

# CANADIAN OCCUPATIONAL SAFETY 2018 MEDIA PLANNER



# YOUR CONTACTS

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**Paul Burton**

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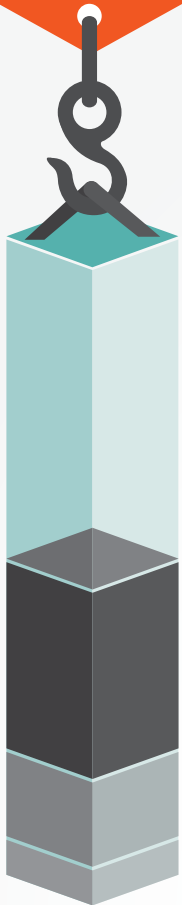
cos-mag.com

 **OCCUPATIONAL  
SAFETY** *The Safety Standard*

 the answer company  
**THOMSON REUTERS®**

# OUR AUDIENCE

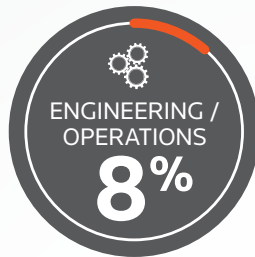
Top **3**  
Industries



Manufacturing  
**27%**

Construction  
**11%**

Utilities  
**3%**



**61%** have a  
Professional  
Designation

## BY THE NUMBERS

**8,575,000**

Potential impressions across all COS  
platforms

**84,000**

Copies of *Canadian Occupational Safety*  
published every year

**23,000**

Monthly visits to cos-mag.com

**14,000**

Our monthly print readership

**13,000**

Social media followers and growing!

**300+**

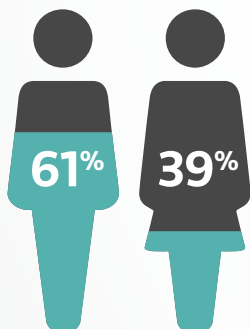
Attendees at Canada's Safest Employers

**20+**

Videos produced each year

**1**

Destination for reaching your future  
customers



**21%** HAVE CONTACTED AN ADVERTISER

**38%** HAVE VISITED AN ADVERTISER WEBSITE

**35%** HAVE MADE A PURCHASE RECOMMENDATION



**42%**

1-100  
Employees



**29%**

101 - 500  
Employees



**8%**

501 - 1,000  
Employees



**12%**

1,001 - 5,000  
Employees



**9%**

5001+  
Employees



Your message, alongside trusted news and information delivered in the format of choice for every OHS decision-maker and professional

## PRINT



### CANADIAN OCCUPATIONAL SAFETY

Canada's leading magazine for health & safety professionals covering a range of topics, trends and need to know information across a range of workplace settings.

- 16,184 print & digital subscribers
- Published 6x annually
- Readership: Safety/HR (60%), Executive/Administrative (25%), Plant/Production/Facilities (8%), Engineering/Maintenance (5%), Purchasing/Materials/Transportation (2%)
- Location: Ontario (51%), Alberta (15%), Quebec (9%), British Columbia (9%), Atlantic (8%), Prairies (7%), Other (1%)

## ONLINE



### CANADIAN OCCUPATIONAL SAFETY cos-mag.com

The online resource for Canadian health & safety professionals, featuring the latest news and analysis of issues that affect the workplace and employee well-being.

- 18,000 unique monthly visitors
- 318,000 annual impressions

## E-NEWSWIRES



### CANADIAN OCCUPATIONAL SAFETY NEWSWIRE

A weekly e-newsletter featuring top stories, videos and blogs of the week.

- 11,000 CASL-compliant subscribers
- 38% open rate

## EVENTS



### CANADA'S SAFEST EMPLOYERS AWARDS safestemployers.com

Honours the best and brightest in the world of health & safety.

- 350+ attendees
- See safestemployers.com

### HEALTH & SAFETY WEBINARS

An interactive platform to share your business expertise and gain exposure for your brand. Present to hundreds of professionals and generate leads for your sales staff.

## VIDEOS



Feature your video on the home page of cos-mag.com. Our team can script and shoot a video for your sales team to use in every presentation.

