



# Media pack 2021

## Safety Management



*Safety Management* is published by the British Safety Council.

Published 11 times a year, its 48 pages contain news and features on the latest developments around managing risks to people's health and safety at work. 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. We also publish *Safety Management India*, a magazine for the British Safety Council members in India, covering the important occupational safety and health issues 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, campaigning and engagement activities and innovations in health and safety products and services. We have readers in more than 67 countries. The magazine also reports on news and initiatives from Mates in Mind, the British Safety Council's sister charity which is dedicated to promoting positive mental wellbeing among workers in various industries, including construction and logistics.

**Challenging:** The features and articles are researched and written by our own team or by 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.**

### British Safety Council

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[www.youtube.com/user/britishsafetycouncil](https://www.youtube.com/user/britishsafetycouncil)

### You can contribute

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### See and buy our publications at:

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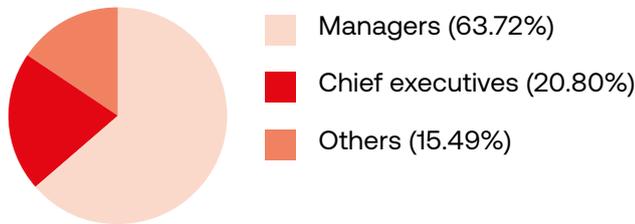
E [nigel@membertrade.co.uk](mailto:nigel@membertrade.co.uk)

### Editorial advisory panel:

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

# Safety Management Audience

## Job role



## Reach

**25,000**  
readers

## Social media

Twitter followers **30,000+**

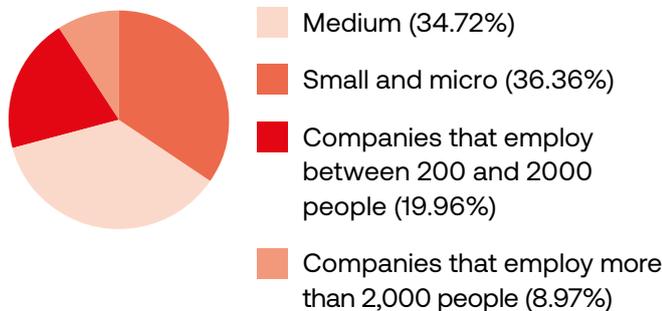
LinkedIn members **10,000+**

Facebook followers **18,000+**

YouTube subscribers **1,300+**

Instagram followers **280+**

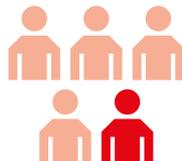
## Size of company



**72.9%**  
of readers think the magazine is excellent or very good



**5,000**  
print copies



Up to **88%**  
decision makers



Over **80%**  
chief executives and managers

## Digital publications E-newsletter website & solus email

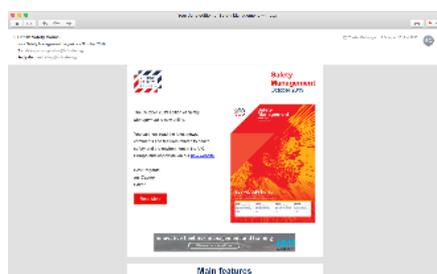
The monthly *Safety Management* e-newsletter reports on important health, safety and environmental news and developments and includes some of the features from the magazine. Readers can register for free to receive it. A very popular advertising space, the newsletter goes out the first week of the month to more than **50,000** recipients.

The recently revamped magazine 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 5,800 views per month.

Solus emails: this email alert is sent directly from the advertiser to 46,000 recipients. The reader responses are sent directly to the advertiser (GDPR compliant).

**Safety Management**  
free e-newsletter

**50,000**  
recipients



Safety Management e-newsletter



Safety Management website

# Safety Management

## Editorial calendar 2021

### January

#### Health & Wellness

Stress & mental health  
Wellbeing/wellness programmes  
Drugs & alcohol  
Rehabilitation & absence management

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### April

#### Hazardous Substances

#### PPE & Respiratory Protection

Masks and breathing apparatus  
Eye and skin protection  
Chemicals  
Asbestos/legionella management

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### June

#### Energy and Utilities Industry

#### Environmental Management

Sustainability  
Climate change  
Air pollution  
Recycling & Waste management  
Pollution prevention  
Business and social benefits of H&S

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### August

#### Oil and Gas Industry

#### Office Safety

Display screen equipment  
Homeworking  
Musculoskeletal disorders  
First aid

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### October

#### Communications, Information and Training

#### H&S Law Reform

Vulnerable workers  
Lone workers  
Communicating the safety message  
Training  
Worker involvement & leadership

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### February

#### Manufacturing Industry

#### Noise & Vibration Protection

Noise at work  
Hearing protection  
Vibration  
Manufacturing safety

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### March

#### Construction Industry

#### Working at Height

Work at height  
Access equipment  
Ladders  
Personal fall protection equipment  
Construction safety

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### May

#### Manual & Mechanical Handling

#### Ergonomics & Human Factors

Safe lifting techniques  
Pushing and pulling  
Mechanical handling equipment

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### July

#### Fire & Electrical Safety

Fire safety  
Electrical safety  
Gas monitoring

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### September

#### Services Industry

#### Slips, Trips & Falls

Footwear  
Safe flooring  
Anti-slip technology & services  
Service sector

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### Dec 2021/Jan 2022

#### Health & Wellness

#### Employment Relations

Stress & mental health  
Wellbeing & wellness programmes  
Drugs & alcohol  
Rehabilitation & absence management

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# Safety guide (A5 size) Editorial calendar 2021

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 2020/Jan 2021

Working with Hazardous Substances

## March

Construction Safety

## May

Manual Handling

## July

Fire Safety

## September

Worker Involvement in Health and Safety

## November

Respiratory Protective Equipment



## February

Noise at Work

## April

Personal Protective Equipment

## June

Waste Minimisation

## August

Electricity at Work

## October

Workplace Transport

## Dec 2021/Jan 2022

Managing Stress at Work

## Testimonials

“Very good overall layout, easy to read and pick up and put down around a lunch break etc.”

**Michael Vernall**

*EHS Specialist*

*Plastic manufacturing*

*Wales, UK*

“Good source of up to date information and well laid out.”

**Colin Child**

*QHSE Manager*

*Robert Heath Heating*

*United Kingdom*

“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*

# 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:  
[jas@membertrade.co.uk](mailto:jas@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  
telephone 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.