2019
MEDIA PLANNER

CANADIAN OCCUPATIONAL SAFETY *The Safety Standard*

the answer company
THOMSON REUTERS®

YOUR **CONTACTS**

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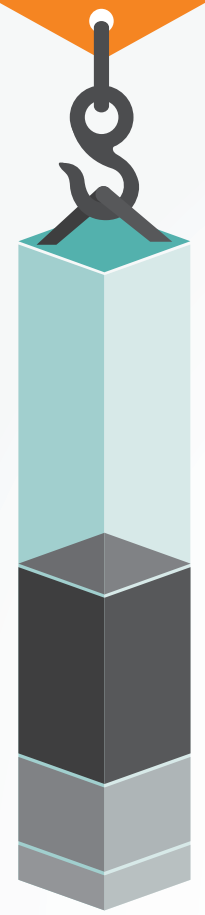
cos-mag.com

OUR AUDIENCE

Top 3 Industries



Manufacturing
27%

Construction
11%

Utilities
3%

SENIOR MANAGEMENT **10%**

HEALTH & SAFETY PROFESSIONALS **44%**

ENGINEERING / OPERATIONS **8%**

CONSULTANTS **25%**

OTHER **25%**

61% have a Professional Designation

BY THE NUMBERS

8,500,000
Potential impressions across all COS platforms

84,000
Copies of *Canadian Occupational Safety* published every year

50,000
Monthly page views to cos-mag.com

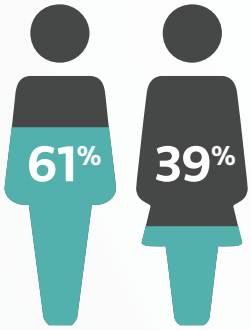
36,400
Professionals who read each issue (2.6 readers per copy)

16,000
Social media followers and growing!

350+
Attendees at Canada's Safest Employers

40+
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.

- 22,000+ print & digital circulation
- Published 6x annually
- Readership: Safety/HR (61%), Executive/Administrative (25%), Plant/Production/Facilities (8%), Engineering/ Maintenance (4%), Purchasing/Materials/Transportation (2%)
- Location: Ontario (52%), Alberta (14%), Quebec (9%), British Columbia (10%), Atlantic (8%), Prairies (7%)

ONLINE

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.

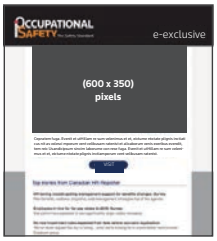
- 29,000 unique monthly visitors
- 600,000 annual impressions

E-NEWSWIRES

CANADIAN OCCUPATIONAL SAFETY NEWSWIRE

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

- 16,000 CASL-compliant subscribers
- 40% open rate



COS NEWSWIRE EXTRA

A custom-designed single sponsor e-newsletter, allowing advertisers to comprehensively communicate their message to potential buyers.

- 16,000 distribution to safety professionals

SOCIAL MEDIA

- Over 16,100 followers across our accounts, delivering 18 million impressions per year
- Over 7,300 Twitter followers and 8,800 LinkedIn members

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.

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.

EVENTS

2017 CANADA'S SAFEST EMPLOYERS
Powered by Canadian Occupational Safety

CANADA'S SAFEST EMPLOYERS AWARDS

safestemployers.com

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

- 350+ attendees
- See safestemployers.com

2018 NATIONAL HR AWARDS

NATIONAL HR AWARDS

This award honours individuals and teams from HR departments across Canada.

