

OHS

CANADA

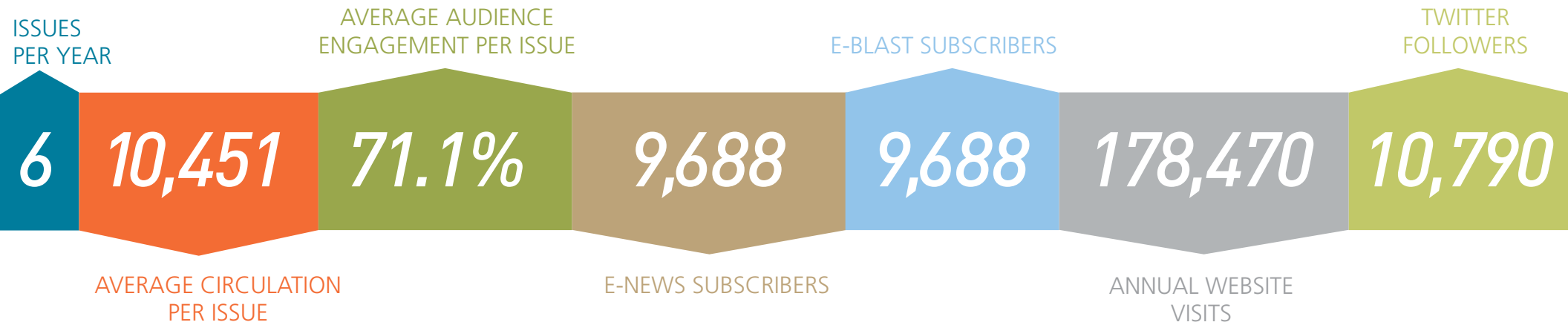
CANADA'S OCCUPATIONAL HEALTH & SAFETY MAGAZINE



www.ohscanada.com

2019 MEDIA KIT

MAGAZINE AUDIENCE



WHY ADVERTISE?

- 83.4% of OHS Canada readers are designated with a safety and/or executive management titles.
- 66.7% are responsible for the decision to purchase PPE and safety-related services
- 61.1% of OHS Canada Magazine readers do not read other OH&S publications
- 89% of our readers indicate they read every issue of OHS Canada Magazine
- 70% of OHS Canada readers visit www.ohscanada.com regularly

OUR READERS

- OHS Canada reaches senior safety executives who are responsible for the practices, procedures and purchases of safety products & services for the companies and organizations they lead.
- Our audience of safety-management professionals look to OHS Canada to provide the latest news, opinions, in-depth features, technology, products and solutions regarding the latest in safe practices and procedures.

QUALITY CONTENT

- 99.1% of OHS Canada readers rated its magazine content as Very Good to Excellent
- 94.8% of visitors to ohscanada.com who rated our website's content as Very Good to Excellent
- OHS Canada's weekly eNewsletter boasts a 52% average open rate

“ I always look forward to receiving the OHS News as it provides current trends and useful data on the health and safety industry! ”