## ROUNDTABLE

We bring together expert panelists for an in-depth discussion moderated by the editor of *Canadian Occupational Safety*. Our videographers film the panel and we market the content — including videos and articles with special sponsor recognition.

## CUSTOM

### CUSTOM MEDIA AND BUSINESS DEVELOPMENT SOLUTIONS

We provide design, print, video and digital solutions, webinars, round tables and more. Whatever your business need we can create a solution that gets you where you need to be.

## SOCIAL MEDIA



Our social media accounts delivering up-to-the moment news and analysis for the Health & Safety community.

- Over 15,000 followers across our accounts, delivering 18 million impressions per year
- Over 6,500 Twitter followers (@COSmagazine)

## CONTACT US

For more information on any of these solutions, contact Paul Burton | 416.649.9928 | paul.burton@tr.com

# REACH CANADA'S SAFETY LEADERS FOR ONLY CENTS

**You can connect with OHS professionals across Canada for as little as 5 cents per impression!**

Our integrated campaigns take the guesswork out of maximizing your budgets — putting you in print, digital editions, online and email. These monthly campaigns carve out your brand as a leader in your industry.

## 2018 Integrated Campaigns

### Platinum Package

**Regular rate: \$16,755 | Discounted rate: \$12,565**

up to 141,800 total impressions	1 Big Box in Safety Focus Email
Full page ad in COS print/digital	2x Mention on Twitter
1x Leaderboard on <i>cos-mag.com</i>	1x LinkedIn Post in COS Group
4 Junior Leaderboards or Big Box in <i>Newswire</i>	

### Gold Package

**Regular rate: \$12,725 | Discounted rate: \$9,545**

up to 118,800 total impressions	1 Big Box in Safety Focus Email
1/2 tab horizontal in COS print/digital	2x Mention on Twitter
1x Big Box on <i>cos-mag.com</i>	1x LinkedIn Post in COS Group
2 Junior Leaderboards or Big Box in <i>Newswire</i>	

### Silver Package

**Regular rate: \$6,755 | Discounted rate: \$5,075**

up to 93,100 total impressions	1 Big Box in Safety Focus Email
1/4 tab banner in COS print/digital	1x Mention on Twitter
1x Big Box on <i>cos-mag.com</i>	
1 Junior Leaderboard or Big Box in <i>Newswire</i>	

### Bronze Package

**Regular rate: \$4,445 | Discounted rate: \$3,335**

up to 81,600 total impressions	1 Half Big Box in <i>Newswire</i>
1/4 page square in COS print/digital	1x Mention on Twitter
1x Big Box on <i>cos-mag.com</i>	

# 2018 EDITORIAL CALENDAR

COS-MAG.COM

	EDITORIAL LINEUP*	IMPORTANT DATES	COS NEWSWIRE IMPORTANT DATES
<b>February/March</b>	PPE Focus: Foot protection Psychological safety Air quality monitoring Construction	<b>Ad Closing:</b> January 8 <b>Material Deadline:</b> January 15	<b>Live Date:</b> February 1, 8, 15, 22 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> March 1, 8, 15, 22, 29 <b>Close Date:</b> Previous Thursday
<b>April/May</b>  <b>Bonus Distribution:</b> Partners in Prevention conference	PPE Focus: Fall protection Ergonomic chairs Mining EHS software	<b>Ad Closing:</b> March 12 <b>Material Deadline:</b> March 19	<b>Live Date:</b> April 5, 12, 19, 26 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> May 3, 10, 17, 24, 31 <b>Close Date:</b> Previous Thursday
<b>June/July</b>	PPE Focus: FR workwear Chemical hazards Machine guarding/lockout/tagout Virtual reality safety training	<b>Ad Closing:</b> May 8 <b>Material Deadline:</b> May 14	<b>Live Date:</b> June 7, 14, 21, 28 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> July 5, 12, 19, 26 <b>Close Date:</b> Previous Thursday
<b>August/September</b>  <b>Bonus Distribution:</b> Canadian Society of Safety Engineering conference	<b>Readers' Choice Awards winners</b>  PPE Focus: Respiratory protection Utilities Safe vehicle operation Gas detection	<b>Ad Closing:</b> July 9 <b>Material Deadline:</b> July 16 <b>Readers' Choice Ad Closing:</b> June 15 <b>Readers' Choice Material Closing:</b> June 22	<b>Live Date:</b> August 2, 9, 16, 23, 30 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> September 6, 13, 20, 27 <b>Close Date:</b> Previous Thursday
<b>October/November</b>  <b>Bonus Distribution:</b> • Alberta Health and Safety conference  • Canada's Safest Employers gala	 <b>Winners of Canada's Safest Employers awards</b>  PPE Focus: Head protection Communicating/branding safety Green jobs	<b>Ad Closing:</b> August 30 <b>Material Deadline:</b> September 6	<b>Live Date:</b> October 4, 11, 18, 25 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> November 1, 8, 15, 22, 29 <b>Close Date:</b> Previous Thursday
<b>December/January</b>	PPE Focus: Hand protection Skin care Drug testing Safety Leader of the Year	<b>Ad Closing:</b> November 5 <b>Material Deadline:</b> November 12	<b>Live Date:</b> December 6, 13, 20 <b>Close Date:</b> Previous Thursday <b>Live Date:</b> January 3, 10, 17, 24 <b>Close Date:</b> Previous Thursday

