorships (D)
Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

Custom Email Blasts
We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Email List Opportunities exist in the following areas: Metal Working, Food Processing, Printing, Construction, Electrical/Utility Contractors, Converters, Packaging, Plastics, Material Handling, HVAC, Plumbing, Mining, Oil & Gas and dozens of other industries.

Workplace Quiz
Test the knowledge of our subscribers, supply the questions/answers, generate leads, offer an incentive, great way to be looked at as a thought leader! We will market these for a month.

Digital Email Blast (E)
Exclusively sponsor our digital edition each month that notifies subscribers our current digital edition is available to read.
**Online Opportunities**

**Banner Ads**
Available in many high traffic locations on our website, each banner provides a direct link to your website.

- **Homepage Mid Banners**
  Banner showing on homepage only. 589 pixel x 90 pixel. (A)

- **Sponsor Ads in Side Bar**
  Two 300 pixel x 250 pixel. Will show up on all on Pages (not posts) except auction page and advertising pages. (B)

- **Auction Page Banners**
  Four 125 pixel x 125 pixel banners on side bar and one 587 pixel x 90 pixel or 468 pixel x 60 pixel on top of page. (C)

- **Header Banner**
  One 728 pixel x 90 pixel on top of the page. (D)

- **Bottom Super Leaderboard**
  One 978 pixel x 90 pixel on bottom of the page. (E)

**Videos**
Let us make use of the investment you made in developing videos.

Here are all the different places we can make use of your videos:
- Appears on our website homepage and on video page for 60 days (F)
- Monthly eNewsletter
- 3x Facebook & Twitter post
- Posted on our YouTube page for a year
- Video eBlast – promote up to four videos with descriptions and links
- Digital Edition – promote your videos in our digital edition eBlast each month

**Auction Calendar**
Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. (G)
**Buyers Guide**

Be part of our buyer’s guide which will be printed in our December issue. Stand out with your logo and mini-ads! Your listing will also be online for a full year with options to upgrade.

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our buyers guide listings are set up on a tiered system. All listings include a direct link to your website.

**Basic Listing** $50  
✔ Company Name, Address, Phone Numbers, Fax Number, Email Address, Website  
✔ Listed in up to (3) Product Categories

**Deluxe Listing** $195  
Basic listing plus:  
✔ Company logo in print and linked from our buyer’s guide online  
✔ Unlimited Product Categories (or suggested ones to add)

**Premium Listing** $395 or $35/month  
Basic and Deluxe listing plus:  
✔ Boldface in print and online  
✔ List of shows you are exhibiting at in 2019  
✔ Social media linked graphics in your listing with links  
✔ Company Description (up to 100 words)

**Featured Listing** $695 or $65/month  
Basic, Deluxe & Premium listing plus:  
✔ Appear at the top of all buyer’s guide categories  
✔ 2 product images online  
✔ 2 spec sheets online  
✔ 2 videos online

**Optional print upgrades:**  
✔ Logo under product categories - $195 (additional categories $125 each)  
✔ 2” mini-ad - $225 per (3 or more $175 per)  
✔ 3” mini-ad - $300 per (3 or more - $225 per)

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**Digital Publication**

**Digital Edition Sponsorship**  
Sponsor a monthly issue of Workplace Material Handling & Safety. You receive a banner ad with a link on the eBlast that goes to 70,000 readers. In addition, a banner linking to your website will be included in our digital publication – all for one very low price.

**Digital Issue Add-Ons**

- **Sponsor Banners**  
  We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

- **Video over Ad**  
  Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically.

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**Special Reports/Books**

Align yourself with relevant content that our editors write. Great way to tell your story as sponsors receive these deliverables:  
- Logo/link on cover  
- Full page ad  
- Advertorial up to 600 words talking about how you align with the topic
**ARTWORK SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page bleed</td>
<td>7-7/8” x 11”</td>
</tr>
<tr>
<td>Full Page non-bleed</td>
<td>7” x 9-13/16”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7” x 4 13/16”</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3 3/8” x 9 13/16”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 3/8” x 4 13/16”</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3 3/8” x 2 13/16”</td>
</tr>
<tr>
<td>Business Card</td>
<td>3 3/8” x 1 13/16”</td>
</tr>
<tr>
<td>Front Cover</td>
<td>Ask your sales associate for specs</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Ask your sales associate for specs</td>
</tr>
</tbody>
</table>

Publication Trim Size: 7-5/8” x 10-3/4”

Keep all live matter 1/4” from all trim edges on bleed pages.

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**Camera-ready Art Specifications**

**Software**
Adobe Creative Cloud (InDesign, Photoshop)

**Supported Formats**
PDF, TIFF, EPS and JPG

PDF’s: When preparing your PDF, distill the PDF at 240 dpi, embed all fonts

**Images**
Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

**Recommended Resolutions of Original Scans**
- Color Images - cmyk: 240-300 dpi
- Black & White Line Art: 900 dpi
- Grayscale Images: 240 dpi

**We Can Not Accept**
Corel Draw, Word Perfect, Powerpoint, Excel, Pagemaker, Microsoft Publisher, True Type Fonts, or Window Fonts.

**Artwork Submission**

**Email:** design@rdgmedia.net

**FTP:** myftp.oxen.tech
**Username:** upload
**Password:** UploadAlpha2@

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**Contact Us**

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