



# INDUSTRY LEADING EDITORIAL CONTENT

**H**SM provides in-depth and independent coverage of all the latest news, prosecutions and key issues facing the UK health and safety sector. It offers a lively mix of opinions and educational content from respected practitioners and key industry figures. HSM works closely with leading sector stakeholders including the BSIF, HSE, British Safety Council, BOHS, RoSPA and IIRSM to ensure readers have all the information they need on current issues in health and safety, as well as guidance on how to comply with changes in legislation.

### BSIF NEWS & VIEWPOINT

HSM is the official journal of the BSIF. The Federation uses HSM to deliver

news of its latest campaigns and work with industry bodies, including joint campaigns with the HSE and opinions and comment from safety industry experts.

### UNRIVALLED CONTENT

HSM provides the perfect blend of educational articles and case studies, which help readers to take lessons learned back into their workplace, as well as details on all the latest news and legislation that is vital to aid them with compliance. With ever-changing regulations and standards having a direct impact on our readers, HSM provides up-to-date comment, advice and data that will inform the health and safety professional.



## WE ARE NUMBER ONE FOR PRODUCT NEWS

**A**ppreciative of the busy work loads of those who work in health and safety, HSM provides the number one resource for products and services.

Divided into easy-to-reference sections, in a digestible format, HSM's accessible and direct style makes it the number one choice for those involved in sourcing health and safety products, services and solutions.

### PPE

Focusing on equipment that directly protects the worker e.g. helmets, ear defenders and plugs, eyewear, footwear, gloves, skin protection and clothing etc.

### BREATHING SAFELY

Covering the whole range of respiratory protective equipment. From face masks and respirators to dust and fume extraction equipment, gas detection and monitoring.

### TRAINING & DEVELOPMENT

Covering training courses including reviews and dates of upcoming courses. It includes examinations of the wider issues to affect training, with contributions from bodies including: RoSPA, BSC, HSE etc. The section also looks at the career development of the safety professional including regular career advice.

### PLANT & MACHINERY

Covering the basics of machinery safety such as physical guarding while also covering more technical products – light curtains / grids, laser scanners etc. The latest legislative/technological developments in automated machine safety are also covered as are welding, machine tools, hand arm vibration and electrical safety.

### HANDLING & STORING

Looking at small products to reduce and assist in manual handling, through to heavier equipment such as forklift trucks and cranes. As well as covering technical issues and products we also look at the vital area of driver / operator training.

### SLIPS, TRIPS & FALLS

The biggest problem across construction and industry. HSM regularly features fall arrest (harnesses, lanyards, fall arrest blocks etc.) and prevention products; anti slip flooring, cable management and also aerial access equipment.

### MANAGING HEALTH & SAFETY

This section deals with the bigger health and safety picture. Topics covered include: Noise monitoring, decontamination showers and eyebaths, lone worker protection, first aid, safety software & documentation, managing chemicals, fleet management and a regular in-depth look at health and wellbeing.

### PREMISES

Covering other health and safety issues that might occur in all kinds of facilities from cleaning and washroom hygiene, to working environment, including heating, ventilating, and lighting. Safety signage and security information can also be found here.

### HEALTH & WELLBEING

This section covers topics including: ergonomics, stress management, sickness absence management, MSDs, employee assistance, mental health promotion, workplace health & fitness initiatives, flexible working, disease & condition management.

To submit product and service editorial for any of the regular sections or features, please email up to 200 words with a colour picture and contact details to the editor, Mark Sennett, [msennett@western-be.co.uk](mailto:msennett@western-be.co.uk)

# EDITORIAL FEATURES

## FEBRUARY 2019

- Noise
- Airborne hazards
- Slips & trips
- Gas Detection
- Above the neck

## JUNE 2019

- **Supplement: Warehouse safety**
- Apps and Software
- Noise
- Safety & Health Expo Show preview
- Outdoor workwear / Sun protection
- Safety Accessories
- Above the neck
- Lone Worker
- HAVS

## NOVEMBER 2019 - A+A PREVIEW

- Wellbeing / Mental health
- Hand protection
- Premises
- Noise and hearing
- Airborne hazards

