

# FacilitySafety

**MANAGEMENT**

Your Source for Workplace Safety & Risk Free Maintenance



**MEDIA GUIDE 2018**



Since 2003, we have reached more than 41,500 active safety professionals and plant managers every month. Facility Safety Management is the DEFINITIVE SOURCE for reliable, up-to-date information designed to help guarantee proper training, safe maintenance practices and compliance with occupational safety and health laws. Our commitment to the safety industry is why FSM reaches decision makers with buying responsibility for personal protection equipment, safety training, industrial hygiene, fire safety, environmental compliance, and more. It is through this “commitment to excellence” that we have created the perfect platform for advertisers to market their products and services. Along with our print circulation our digital circulation reaches up to 11,500 opt in subscribers.

## EDITORIAL CONTENT

Readers of *Facility Safety Management* will find timely and important news about the businesses, government regulators and other professionals making news in the safety industry. They'll also find detailed information about matters of concern, such as Fall Protection, Ergonomics, Training, Lockout/Tagout, PPE, Fire Safety and Confined Space Entry. We regularly feature stories about new developments in equipment and standards to help readers keep their facilities and occupants in good, SAFE working order.

### SHOWCASE

Presents timely and topical reports about industry trends and technology for industrial safety and hygiene professionals.

### ENGINEERED SAFETY

Educates safety managers with information and techniques for complying with safety regulations and recordkeeping requirements.

### PERSONAL PROTECTION

Details proper use of up-to-date personal protective equipment with maintenance guidelines to reduce exposure to serious workplace injuries and illnesses.

### SAFE MAINTENANCE

Focuses on standards, regulations and best practices that ensure safe maintenance in industrial settings.

### SPOTLIGHT

Highlights the most concise and current information about tools, technologies and industry trends each month.

## CIRCULATION PROFILE

### Safety Professionals who receive FSM are:

- Plant Managers
- Manufacturing Engineers
- Process Engineers
- Facility Engineers/Managers
- Risk Managers
- Environmental Engineers
- Purchasing Managers
- Maintenance Managers
- Electrical Engineers
- Mechanical Engineers
- Safety Engineers
- Industrial Hygienists

Our readers are comprised of the following industries:

**27,351**  
MANUFACTURING  
**2,295**  
CONSTRUCTION  
**683**  
OTHER

**30,329**  
**TOTAL**



91%

### OF FSM READERS TAKE ACTION:

- Recommending products;
- Buying products/services;
- Visiting advertisers' websites.

89%

OF FSM READERS  
PLAY A ROLE IN  
PRODUCT/SERVICE  
PURCHASING  
DECISIONS.



# FacilitySafety

## MANAGEMENT

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### 2018 EDITORIAL CALENDAR

Issue	Showcase	Engineered Safety	Personal Protection	Safe Maintenance	Spotlight
January 12/11/17	Noise/Hearing Conservation ----- Legionella/ Water Treatment	Floor Safety/ Slips & Falls ----- Emergency Response	Gloves/Hand Protection ----- Fall Protection	IAQ ----- Health & Wellness	Respiratory ----- Welding Safety
February 1/12/18	Confined Space ----- Combustible Dust	Drug/Alcohol Testing ----- Lighting	Foot Protection ----- FR Clothing	Gas Detection ----- Training	Lockout/Tagout ----- Ergonomics
March 2/12/18	Skin Protection ----- Electrical Safety	Fire Safety ----- Signs & Labels	Face/Eye/Head Protection ----- Hi-Viz Clothing	Software ----- Spill Containment	AED & CPR ----- Machine Guarding
April 3/13/18	Heat Stress ----- Hazmat	Disaster Preparedness ----- Transportation Safety	Protective Clothing ----- Emergency Eyewash/Showers	Thermal Imaging ----- Material Handling	Storage Containers ----- Bird/Pest Control
May 4/11/18 <b>ASSE Bonus Dist.</b>	ASSE Preview ----- Behavioral Safety	Legionella/ Water Treatment ----- Fall Protection	Floor Safety/ Slips & Falls ----- Gloves/Hand Protection	Respiratory ----- Confined Space	Noise/Hearing Conservation ----- Lighting
June 5/10/18 <b>ASSE Bonus Dist.</b>	Training ----- Machine Guarding	Gas Detection ----- Lockout/Tagout	Face/Head/Eye Protection ----- Foot Protection	Infection Control ----- Incentives/ Safety Programs	First Aid ----- Combustible Dust
July 6/11/18 <b>Top Products 175<sup>th</sup> Issue</b>	Signs & Labels ----- Drug/Alcohol Testing	Spill Containment ----- Skin Protection	Heat Stress ----- FR Clothing	Hazmat ----- Material Handling	IAQ ----- Fire Safety
August 7/11/18	Emergency Response ----- Thermal Imaging	Confined Space ----- Electrical Safety	Emergency Eyewash/Showers ----- Transportation Safety	Tool Safety ----- Ergonomics	Floor Safety/ Slips & Falls ----- AED & CPR
September 8/09/18 <b>NSC Bonus Dist. ASIS Bonus Dist.</b>	Facility Security ----- Welding Safety	Bird/Pest Control ----- Respiratory	Hi-Viz Clothing ----- Gloves/Hand Protection	Disaster Preparedness ----- Noise/Hearing Conservation	Storage Containers ----- Health & Wellness
October 9/10/18 <b>NSC Bonus Dist.</b>	Winter Products ----- Behavioral Safety	Software ----- Fire Safety	Protective Clothing ----- Foot Protection	Combustible Dust ----- Legionella/ Water Treatment	Incentives/ Safety Programs ----- Machine Guarding
November 10/09/18	Training ----- First Aid	Drug/Alcohol Testing ----- Gas Detection	Eye/Face/Head Protection ----- Electrical Safety	Material Handling ----- Lockout/Tagout	Fall Protection ----- Ergonomics
December 11/08/18	<b>Buyer's Guide</b>				