- 150 attendees
- Visit NationalHRAwards.com

CONTACT US

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

CANADIAN OCCUPATIONAL SAFETY *The Safety Standard*

2019 EDITORIAL CALENDAR*

COS-MAG.COM

	EDITORIAL LINEUP*	IMPORTANT DATES	COS NEWSWIRE IMPORTANT DATES
February/March	PPE Focus: Foot Protection Safety Leadership Occupational Disease Utilities	**Ad Closing:** January 3 **Material Deadline:** January 14	**Live Date:** February 7, 14, 21, 28 **Live Date:** March 7, 14, 21, 28 **Close Date:** Previous Thursday
April/May **Bonus Distribution:** Partners in Prevention Conference	PPE Focus: Wearables and Sensors Training Air Quality Health Care	**Ad Closing:** February 27 **Material Deadline:** March 11	**Live Date:** April 4, 11, 18, 25 **Live Date:** May 2, 9, 16, 23, 30 **Close Date:** Previous Thursday
June/July	PPE Focus: FR Construction Safety and Small Businesses Ergonomics	**Ad Closing:** April 24 **Material Deadline:** May 6	**Live Date:** June 6, 13, 20, 27 **Live Date:** July 4, 11, 18, 25 **Close Date:** Previous Thursday
August/September **Bonus Distribution:** Canadian Society of Safety Engineering Conference	**Readers' Choice Awards winners** PPE Focus: Fall Protection Manufacturing Chemical Hazards Shift Work	**Ad Closing:** July 3 **Material Deadline:** July 15 **Readers' Choice Ad Closing:** June 8 **Readers' Choice Material Closing:** June 22	**Live Date:** August 1, 8, 15, 22, 29 **Live Date:** September 5, 12, 19, 26 **Close Date:** Previous Thursday
October/November **Bonus Distribution:** Canada's Safest Employers Gala	2018 CANADA'S SAFEST EMPLOYERS **Winners of Canada's Safest Employers awards** PPE Focus: Respiratory Protection Slips, Trips and Falls Impairment Winners of Canada's Safest Employers Awards	**Ad Closing:** August 21 **Material Deadline:** September 3	**Live Date:** October 3, 10, 17, 24, 31 **Live Date:** November 7, 14, 21, 28 **Close Date:** Previous Thursday
December/January	PPE Focus: Hand Protection EHS Software Psychological Safety Safety Leader of the Year	**Ad Closing:** October 30 **Material Deadline:** November 11	**Live Date:** December 5, 12 **Live Date:** January 2, 9, 16, 23 **Close Date:** 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

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INTEGRATED CAMPAIGNS – ONE BUY, ALL FORMATS

Put your message in front of Canada's safety professionals with every format – print, digital, newswire, website and social media.

GOLD	SILVER
COST: $5,995 (VALUE: $10,880)	**COST: $3,995 (VALUE: $5,280)**
1/2 tab horizonal ad in *Canadian Occupational Safety*	**Print/Digital: 1/4 tab banner ad in *Canadian Occupational Safety***
Website: Big Box for 1 month on *cos-mag.com*	**Website: Big Box for 1 month on *cos-mag.com***
Email: Big Box in 2 issues of *Canadian Occupational Safety Newswire*	**Email: Big Box in 1 issue of *Canadian Occupational Safety Newswire***
Social Media: 2 sponsored Tweets to our *@COSmagazine* followers	**Social Media: 1 sponsored Tweet to our *@COSmagazine* followers**

CANADIAN OCCUPATIONAL SAFETY 22,000 print/digital copies

COS-MAG.COM 600,000+ annual page impressions

CANADIAN OCCUPATIONAL SAFETY NEWSWIRE 16,000 recipients

7,500 followers

To book your campaign please contact Paul Burton | paul.burton@tr.com | 416.649.9928

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2019 ADVERTISING RATES

COS-MAG.COM

PRINT

Size	1x	3x	6x
Tabloid page	$8,100	$7,695	$7,310
1/2 tab horizontal	$6,205	$5,895	$5,600
1/2 page horizontal	$3,670	$3,485	$3,310
1/2 page island	$3,670	$3,485	$3,310
1/4 tab banner	$2,775	$2,635	$2,505
1/4 tab square	$2,520	$2,395	$2,275
1/4 page square	$2,105	$2,000	$1,900
OBC	$9,480	$9,005	$8,555
IFC/IBC	$9,070	$8,615	$8,185

COS NEWSWIRE

Size	Size (pixels)	Rate
Junior leaderboard	600 x 100	$1,125
Big box	300 x 250	$1,125
Product showcase	text box	$985