## APRIL 2019

- Brexit
- Footwear
- The Health & Safety Event / Safety & Health Excellence Awards preview
- Head protection
- Training
- Transport and logistics
- Fire Safety



## SEPTEMBER 2019

- **PPE Insight Guide**
- Work at height
- Health & Safety North preview
- Hazardous work conditions
- Training
- Ergonomics
- Gas detection
- Contamination



## DECEMBER / JANUARY 2020

- Forklift safety
- Footwear
- Fleet safety
- Workwear
- Hazardous work conditions
- **BSIF Annual Guide 2019**

Contributions & feature ideas are always welcomed. Contact [msennett@western-be.co.uk](mailto:msennett@western-be.co.uk) to discuss our features and any ideas you may have. Editorial contributions should be submitted no later than 5 weeks prior to publication.

## WAREHOUSE SAFETY SUPPLEMENT

New for 2019, the HSM team will publish a guide to health and safety in warehouses. Timed perfectly to be distributed at The Health & Safety Event taking place at the NEC in April, the guide will benefit from additional distribution within the show. The guide will focus on a wide range of topics to help further educate readers on how to ensure people are kept safe when onsite at warehouses. These topics will include, working at height, slips/trips/falls, fire/gas safety, PPE, transport and logistics, lone working, noise protection, premises management and more.

As the independent voice of the health and safety industry HSM has excellent relationships with all of the key associations and groups within height safety. These associations will contribute to the editorial content giving advice, views and insight into this market as well as a look at the new legislations and how they will affect the end user.



### ADVERTISING OPTIONS

Special position .....£1950

Full page .....£1500

Half page .....£750

# CIRCULATION

HSM's circulation is 100% controlled and requested. We continue to invest in our circulation to meet and exceed the expectations of our advertisers. This investment ensures that your promotional activities with HSM are targeting the correct readers. The April and September issues will receive a bonus distribution at The Health & Safety Event, and Health & Safety North via the visitor bag which is given to every attendee.

## JOB TITLES

<b>Directors</b>	
Managing / Chief Executive.....	1769
Manufacturing / Operations.....	302
Works / Plant / Engineering.....	201
<b>Total Directors.....</b>	<b>2183</b>

<b>Engineers / Officers</b>	
Health & Safety.....	3741
Chief / Works / Plant / Maintenance.....	223
Production / Process.....	295
Others / Consultants.....	738
<b>Total Engineers / Officers.....</b>	<b>4997</b>

<b>Managers</b>	
Health & Safety / Environmental.....	6264
Plant / Maintenance / Engineering.....	373
General / Works / Factory.....	434
Manufacturing / Operations.....	1293
Production / Process.....	183
Facilities / Site Services.....	273
<b>Total Managers.....</b>	<b>10,820</b>
<b>CIRCULATION TOTAL</b>	<b>18,000</b>

## COMPANY SIZE

1 - 49.....	7246	40.3%
50 - 99.....	2472	13.7%
100 - 199.....	2668	14.8%

## INDUSTRY TYPE

Banking / Transport / Communication.....	1059
Bricks / Pottery / Glass / Cement.....	311
Chemicals / Petrochemical / Pharmaceutical / Household Products.....	888
Construction.....	2205
Defence / Government Services.....	1332
Education.....	1041
Electrical & Electronic Engineering.....	997
Energy & Water Supplies.....	472
Food / Drink / Tobacco.....	1611
Footwear & Clothing.....	486
Instrument Engineering.....	297
Metal Manufacture / Forges & Foundries.....	1132
Mechanical Engineering.....	1238
Mining & Quarrying.....	139
Motor Vehicles & Parts.....	961
Other Manufacturing.....	385
Other Vehicles / Aerospace / Shipbuilding / Marine Engineering.....	462
Paper, Paper Products & Print.....	901
Plastics / Rubber Processing & Goods.....	1079
Textiles & Leather.....	587
Timber / Wood Products.....	417
<b>CIRCULATION TOTAL</b>	<b>18,000</b>

200 - 499.....	1651	9.2%
500 - 999.....	1061	5.9%
1000+.....	2902	16.1%
<b>CIRCULATION TOTAL</b>	<b>18,000</b>	

# HOST YOUR OWN WEBINAR

HSM is now offering a webinar platform, which is the perfect way to engage with a wide spectrum of industry professionals. The delivery of webinars is flexible and designed to suit you with topics covering current trends and issues, alternatively the webinar can be tailored for subjects that are relevant to your business's needs.