2019 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT
JANUARY/ FEBRUARY	SPACE CLOSING: JAN 18, 2019 MATERIAL DUE: JAN 25, 2019	Focus on Workplace Violence: Overcrowding and staff shortage are some of the longstanding challenges in Canada's correctional facilities. Are these issues also pushing up the incidence of violence behind bars? Safety Gear Focus on Hard Hats: The saying "if the hat fits" certainly applies to those whose jobs require head protection. Finding a hard hat that fits involves the consideration of various factors.
MARCH/APRIL	SPACE CLOSING: MARCH 8, 2019 MATERIAL DUE: MARCH 15, 2019	Focus on Fleet Safety: Autonomous vehicle technology is changing the way we drive and our relationship with automobiles. Can this technology enhance transportation safety? Safety Gear Focus on Respiratory Protection: For those who work in areas where hazardous substances are present, respiratory protective gear is a must to safeguard workers from harmful substances.
MAY/JUNE	SPACE CLOSING: MAY 17, 2019 MATERIAL DUE: MAY 24, 2019	Focus on Gender Dynamics: The #MeToo movement has highlighted the power imbalance that persists in many workplaces. This feature looks at gender dynamics in Canadian workplaces today and why a level playing field is good for employees and employers alike. Safety Gear Focus on Instrumentation: Some work processes can release toxic gases or cause the emission of deadly fumes. Instrumentation devices are critical in detecting and alerting workers to the presence of these gases.
JULY/AUGUST	SPACE CLOSING: JULY 19, 2019 MATERIAL DUE: JULY 26, 2019	Focus on Cybersecurity: In the Internet of things where everything is connected, a breach in cybersecurity resulting in the release of confidential data and the malfunctioning or shutdown of industrial plants can have serious safety repercussions. Safety Gear Focus on Eyewash/Emergency Showers: Ready access to an eyewash station or an emergency shower can save precious minutes and mitigate the injury caused by accidental chemical exposure.
SEPTEMBER/ OCTOBER	SPACE CLOSING: SEPT 6, 2019 MATERIAL DUE: SEPT 13, 2019	Focus on Farm Safety: Alberta extended occupational health and safety protection to farm and ranch workers in 2016. How far has farm safety improved as a result of the legislation? Safety Gear Focus on Fire-Resistant Apparel: Fire-resistant apparel protects industrial workers from intense heat and flames. Choosing the appropriate apparel requires knowledge of the work environment and how to wear protective clothing the right way.
NOVEMBER/ DECEMBER	SPACE CLOSING: NOV 8, 2019 MATERIAL DUE: NOV 15, 2019	Focus on Mental Health: Lifetime employment is a thing of the past. With increasing digitization and the rise of non-traditional employment, how does job insecurity and the changing workplace affect the mental health of employees at large? Safety Gear Focus on Fall Protection: Fall from heights is a real and present danger in many industries. Equipping workers with proper fall protection is important — and so is training on the importance of using them.

Canada's Occupational Health and Safety Magazine

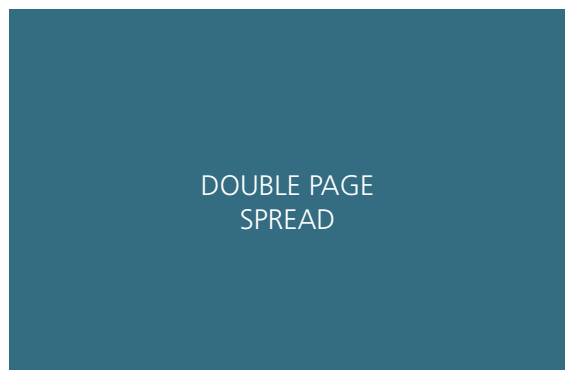
OHS Canada continues to be the leading provider of occupational health and safety news by delivering comprehensive, relevant and timely information to those responsible for decisions about workplace health and safety.

JEAN LIAN

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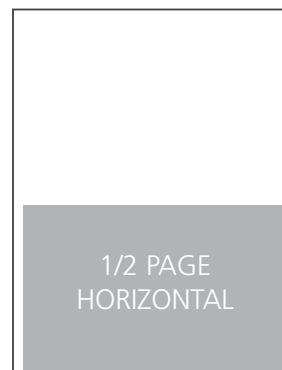
ADVERTISING RATES AND SPECS



DOUBLE PAGE SPREAD



FULL PAGE



1/2 PAGE HORIZONTAL



1/2 PAGE VERT.

1/4 PAGE VERT.



1/3 PAGE SQUARE

1/3 PAGE VERT.