* includes logo, product image, 50 words of text

COS NEWSWIRE EXTRA

Size	Size (pixels)	Sole Sponsorship Rate
Ad* Text + url	600 x 350 100 words	$3,285

* jpg format; non-animated; no keyline; preferably white background

COS WEB

Size	Size (pixels)	Rate
Leaderboard	728 x 90 (600 x 100 mobile friendly) and 300 x 50 if tags provided	$1,415
Big box (home page)	300 x 250	$1,415
Big box (article page)	300 x 250	$1,275

Applicable taxes will be added on all rates

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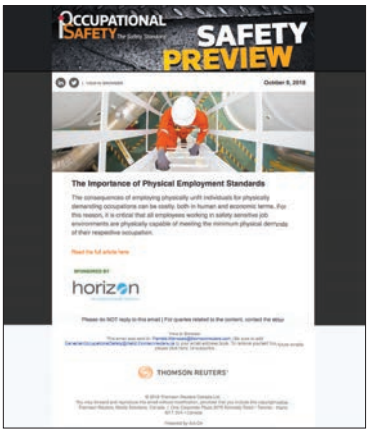
Sponsored Content

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 chance of a prospect becoming a client.

Sponsored content offers the unique opportunity to position your expertise 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 16,000+ names on the email list.

Sponsored Content Rates & Specifications

Full page article (no ad)

Full page article + 1/4 tab square ad

Full page print and digital edition » 700 words + 1/4 tab square ad or 1,170 words (no ad) + Bonus Safety Preview lead generator » **$6,720** **save 25%** Total Value:$8,995

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.

MATERIAL REQUIRED

- Content: MS Word
- Logo: high-resolution (300 dpi); jpg, tiff or eps; cmyk; all fonts embedded
- Image: high-resolution (300 dpi at 8.5" wide); jpg or tiff; CMYK; all fonts embedded
- Ad - 1/4 tab square 4.25"w x 5.75"h; pdf format
- 50 word summary of article for *COS Safety Preview*

MATERIAL INQUIRIES & SUBMISSIONS

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 | **416.649.9928** | **paul.burton@tr.com**

CANADIAN OCCUPATIONAL SAFETY *The Safety Standard*

NEWSWIRE

Canadian Occupational Safety provides you with an effective vehicle that will deliver your message straight into the email inboxes of safety professionals. You can reach more than **16,000 subscribers** every week, and benefit from the high levels of engagement that professionals have with the newswire.

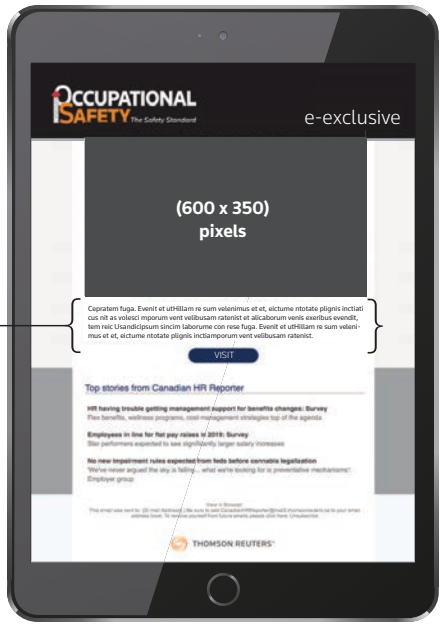
2019 ADVERTISING RATES*

	Jr Leaderboard (600 x 100)	Big Box (300 x 250)	Product showcase
1x	$1,125	$1,125	$985
3x	$1,065	$1,065	$935
6x	$1,015	$1,015	$885
12x	$995	$955	$835

NEWSWIRE EXTRA

This is an exclusive newswire that reaches *Canadian Occupational Safety's* email audience of **16,000 professionals** which includes the top three stories of the day as chosen by the publication's editorial team.

You supply us with your ad (600 x 350 pixels; jpg format; non-animated; no keyline; preferably white background) and up to 100 words of text with url that can link to your website, whitepaper, registration forms or even content that we host for you on *Canadian Occupational Safety's* website and we do the rest.