WBE has the content, expertise and industry partnerships which allow us to create exciting panels or alternatively it could be offered to you with complete exclusivity. Your webinar can be done in conjunction with any of our industry leading brands including:

Our webinars focus on creating engaging content that encourages the audience to join in the debate and ask questions, it's a successful way of delivering information in a dynamic way to a targeted audience.

Previous webinars have attracted in excess of 1,200 registrations with hundreds more subscribing to watch on demand after the webinar has aired live.

## WHAT'S INCLUDED

**COST £5,000**

- All data from the webinar registrants and attendees
- Four third party emails to promote the webinar sent to our database over 50,000 contacts
- House advert placed in your chosen WBE publication prior to the webinar
- Banners placed on publication website for 31 days prior to the webinar
- Host exclusively or as part of a panel, organised by WBE
- Webinar housed on publication website for future views for 12 months
- 1500 word write up in publication and on website after the webinar, which will promote on demand service

## www.hsmsearch.com

Is filled with carefully selected editorial content. In addition to all the newest products and application stories, the site will feature exclusive online content and will be regularly updated with the very latest news, views and innovations in the safety industry.

Visitors to the site can use the search facility to find exactly what they are looking for or browse a selection of the best and most up-to date articles

that are highlighted on the home page.

We are confident in our claim that advertisers using the site could not choose a better website to reach the buyers and specifiers within this industry. Our continuing commitment to source the most relevant visitors will ensure exposure to an unrivalled audience, currently in excess of 8,000 unique visitors a month.



### ENHANCED COMPANY PROFILE

£599 PA

- Company Showcase
- Company logo
- Link to your site
- Full company description
- Full enquiry service
- Priority listing
- Social networking links
- Full statistical reporting of clicks/views of products, videos & articles
- 10 product pages with photos
- 15 PDF downloads, catalogues or sales brochures
- 1 month on the home page under 'Featured Suppliers'



### STANDARD VIDEO SUPPLIED BY CLIENT

£350 each PA

- Standard video supplied by client



### BANNER ADVERTISING

Site sponsor banner	(970 x 90 pixels)	£5,000 PA
Home page top banner	(728 x 90 pixels)	£3000 PA or £900 per month Maximum 6 companies on rotation
Home page button	(125 x 125 pixels)	£2100 PA or £500 per month Maximum 8 companies
Section banners (Exclusive)	(728 x 90 pixels)	£1600 PA Maximum 4 companies on rotation
Section buttons	(125 x 125 pixels)	£800 PA Maximum 6 companies

### EMAIL NEWSLETTERS

#### MONTHLY NEWSLETTER

Our schedule of HSM e-newsletters gives you a great opportunity to deliver your message direct to the inbox of key decision makers within the industry and is aimed at generating instant sales leads. It is sent to 50,000 recipients and is 100% requested and with a tight control on the number of news stories, it offers you maximum impact!

#### EDITORIAL PACKAGE

£395

- Up to 250 words plus an image
- Links to your enhanced company profile on our website
- Direct URL link to your website
- Email enquiry service
- Open rates and click through stats

#### SPONSORSHIP PACKAGE

£950

- Everything above plus sponsorship header banner

#### HEADER BANNER

£600

(970 wide x 90 pixels deep)

#### SKYSCRAPER

£525

(160 wide x 600 pixels deep)

#### BUTTON BANNER

£350

(145 wide x 55 pixels deep)



## DATA RENTAL OPPORTUNITIES

### RENT ONLY THE HIGHEST QUALITY DATA

Each of our journal circulations is audited by the ABC (Audit Bureau of Circulations) and our experienced data management team uses both in house and other specialist teams to clean and verify reader data on a daily basis. Each title currently offers a 100% requested circulation guaranteeing that any data you rent from us will be of the highest quality. Renting data for your direct mail campaigns is quick and easy. All counts are free of charge and data will normally reach you ready for mailing within 24 hours of agreeing your rental or leasing contract.

