

CANADIAN OCCUPATIONAL SAFETY 2017 MEDIA PLANNER



YOUR CONTACTS

For editorial enquiries contact:

Amanda Silliker

Editor, Canadian Occupational Safety

amanda.silliker@tr.com

For advertising and sponsorship enquiries contact:

Todd Humber

Publisher

Canadian Occupational Safety

todd.humber@tr.com

Paul Burton

Sales Manager

paul.burton@tr.com

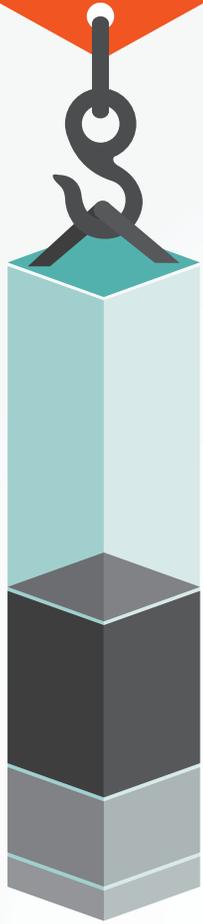
cos-mag.com

 **OCCUPATIONAL
SAFETY** *The Safety Standard*

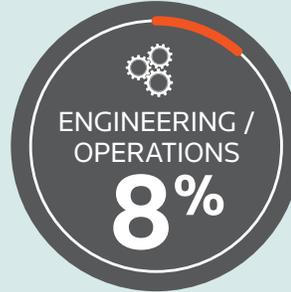
 the answer company
THOMSON REUTERS®

Top **3** Industries

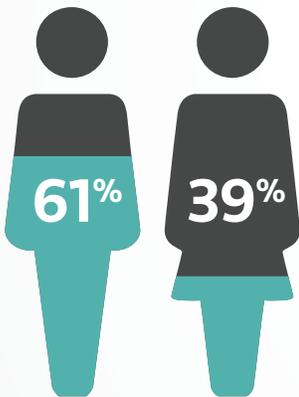
YOUR CLIENTS AND PROSPECTS ARE READING, VISITING AND FOLLOWING



90%
HAVE HEARD OF
CANADA'S SAFEST EMPLOYERS



61% have a Professional Designation



- 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

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

We've Got Health & Safety Covered

REACH YOUR AUDIENCE WITH MEDIA SOLUTIONS CANADA

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%)



CANADIAN SAFETY REPORTER (part of Canadian HR Reporter's newsletter group)

This newsletter helps you stay on top of legal trends by taking an in-depth look at the legal side of occupational health & safety. Available in print and digital formats.

- 221 print subscribers
- Published monthly

WEBSITES



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



CANADIAN SAFETY REPORTER safety-reporter.com

This online resource helps you stay on top of current legal news and legal trends in the occupational health & safety market.

- 1,600 unique monthly visitors
- 3,000 average page views per month

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



CANADIAN SAFETY REPORTER E-NEWSLETTER

A monthly workplace safety source for OHS managers and HR professionals

- 178 subscribers
- 30% average open rate

EVENTS



CANADA'S SAFEST EMPLOYERS AWARDS

safestemployers.com

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

- 350 attendees

HEALTH & SAFETY WEBINARS

An interactive platform to share your business expertise and gain exposure for your brand.

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 13,500 followers across our accounts, delivering 18 million impressions per year
- Over 5,000 Twitter followers (@COSmagazine)

CONTACT US

For more information on any of these solutions, contact Paul Burton | 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.

2017 Integrated Campaigns

Platinum package

Regular rate: \$16,265 | Discounted rate: \$12,200

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

Gold Package

Regular rate: \$12,355 | Discounted rate: \$9,265

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

Silver Package

Regular rate: \$6,560 | Discounted rate: \$4,920

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

Bronze Package

Regular rate: \$4,310 | Discounted rate: \$3,235

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

Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE



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.
- Increase engagement with your existing content and properties, subsequently driving more value from them.