TAKE ADVANTAGE OF SOLE SPONSORSHIP FOR $3,285*

For more information, please contact Paul Burton at **paul.burton@tr.com** or **416.649.9928**

*Applicable taxes will be added to all rates.

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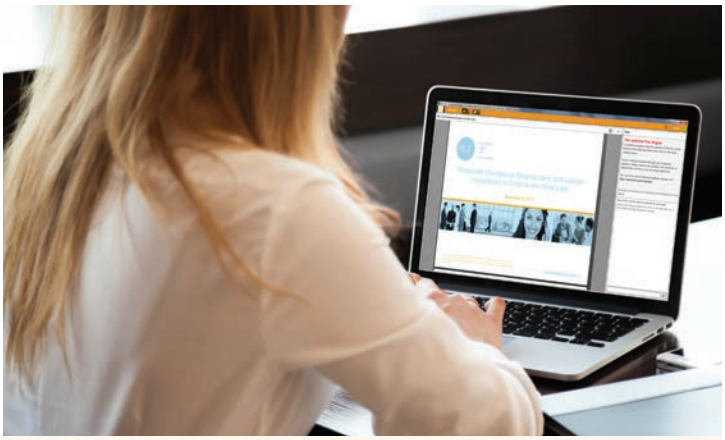
2019 *Canadian Occupational Safety*

Webinars

Webinars are an innovative and interactive way to engage with OHS professionals and employers. These online events deliver leads, an engaged audience and position your organization and its experts as thought leaders.



Leads

Your sponsorship makes the webinar free to attend. In exchange, participants grant consent for you to contact them – our CASL-compliant wording means we can share emails as well. It's a great way to generate a high number of qualified leads quickly for your sales team.

Engaged audience

Everyone who signs up for your webinar is a hot prospect – they care enough about the topic to take time from their busy schedules to listen and participate.

Thought leadership

Canadian Occupational Safety is the most respected health and safety publication in the country. Delivering your message to its loyal audience ties your brand and expertise to an information source that has been trusted for many years.

How it works

It's a turnkey solution. We provide the expertise, the platform, a dedicated webinar co-ordinator and our marketing expertise to get registrations from our audience. You can choose to have one of your experts deliver the webinar, or work with the editors of *Canadian Occupational Safety* on finding a topic and speaker.

Time

Webinars run for one hour – 45 minutes of presentation followed by a 15-minute Q&A session.

Archiving

Webinars are recorded and archived on Thomson Reuters' Canada Professional Development Centre (cpdcentre.ca) for a minimum of six months.

PROMOTION

- Invitation email blast to 16,000 subscribers
- Invitation reminder email blast to 16,000 subscribers
- Big box in 2 editions of *COS Newswire*
- Featured Spotlight in 2 editions of *COS Newswire*

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event registration
- 60 minute session including Q&A
- Live moderator
- Power Point presentation integration
- File share options
- Audio integration
- Chat modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for host and presenter
- Delivery of leads to sponsor within 24 hours

$6,995

Value $16,500

For more information, please contact **Paul Burton at paul.burton@tr.com | 416-649-9928**

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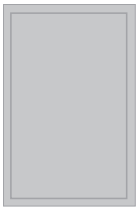
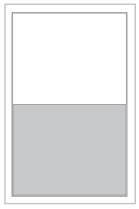
2019 PRODUCTION MECHANICAL SPECIFICATIONS

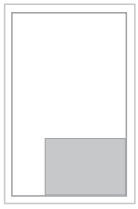
Publication trim size 9.625" x 13.25"



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



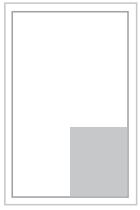
1/2 TAB HORIZONTAL
8.625" x 5.75"



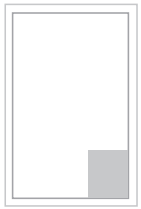
1/2 PAGE HORIZONTAL
6.375" x 4.75"

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

CANADIAN OCCUPATIONAL SAFETY *The Safety Standard*

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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.

Custom E-Newsletters

Reach your target audience with a customized email that communicates your message to our readers. You provide the ad and we do the rest.

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 and email addresses 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.