\*Editorial subject to change

For advertising information please contact Paul Burton | 416.649.9928 | paul.burton@tr.com  
For editorial information please contact Amanda Silliker | amanda.silliker@tr.com

### Special bonus newswires

Target *Canadian Occupational Safety* readers through our focused newswires – our editors compile the top stories in different topic categories to ensure high engagement with professionals interested in your products and services.

MONTH	TOPIC
January	Flash fire/arc flash protection
March	Respiratory protection
May	Training
July	Hand protection
September	Eye protection
November	Fall protection

# Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE

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Connect with a large and active audience through sponsored content. By integrating your brand into ours you can increase the likelihood of your content being consumed, position yourself as an expert and increase the likelihood of a prospect becoming a client.

## THE BENEFITS OF SPONSORED CONTENT

- Build traffic to your website and develop leads. Facebook found that sponsored newsfeed items delivered **49x higher click-through-rates** than their traditional ad units.
- Increase brand recognition and loyalty by reaching a wide audience, and become top of mind when purchase decisions are made.\* A dedicated media study highlighted that sponsored content **provides a 82% brand lift**.
- Get your message read by reaching your audience on the platform of their choice. According to Nielsen, consumers spend an average of **two-and-a-half minutes** with a branded story - the same amount as editorial content.
- Tell your story and create a relationship with your audience.
- Communicate in your own terms and shape the conversation.
- Further enhance your credibility and reputation as a thought leader.
- Reach new audiences engaged by a more content driven approach.\*\* Studies have found that **70% of internet users** want to learn about products through content rather than traditional advertising.

Sponsored content offers the unique opportunity to position your experts as thought leaders and to highlight your products and services in an editorial format. Sponsored content opportunities are available in all our print and digital issues.

### BONUS - Lead generation!

Sponsored content articles are brought to our readers' attention with a special Safety Preview email two weeks before publication. Readers fill out a form — and names and emails are given to you as leads — in exchange for the ability to have a sneak peek at your content. Exposes your brand to 11,500+ names on the email list.

Sources: \*[www.dedicatedmedia.com/articles/the-power-of-native-advertising](http://www.dedicatedmedia.com/articles/the-power-of-native-advertising)

\*\*[www.mdgadvertising.com/blog/the-shift-to-native-advertising-in-marketing-infographic](http://www.mdgadvertising.com/blog/the-shift-to-native-advertising-in-marketing-infographic)



## AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE

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### LAYOUT OPTIONS



Double page spread article (no ad) • 2,000 words



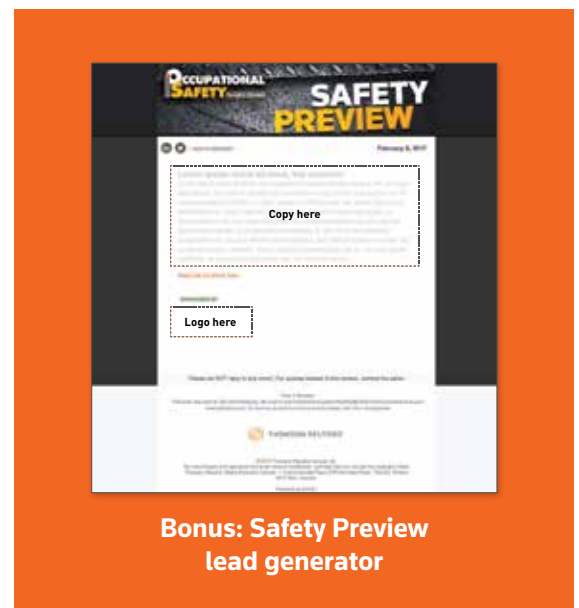
Double page spread article + 1/2 page ad • 2,000 words



Full page article (no ad)  
• 1,170 words



Full page article +  
1/4 page ad • 700 words



**Bonus: Safety Preview  
lead generator**

**IMPORTANT NOTE:** Sponsored content and advertisements are accepted subject to the publisher's approval of the copy and images and to the space being available. The publisher reserves the right to refuse, omit or suspend an advertisement or sponsored content insertion at any time for good reason, in which case no claim for damages or breach of contract shall arise.

# SPONSORED CONTENT RATES & SPECIFICATIONS

		SAVE 25%
OPTIONS	DESCRIPTION	SPONSORED CONTENT RATE
Double page package	Double page spread print and digital edition 2,000 words + ½ page ad or 2,000 words (no ad) + Bonus Safety Preview lead generator	<b>\$10,305 - save 25%</b>  Total Value:\$13,795
Full page package	Full page print and digital edition 700 words + 1/4 page ad or 1,170 words (no ad) + Bonus Safety Preview lead generator	<b>\$6,525 - save 25%</b>  Total Value:\$8,695

## DEADLINE

Booking deadline is two weeks prior to advertising closing deadline. Material deadline is two weeks prior to material closing deadline.

## LAYOUT

Our production department will lay out your content in a format pleasing to our audience, based on mock-up examples.

## APPROVALS

The final layout will be supplied to you for approval prior to publication.

## PDF

A pdf of the final layout will be supplied to you for web posting.

## FORMAT

Supply your content to our production department, attention [pamela.menezes@tr.com](mailto:pamela.menezes@tr.com) in the following formats:

- Content: MS Word
- Logo: high-resolution (300 dpi); jpg, tiff or eps; cmyk; all fonts embedded
- Image: high-resolution (300 dpi at 7" wide); jpg or tiff; CMYK; all fonts embedded
- 50 word summary of article for *COS Newswire*

## PRODUCTION INQUIRIES

Contact Pamela Menezes, Production Coordinator:  
416-649-9298 | [pamela.menezes@tr.com](mailto:pamela.menezes@tr.com)

## CONTACT US

For more information on any of these solutions, contact  
Paul Burton | 416.649.9928 | [paul.burton@tr.com](mailto:paul.burton@tr.com)



# SAFETY SNAPSHOT

## Partner with Canada's leading OHS publication

Safety Snapshot is an opportunity to partner with the editors of Canadian Occupational Safety magazine to present industry-leading content in a fun, easy-to-digest format.

Our editors will work with your firm on brainstorming a topic and populating the page with items such as legislative updates, infographics, case studies and news articles.

This page will be presented as a joint venture between Canadian Occupational Safety and your firm, and is designed to be editorial – not promotional – in nature. It's a unique and exclusive opportunity to align your firm with a leading, trusted source of information.

Package also includes a strip ad across the bottom of the page to reinforce your branding and message.

## BONUS – Lead generation!



Safety Snapshots are brought to our readers' attention with a special Safety Preview email about two weeks before publication. Readers fill out a form — and names and emails are given to you as leads — in exchange for the ability to have a sneak peek at the content. Exposes your brand to 11,500+ names on the email list.

