

# CANADIAN OCCUPATIONAL SAFETY

DIGITAL ▶ EDITION

## COS readers embrace digital edition!



**The readers have spoken** — and the *COS* digital edition is a big hit! Readers from coast to coast (and overseas) and from a wide range of industries are letting us know how much they appreciate our efforts to keep them informed about health and safety news and products.

Sponsorships and premium positions are selling fast for 2008. Don't miss out on your chance to catch the digital wave!

Contact publisher Cocoe Horsley for details about how you can build an interactive and effective print and digital marketing campaign to fully engage with Canada's health and safety community. ([chorsley@clbmedia.ca](mailto:chorsley@clbmedia.ca)) (905) 713-4399

Check out the *COS* digital edition at:  
**[www.cos-mag.com](http://www.cos-mag.com)**

See what the readers have to say



## Reader feedback to the first COS digital edition

“Best thing since sliced bread. Excellent idea.”

— Alfred Mikols, *Operations Manager,*  
*Connect Telecommunication Solutions*  
*Kitchener, Ont.*

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“The digital version of *COS* is an excellent use of technology. While everyone else is still struggling to convert documents to PDF, you’ve gone miles beyond the readers’ expectations. Brilliant! I love it. What you’re doing is in line with what tech companies do. I think this is a big deal for a publication with a more industrial readership.”

— Shannon Nicholson, *Technical Support Specialist*  
*Hydro Ottawa Limited*  
*Safety, Environment and Training*

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“The new digital edition is really remarkable. I think it’s the way to understand the use of technology: no space limitations, in your hand zoom tools — I love it. Thanks for the efforts.”

— Claudio Piga, *Environment, Safety and Health Manager*  
*ITT Flygt Canada*

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“Great job, really slick.”

— Maureen Moffat, *General Motors,*  
*St. Catharines Powertrain*  
*Health and Safety*

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“I think it is an excellent idea for *Canadian Occupational Safety* magazine to go digital.”

— Bob Rama, *Chief Engineer*  
*Facilities Management Operations*  
*Misericordia Community Hospital*  
*Edmonton, Alta.*

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“I like it very much!”

— Conrad Turner  
*Vice President, Human Resources & Administration*  
*Tannis Food Distributors*  
*Ottawa, Ont.*

“Great, very easy to use. I forwarded your digital edition to other disciplines within Hydro One and got great responses back.”

— Robert Tweedy, *HydroOne, Training Specialist*  
*Work Methods & Training*

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“I would like to congratulate you and the rest of the staff of *COS* magazine for choosing an extremely usable and enjoyable on-line format for the magazine. As an environmentally conscious person and organization we are always looking for usable means to keep as much of our periodicals in soft copy. The format used with the digital edition of *COS* magazine has some very similar impacts of using a hard copy magazine. I like the page flipping and zoom-in/zoom-out functionality quite a lot. Keep up the progressive nature of the magazine, both in content and format.”

— Ken Page, *CRSP*  
*Weston International*  
*Canadian Operations*  
*Calgary, AB*

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“I have enjoyed reading *COS* magazine for years. I have found every month there is a least one of more articles that have been dog-eared or torn out for future reference. I really like the new digital edition. Keep printing such informative, up to date information.”

— Yvonne Sloan, *Health & Safety Coordinator*  
*Hastings County*

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“We receive a copy of the *Canadian Occupational Safety* magazine here at the McCain Foods (Canada) Grand Falls, NB complex. I really love your digital and interactive version of this magazine. No offence but the printed 16” X 11” version really takes a lot of room on my already confined space desk and I would certainly appreciate receiving the digital version instead.”

— Michel Bellefleur, *Occupational Health & Safety Officer*  
*McCain Foods (Canada)*  
*Grand Falls, N.B.*

## Reader feedback to the first COS digital edition

“Looks good and is easy to read. I like the articles overall, and will definitely be checking out each issue.”

— *Bernie Stockermans, CRSP*

*Ontario Forestry Safe Workplace Association  
District E Safety Consultant/Trainer  
North Bay, Ont.*

“I just want to say that I just have good words about your *COS* magazine on line. I strongly support on line magazines, but sometimes they are not always easy to work with. I can't say the same with your magazine. I like it so much that next time I will read it entirely from my computer. Good work again, simple and efficient.”

— *Sylvain Doré, Préventionniste en Santé et Sécurité  
Purolator Courier*

“First off, well done! Congratulations and thank you. I asked for this 4 or 5 years ago when on faculty at the BCIT OH&S program so it is a pleasure to see. Faculty, teachers, students, and practitioners now have ready access to a great resource. It is especially handy for those of us living and working internationally. This provides a valuable service for the profession and should increase the rates you are able to charge for advertising and the volume of same. The only suggestion I have at present is to index all of the text to make the archives searchable. For example, searching for “SawStop” should indicate in the search results the article found in your Jan/Feb. 2005 issue, yet it indicates: Total 0 results found. I have no particular interest in nor do I derive benefits, financial or otherwise, from SawStop, it merely served as an example.

— *Mark Varley BSc, MSc, Dip.Occ.Hygiene,  
Dip.Occ.Safety, CRSP  
Abu Dhabi UAE*

“The primary reason for my email is to give you my feedback on this new adventure upon which *COS* has embarked — the digital edition. To set the stage, I do already receive a number of trade magazines in digital format (Offshore, Safety At Sea International, Maritime Reporter, Maritime Executive Magazine, and others). They arrive in either HTML or PDF versions (with the ability to download and store the issue, as well as browse online). Your editorial group (if they had anything to do with this approach) and certainly your technical people need to be congratulated on the success of the first edition and the technical quality of the document. It was intuitive, fun to read, and as normally informative as your print edition. It certainly is convenient to be able to focus on stories of interest (and for old eyes, the ability to up-size the print to follow the story is greatly appreciated.) The ability, once upsized, to arrow or mouse around the enlarged print is a good touch and eliminates frustration of having to constantly enlarge and reduce the window to follow the storyline. The pre-set level of enlargement may end up being a challenge for many readers. Those without gargantuan monitors, they will not be able to read some of the contents as the print in the expansion is sometimes still too small to clearly read. As an example, the list of names of new CRSPs is hard to read, even when expanded. The print image is not “crisp,” even on a 22” widescreen monitor, using a leading edge video card. Thank you for taking the magazine down this new path. I look forward to reading future issues, print OR digital!

— *Fred Leafloor, CRSP, CHSC*

*Professional Member, Canadian Society of Safety Engineering  
Regional Vice President, CSSE Atlantic Region  
President / Principal Consultant  
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