OHS Canada Magazine

Circulation: 10,500

AD SIZE		1X	3X	6X
Full Page	8" x 10.875" (Trim) 8.25" x 11.125" (bleed)	\$5,945	\$5,675	\$5,430
2/3 Page Vertical	5.125" X 10.875" (Trim) 5.25" x 11.125" (bleed)	\$5,315	\$5,080	\$4,865
2/3 Page Horizontal	8" X 7.125" (Trim) 8.25" X 7.375" (bleed)	\$5,315	\$5,080	\$4,865
1/2 Page Island	4.625" x 7.5"	\$4,750	\$4,415	\$4,325
1/2 Page Horizontal	7" x 5"	\$4,220	\$4,010	\$3,925
1/2 Page Vertical	3.375" x 10"	\$4,220	\$4,010	\$3,925
1/3 Page Square	4.625" x 5"	\$3,350	\$3,125	\$3,010
1/3 Page Vertical	2.125" x 10"	\$3,350	\$3,125	\$3,010
1/3 Page Horizontal	7" x 3.25"	\$3,350	\$3,125	\$3,010
1/4 Page Vertical	3.375" x 5"	\$2,890	\$2,810	\$2,725
1/4 Page Horizontal	7" x 2.25"	\$2,890	\$2,810	\$2,725
DPS	16" x 10.875" (Trim) 16.25" x 11.125" (bleed)	\$9,070	\$8,700	\$8,300

PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either emailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides.

FTP SITE

www.annexnorth.loadingdock.ca
Follow instructions on website. An email will automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information please contact:
Trish Ramsay | Production Manager
Telephone: 416.510.6760
Email: tramsay@annexweb.com
BMW, Standard or PMS (Pantone or Metallic) rates
Please contact OHS Canada

Cover Positions
25% on Total Space

OHS Canada Polybag Inserts*
\$4,500 per piece

Let us help you build your customized OHS Canada LEADS GUARANTEE package – ask your representative for details

* some size/weight conditions apply – call for details



" GREAT MAGAZINE, VERY INFORMATIVE, I READ EVERY ISSUE. KEEP UP THE GREAT WORK "

DIGITAL ADVERTISING - OHS CANADA'S eNEWS

BI-WEEKLY EUPDATES

- OHS Canada's exclusive bi-weekly eNewsletter keeps Canada's occupational health & safety professionals up to date on the latest industry developments, trends and best practices
- Our 100% CASL compliant list ensures your marketing message is seen by a collection of decision makers, responsible for oh&s decisions in the workplace.

1 MONTH 3 MONTHS 6 MONTHS 1 YEAR

\$1,375 \$4,135 \$8,075 \$13,230

FORMATS AD SPECS

Leaderboard	728x90
Big Box	300x250
Sponsored Spotlight	See Spec Sheet

KEY STATS:

9,688

RECIPIENTS:

OPEN RATES:

46.2%

** Monthly averages (January to June 2019)

DID YOU KNOW?

All OHS Canada eNews ads (all formats) are not only an excellent source of reach and frequency for your campaign, but also provide lead-from-click data for all programs – an excellent source of lead generation.

IT'S A FACT

Annex Business Media and its properties are the first (and the only) media company to undergo a third party Canadian Anti-Spam Legislation (CASL) audit for certification

BENEFITS

- Most comprehensive coverage of both the manufacturing/ industrial and Oil&Gas markets
- Prominent visibility among a trusted news source, since 1985
- Visually adapts across any device – all programs include mobile formats Targeted to opt-in industry professionals



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pboxer@ohscanada.com



LEAD GENERATION EBLASTS

EMAIL - MARKETING THAT WORKS

- With our 100% CASL-compliant subscriber list, lead generation eMail campaigns have never been easier.
- Use our eBlast platforms to share some of your great content with oh&s professionals across Canada, promote upcoming events, new products and services and/or expand overall brand awareness.
- This is a one-of-a-kind opportunity to reach purchase influencers through a custom eBlast. Send your exclusive message to our targeted list of opt-in subscribers.

Rates: \$450/M (4M minimum)

MARKETS: MANUFACTURING,
INDUSTRIAL, OIL&GAS

KEY STATS:

9,688

RECIPIENTS:

29.2%

** OHS Canada eBlast Averages (January to June 2019)

DID YOU KNOW?

eMail is the 3rd most influential source of information for b2b audiences, behind only colleague recommendations and industry-specific thought leaders.