## PRINT ADVERTISING RATES

AD SIZE	1x	3x	6x	9x	12x
Back Cover	\$6,175	\$5,475	\$5,095	\$4,715	\$4,455
Inside Front	\$5,495	\$4,405	\$4,425	\$4,210	\$3,995
Inside Back	\$4,985	\$4,465	\$4,125	\$3,995	\$3,735
Full Page	\$4,595	\$3,905	\$3,325	\$3,050	\$2,810
1/2 Island	\$3,165	\$2,685	\$2,375	\$2,105	\$1,995
1/2 Page	\$2,875	\$2,365	\$2,025	\$1,945	\$1,715
1/3 Page	\$2,235	\$1,895	\$1,595	\$1,405	\$1,275
1/4 Page	\$1,835	\$1,675	\$1,395	\$1,185	\$1,050
1/6 Page	\$1,345	\$1,150	\$995	\$835	\$705
1/8 Page	\$950	\$805	\$705	\$615	\$535
1/12 Page	\$770	\$625	\$475	\$385	\$295

(All Rates Are Net)

## ONLINE ADVERTISING RATES

Website	1x	3x	6x	9x	12x
Button	\$695	\$1,530	\$2,450	\$2,995	\$3,555
Banner	\$1,250	\$2,205	\$3,350	\$3,995	\$4,495
Page Peel	\$1,850	\$3,905	\$6,745	\$8,365	\$9,995
E-Newsletter	1x	3x	6x	9x	12x
Button	\$895	\$1,995	\$2,765	\$3,250	\$3,995
Banner	\$1,395	\$2,995	\$4,015	\$4,485	\$4,995
Sponsorship	\$1,500	\$3,500	\$4,995	\$6,575	\$9,995
Product Showcase	\$2,995	\$5,495	\$7,595	\$9,995	
*E-Mail Blasts	\$1,995	\$4,995	\$6,995	\$8,995	\$11,995

(All Rates Are Net) \*Sent to 10,000, additional counts available upon request.

## DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$7,450	\$9,950	\$13,500	\$17,465
Sponsorship w/o Video	\$2,850	\$4,995	\$8,125	\$10,065	\$13,950
Skyscraper	\$1,495	\$3,995	\$5,350	\$7,515	\$9,175

(All Rates Are Net)

## PRINT SPECIFICATIONS

All Mechanical Specifications are Measured Width by Height

<b>TRIM SIZE</b> 8" x 10.5"	<b>1/3 PAGE VERTICAL</b> 2.25" x 9.625"
<b>FULL PAGE LIVE AREA</b> 7.5" x 10"	<b>1/3 PAGE SQUARE</b> 4.625" x 4.75"
<b>FULL PAGE BLEED</b> 8.25" x 10.75"	<b>1/4 PAGE VERTICAL</b> 3.5" x 4.75"
<b>2/3 PAGE VERTICAL</b> 4.625" x 9.625"	<b>1/6 PAGE VERTICAL</b> 2.25" x 4.75"
<b>1/2 PAGE VERTICAL</b> 3.5" x 9.625"	<b>1/6 PAGE HORIZONTAL</b> 3.5" x 3"
<b>1/2 PAGE ISLAND</b> 4.625" x 7.25"	<b>1/8 PAGE HORIZONTAL</b> 3.5" x 2.25"
<b>1/2 PAGE HORIZONTAL</b> 7" x 4.75"	<b>1/12 PAGE HORIZONTAL</b> 2.25" x 2.25"

### Press Optimized PDFs are Required

If the ad is intended to bleed, registration marks must be applied with an offset of 1/6 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all colors to CMYK and all fonts must be embedded or outlined. Files must be at least 300 DPI. COLOR PROOF MUST BE PROVIDED in order to guarantee color reproduction.

## ONLINE SPECIFICATIONS

Images must be .jpg or .gif format

Please know buttons and/or banners are one frame

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels

Page Peel Dimensions: 500 x 500 Pixels

## SPECIFICATIONS ON POLICIES AND RATES

### Short-Rates:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

### Liability:

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### Send Artwork to:

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For digital ad submission send to  
or contact ruth@fsmmag.com



Facility Safety  
Management  
an OTI Publication