### ECASTING ..... HOW DOES IT WORK?

- Select the audience by industry, job function, or geographically
- You create the e-mail content in both html and text-only formats
- When you are satisfied with the content, layout and design, the campaign is launched at a time specified by you
- We provide detailed campaign analysis and feedback in addition to standard metrics such as open and 'click-thru' rates



### HOW MUCH DOES IT COST...?

Direct mail list rental	£175 / 1000 contacts	(minimum order £350)
e-casting	£350 / 1000 contacts	(minimum order £1000)
Dual rate (Direct mail and e-cast)	£495 / 1000 contacts	(minimum order £1000)
Telephone data	£400 / 1000 contacts	(only offered in conjunction with direct mail list rental)

Multi-use discounts are available

### 'BEST OF' – ACCESS THE MOST UP TO DATE AND RESPONSIVE SECTION OF OUR AUDIENCE!

These are 5,000 of our most up-to-date and most interactive readers. We constantly invest a significant amount of our resources throughout the year on our circulation. These represent the most recently registered and engaged readers. (These can be increased to 7,500 or 10,000 as follows)

	1 SEND	2 SENDS	3 SENDS
Best 5,000	£1750	£1600 each	£1450 each
Best 7,500	£2250	£2000 each	£1750 each
Best 10,000	£3000	£2500 each	£2000 each

## EXHIBITIONS & EVENTS

HSM Magazine is published by the same team that brings you the popular series of Health and Safety events at the NEC, Scotland and Manchester. Being launched 10 years ago from HSM the combination of the events and the magazine provide the perfect promotional platform in print and face-to-face.

HSM is the only official media partner for the events offering unique promotional and marketing opportunities.

More information on the event can be found on the website [www.healthandsafetyevents.co.uk](http://www.healthandsafetyevents.co.uk)



# ADVERTISING RATES AND DATA

## DISPLAY RATES

## DIMENSIONS (W X H)

Front cover package	£4000	Includes cover image plus 2 page cover story	190 x 190mm Type
Full page	£1950		200 x 287mm Type
			210 x 297mm Trim
			213 x 303mm Bleed
Half page horizontal	£1150		190 x 130mm Type
Half page vertical	£1150		92 x 270mm Type
Quarter page portrait	£600		92 x 128mm Type
Quarter page horizontal strip	£600		190 x 64mm Type
Double page spread	£3000		400 x 287mm Type
			420 x 297mm Trim
			426 x 303mm Bleed
Inside front cover double page spread	£3500	Same as standard double page spread	
Outside back cover (OBC)	£2500	Same as standard full page	

## Inserts

Inserts and Onserts accepted by arrangement. Details available on request.

## COPY REQUIREMENTS

- Files must be supplied as press ready pdf (pass4press or PDF/X-1a)
- E: production@western-bp.co.uk

## COPY DEADLINES

- Last week of the month prior to publishing.

# CLASSIFIED ADVERTISING OPTIONS

The perfect place to promote a new product or catalogue is the 'Brochure / Product Selector' section. Get 12 months coverage in 'Safety Links', the market's directory for products and services or promote you website for 12 months in our popular 'Web Directory'.

## SAFETY LINKS DIRECTORY

- Boxed advertisements
- Heading to suit company products / services
- 12 months exposure
- Complements existing advertising

Cost .....£80 per single column cm

## BROCHURE / PRODUCT SELECTOR

- Promote brochures / catalogues / new products
- Up to 65 words of text, full contact details & 1 image
- Discounts for series bookings

1 x Issue .....£265

4 x Issues .....£245 each

8 x Issues .....£210 each

## WEB DIRECTORY

This directory allows you to publicise your website address

- 12 months exposure
- Prime position on inside back cover
- Listed under section & heading
- Cost .....£150 per heading



In conjunction with



# The Safety & Health Excellence Awards 2019

10 April 2019 • The VOX, Birmingham

**Join more than 450 of your peers for a not to be missed evening that celebrates excellence in safety, health, security and fire!**

[www.she-awards.co.uk](http://www.she-awards.co.uk)



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