IT'S A FACT

Annex Business Media and its properties are the first (and the only) media company to undergo a third party Canadian Anti-Spam Legislation (CASL) audit for certification

BENEFITS

- Extensive coverage of Canada's safety professional community
- 100% proprietary
- Segmented leads, based on click-through, allowing marketers to assess multi-message creative
- Targeted to 100% opt-in/CASL compliant industry professionals
- Regional programs -Tailor your eBlast program by title and/or geography



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OHSCANADA.COM

Canada's premier oh&s website since 1998, featuring daily news, exclusive online features, press releases, opinions, trends, tweets, posts and much more.

WEBSITE	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
www.ohscanada.com	\$1,750	\$3,660	\$7,900	\$10,050

FORMATS AD SPECS

Leaderboard	728x90
Big Box	300x250

KEY STATS:



** www.ohscanada.com Averages (January to June 2019)

DID YOU KNOW?

70% of OHS Canada Magazine readers visit www.ohscanada.com. Adding www.ohscanada.com to your OHS Canada Magazine program will extend efficient/effective reach and frequency to your campaign.

IT'S A FACT

OHS Canada Magazine is the only fully-audited Canadian publication to reach the occupational health and safety industry.

BENEFITS

- Most comprehensive coverage of both the manufacturing/ industrial and Oil&Gas markets
- Prominent visibility among a trusted news source, since 1985
- Visually adapts across any device – all programs include mobile formats
- Targeted to opt-in industry professionals



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OHS CANADA'S SAFETY SHOP

PRODUCT/SERVICE MARKETING THAT WORKS

- The rubber hits the lead-generation road with Canada's premier product guide.
- List your product, along with a brief description, image and website link. Let OHS Canada do the rest .
- Distributed monthly to over 9,600 oh&s professionals in the manufacturing, industrial and oil&gas markets. All leads from click-throughs are provided within 48 hours for quick and timely follow-up.

	1 ISSUE	3 ISSUE	6 ISSUE
One Product	\$1,205	\$3,305	\$5,790
Two Products	\$2,195	\$5,920	\$11,340

FORMATS

Product/Service Review

SPECS

Image + 75 words of copy + url link

KEY STATS:

OPEN RATES:

9,688

28.2%

RECIPIENTS:

** Safety Shop Averages (January to June 2019)

DID YOU KNOW?

OHS Canada's Safety Shop is the lowest cost-per-lead & CPM available to the safety marketer looking to key in on specific product promotion(s).

IT'S A FACT

Annex Business Media and its properties are the first (and the only) media company to undergo a third party Canadian Anti-Spam Legislation (CASL) audit for certification

BENEFITS

- Most cost-effective media to generate leads for specific product/service/company promotion
- Distributed monthly – great for timely promotions
- Audience comprised of industry, manufacturing and oil&gas markets.
- Targeted to opt-in/CASL compliant industry professionals



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OHS CANADA'S OVERTIME

PRODUCT/SERVICE MARKETING THAT WORKS

- OHS Canada readers have an increasing thirst for electronic news and information. So do advertisers.
- OHS Canada continues to deliver with Overtime, OHS Canada's answer for more content featuring what's new in the PPE/PPA marketplace, and more importantly – what to buy and where.
- Overtime is the perfect medium for marketers who want to reach readers who use and buy your products.

1 ISSUE	3 ISSUES	6 ISSUES	9 ISSUES
\$1,650	\$4,215	\$8,475	\$13,890

FORMATS	AD SPECS
Leaderboard	728x90
Big Box	300x250
Sponsored Spotlight	See Spec Sheet
Smartphone	

KEY STATS:

OPEN RATES:

9,688 29.6%

RECIPIENTS:

** Overtime Averages (January to June 2019)

DID YOU KNOW?

OHS Canada's Overtime is an added editorial feature for OHS Canada readers that has the longest time spent of all OHS Canada digital media, virtually guaranteeing more time spent with your ad(s).

IT'S A FACT

Annex Business Media and its properties are the first (and the only) media company to undergo a third party Canadian Anti-Spam Legislation (CASL) audit for certification

BENEFITS

- Co-Brand with OHS Canada – Canada's most trusted oh&s information source since 1985
- All ads provide leads from click-throughs
- Distributed monthly – great for timely promotions
- Audience comprised of industry, manufacturing and oil&gas markets.
- Targeted to opt-in/CASL compliant industry professionals



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