Sources: *www.dedicatedmedia.com/articles/the-power-of-native-advertising

**www.mdgadvertising.com/blog/the-shift-to-native-advertising-in-marketing-infographic

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE

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.

LAYOUT OPTIONS



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



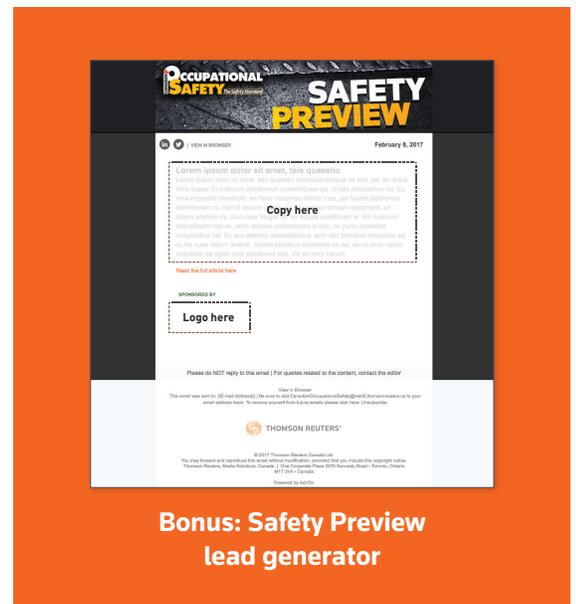
Double page spread article + 1/2 page ad • 2,000 words



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	\$10,000 - save 25% Total Value:\$13,390
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	\$6,333 - save 25% Total Value:\$8,445

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 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

CONTACT US

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

2017 ADVERTISING RATES

PRINT

Size	1x	3x	6x
Tabloid page	\$7,635	\$7,385	\$7,010
1/2 tab horizontal	\$5,845	\$5,550	\$5,275
1/2 page horizontal	\$3,460	\$3,285	\$3,125
1/2 page island	\$3,460	\$3,285	\$3,125
1/4 tab banner	\$2,610	\$2,535	\$2,455
1/4 tab square	\$2,375	\$2,250	\$2,150
1/4 page square	\$1,990	\$1,890	\$1,790
OBC	\$8,935	\$8,490	\$8,065
IFC/IBC	\$8,550	\$8,120	\$7,720

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	\$11,640	\$7,835

COS NEWSWIRE

Size	Size	Rate
Junior Leaderboard	600 x 100	\$1,060
Big Box	300 x 250	\$1,060
Half Big Box	300 x 100	\$825
Product Showcase	text box	\$925

COS WEB

Size	Size	Rate
Leaderboard	728 x 90 and 600 x 100 (mobile friendly)	\$1,330
Big Box (home page)	300 x 250	\$1,330
Big Box (article page)	300 x 250	\$1,195

Applicable taxes will be added on all rates



SAFETY SNAPSHOT

Partner with Canada's leading OHS publication

Safety Snapshot, a new feature for 2017, 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	\$11,640	\$7,835