Description	Regular Advertising Rate	Safety Snapshot Rate
Full page print and digital edition. 700 words plus ¼ page ad or 1,170 words (no ad) plus inclusion in COS E-Update + BONUS Safety Preview lead generator	\$11,995	\$8,075

## 2018 ADVERTISING RATES

COS-MAG.COM

### PRINT

Size	1x	3x	6x
Tabloid page	\$7,865	\$7,605	\$7,225
1/2 tab horizontal	\$6,025	\$5,715	\$5,435
1/2 page horizontal	\$3,565	\$3,385	\$3,225
1/2 page island	\$3,565	\$3,385	\$3,225
1/4 tab banner	\$2,695	\$2,615	\$2,535
1/4 tab square	\$2,445	\$2,325	\$2,215
1/4 page square	\$2,045	\$1,945	\$1,845
OBC	\$9,205	\$8,745	\$8,305
IFC/IBC	\$8,805	\$8,365	\$7,950

### SAFETY SNAPSHOT

Description	Regular advertising rate	Safety snapshot rate
Full page print and digital edition. 700 words plus ¼ page ad or 1,170 words (no ad) plus inclusion in COS E-Update + BONUS Safety Preview lead generator	\$11,995	\$8,075

### COS NEWSWIRE

Size	Size (pixels)	Rate
Junior leaderboard	600 x 100	\$1,095
Big box	300 x 250	\$1,095
Half big box	300 x 100	\$850
Product showcase	text box	\$955

### COS WEB

Size	Size (pixels)	Rate
Leaderboard	728 x 90 and 600 x 100 (mobile friendly)	\$1,375
Big box (home page)	300 x 250	\$1,375
Big box (article page)	300 x 250	\$1,235

Applicable taxes will be added on all rates



## 2018 PRODUCTION MECHANICAL SPECIFICATIONS

Publication trim size 8" x 10 3/4"

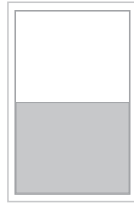


**TABLOID PAGE**

9.625" x 13.25"

+ 0.25" bleed

Image area 8.625" x 12"



**1/2 TAB**

**HORIZONTAL**

8.625" x 5.75"



**1/2 PAGE HORIZONTAL**

6.375" x 4.75"



**1/2 PAGE  
ISLAND**

4.25" x 7.25"



**1/4 TAB  
BANNER**

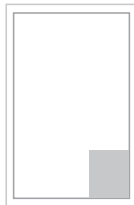
8.625" x

3.33"



**1/4 TAB  
SQUARE**

4.25" x 5.75"



**1/4 PAGE  
SQUARE**

3.125" x 4.75"

### PRINT REQUIREMENTS:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### PUBLISHER'S CONDITIONS:

- Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.
- Applicable taxes will be added to all rates.

### WEB AND NEWSWIRE REQUIREMENTS:

**IMAGE TYPE:** GIF, JPG, Animated GIF\*: Single to infinitely looping banners accepted

**IMAGE FILE SIZE:** 50K maximum for static or animated GIF

**LINKING URL:** An active URL must be provided

**TESTING:** All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

**NOTE:** Please ensure ads without background colour have a key line.

\*For Newswire ads: Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.

### PRODUCTION INQUIRIES

Contact Pamela Menezes:

416-649-9298 | [pamela.menezes@tr.com](mailto:pamela.menezes@tr.com)



## ADDITIONAL OPPORTUNITES

### You want leads? We have leads

Canadian Occupational Safety has a rich audience you can mine to generate warm leads for your sales teams. We have a comprehensive, CASL-compliant strategy to put names in your hands including:

#### Webinars



Our turnkey solution offers everything you need. We promote and host the webinar, with our dedicated team providing years of expertise. You simply provide the speaker and the content. The best way to get a large number of names and email addresses.

#### Safety Snapshot



Partner with COS in this exclusive editorial opportunity. We send all our readers an email offering a special preview of this page — weeks before it lands on their desks. Partners get the names of all readers who fill out the form to access this joint venture content.

#### Sponsored Content



We send all our readers an email offering a special preview of your message — weeks before it lands on their desks. Partners get the names of all readers who fill out the form to access this paid content.

#### Sponsored Surveys



This creative solution delivers not only leads, but market intelligence to ensure you're making the smartest decisions with the most up-to-date information. We can hold contests, with a prize giveaway, to help you collect names and contact information.

#### Whitepapers



Promote your whitepapers with a combination of email, online and print advertising. COS can create a registration page to collect demographic and contact information for readers who download your content.