

LEAD GENERATION AND CONTENT MARKETING SERVICES

Custom E-Newsletters



Target readers with a specific message sponsored by your organization. We can customize your message and send it out to our subscribers.

Promote events, new products and boost your web traffic with a custom e-newsletter.

We provide a brief update of what's happening in the health and safety industry in a particular area.

Custom Events and COS Executive Roundtables



Get face-to-face with your customers and prospects at events. *Canadian Occupational Safety* can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.

Live Webinars

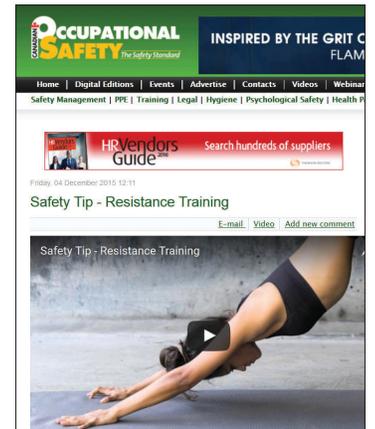
Canadian Occupational Safety offers client-sponsored live webinars. A total turnkey lead generation solution hosted on COS' webinar platform. COS' webinar co-ordinator works with the client's presenter to organize material and moderates the event.



Videos

Safety videos are a popular feature on the COS website, and a great way to reach our audience. Regular video segments like **Safety Tips** offer best practices and safety management advice helpful to OHS professionals.

COS tackles relevant issues important to OHS professionals, and presents them as mini-documentary videos produced specifically for the web. COS's team of professional videographers can produce any type of video to suit the needs of our editorial, sales and marketing teams. Some



COS Sponsored Content

Sponsored content is an effective and targeted way to engage our readers and deliver your customized message. It helps further establish your brand as a thought leader and provides you with the real estate to foster a stronger relationship with potential customers. Sponsored content can be used in a variety of ways to generate new leads, showcase products and engage audiences.



Metrics and Analysis

Everything we do in print and electronic media is measured, analyzed and reported upon. Whether it's our print magazine circulation audits, website traffic reports, detailed e-news metrics reports, or sponsored marketing reports for events — if we do it, we measure it and report back to our customers.



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