2017 EDITORIAL CALENDAR

COS-MAG.COM

	EDITORIAL LINEUP*	IMPORTANT DATES	COS NEWSWIRE IMPORTANT DATES
February/March	<p>PPE Focus: Flame Resistant</p> <p>Industry Focus: Manufacturing</p> <p>Safety Snapshot (NEW!): Fall protection</p> <p>Features: Industrial hygiene monitoring; Chemical handling</p>	<p>Ad Closing: January 16</p> <p>Material Deadline: January 23</p>	<p>Live Date: February 2, 9, 16, 23</p> <p>Close Date: Previous Thursday</p> <p>Live Date: March 2, 9, 16, 23, 30</p> <p>Close Date: Previous Thursday</p>
<p>April/May</p> <p>Bonus: Partners in Prevention Preview Issue</p>	<p>PPE Focus: Hand protection</p> <p>Industry focus: Utilities</p> <p>Safety Snapshot (NEW!): Eye protection</p> <p>Features: Ergonomics; Safety management systems</p> <p>Bonus Distribution: <i>Partners in Prevention, Toronto</i></p>	<p>Ad Closing: March 6</p> <p>Material Deadline: March 13</p>	<p>Live Date: April 6, 13, 20, 27</p> <p>Close Date: Previous Thursday</p> <p>Live Date: May 4, 11, 18, 25</p> <p>Close Date: Previous Thursday</p>
June/July	<p>PPE Focus: Fall protection</p> <p>Industry Focus: Mining</p> <p>Safety Snapshot (NEW!): Fire/arc flash protection</p> <p>Features: Lone workers; Contractor management</p>	<p>Ad Closing: May 1</p> <p>Material Deadline: May 8</p>	<p>Live Date: June 1, 8, 15, 22, 29</p> <p>Close Date: Previous Thursday</p> <p>Live Date: July 6, 13, 20, 27</p> <p>Close Date: Previous Thursday</p>
<p>August/September</p> <p>Bonus: CSSE Preview Issue Readers' Choice Awards winners</p>	<p>PPE Focus: Respiratory protection</p> <p>Industry Focus: Construction</p> <p>Safety Snapshot (NEW!): Hand protection</p> <p>Features: Psychological safety; Machine guarding</p> <p>Bonus Distribution: <i>Canadian Society of Safety Engineering</i></p>	<p>Ad Closing: July 10</p> <p>Material Deadline: July 17</p>	<p>Live Date: August 3, 10, 17, 24, 31</p> <p>Close Date: Previous Thursday</p> <p>Live Date: September 7, 14, 21, 28</p> <p>Close Date: Previous Thursday</p>

*Editorial subject to change

Continued on next page

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

	EDITORIAL LINEUP*	IMPORTANT DATES	COS NEWSWIRE IMPORTANT DATES
October/ November	<p>PPE Focus: Hearing conservation</p> <p>Industry Focus: Oil and Gas</p> <p>Safety Snapshot (NEW!): Training</p> <p>Features: Slips/Trips; Winners of Canada’s Safest Employers awards</p> <p>Bonus Distribution: <i>Alberta Health and Safety Conference</i></p>	<p>Ad Closing: August 31</p> <p>Material Deadline: September 7</p>	<p>Live Date: October 5, 12, 19, 26</p> <p>Close Date: Previous Thursday</p> <p>Live Date: November 2, 9, 16, 23, 30</p> <p>Close Date: Previous Thursday</p>
December/ January	<p>PPE Focus: Eye protection</p> <p>Industry Focus: Public Sector</p> <p>Safety Snapshot (NEW!): Psychological safety</p> <p>Features: Confined space; Safety Leader of the Year</p>	<p>Ad Closing: November 6</p> <p>Material Deadline: November 13</p>	<p>Live Date: December 7, 14</p> <p>Close Date: Previous Thursday</p> <p>Live Date: January 5, 12, 19, 16</p> <p>Close Date: Previous Thursday</p>

*Editorial subject to change

NEW FOR 2017! 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	Fire/arc flash protection
March	Psychological safety
May	Training
July	Hand protection
September	Eye protection
November	Fall protection

ADDITIONAL OPPORTUNITIES

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.

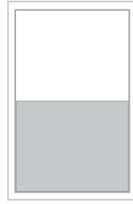
2017 PRODUCTION MECHANICAL SPECIFICATIONS

Publication trim size 8" x 10 3/4"



TABLOID PAGE

9.625" x 13.25"
+ 0.25" bleed
Image area 8.625" x 12"



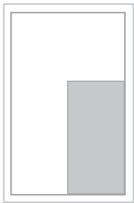
1/2 TAB HORIZONTAL

8.625" x 5.75"



1/2 PAGE HORIZONTAL

6.375" x 4.75"



1/2 PAGE ISLAND

4.25" x 7.25"



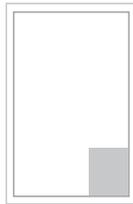
1/4 TAB BANNER

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