



Media pack 2022

Safety Management



Safety Management is published by the [British Safety Council](https://www.britsafe.org/).

First published more than 50 years ago, the 48-page magazine features news, features and commentary on the latest developments around managing risks to people's health, safety and wellbeing at work, in the UK and internationally. The magazine is aimed at anyone with health, safety and wellbeing responsibilities who needs to keep up-to-date with the latest news, legislation and best practice in the field. We also report on sustainability, climate change and environmental management issues facing all businesses around the world.

The magazine is an online PDF 'PageTurner' that is emailed to over 60,000 subscribers each month (December/January is a combined edition). The readers are British Safety Council member organisations and subscribers to our e-newsletter. The British Safety Council is a charity that campaigns and supports businesses around the world to achieve excellent standards of health, safety and environmental management.

Safety Management also reports on the British Safety Council's campaigns and engagement and policy work. We also report on news and initiatives from Being Well Together, a programme from the British Safety Council that helps businesses to improve the health and wellbeing of their workers.

We also publish *Safety Management India*, an online PDF magazine for the British Safety Council's member organisations in India.

The features are researched and written by our own team or by external authors. Our network of contributors includes top researchers and academics and thought leaders in their fields. We also welcome ideas from external authors who wish to write features and opinions. Please send a synopsis of your proposed article to: publications@britsafe.org

The British Safety Council's vision is that no one should be injured or made ill through their work.

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www.youtube.com/user/britsafetycouncil

You can contribute

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Safety Management Advertising options

Safety Management free e-newsletter

The *Safety Management* free monthly e-newsletter reports on the latest health, safety and sustainability news and includes some of the features from the magazine. A very popular advertising space, it is sent monthly to around **60,000 recipients**. Readers can sign up for the e-newsletter [here](#).

60,000
recipients

Solus emails

These standalone emails can be sent directly from the advertiser to around **65,000 recipients**. The recipients are readers of *Safety Management* magazine and British Safety Council members, customers and contacts.

65,000
recipients

Safety Management website

The magazine website – sm.britsafe.org – features news, articles and opinions about health, safety, wellbeing and sustainability issues affecting businesses in the UK and internationally. It is regularly updated and has an average of **11,000 visits** per month. It features advertising.

11,000
visits per month

Digital PDF magazine

The *Safety Management* 48-page online PDF magazine offers a variety of advertising slots. It is sent out in the monthly *Safety Management* e-newsletter to around **60,000 recipients**. View the latest edition [here](#).

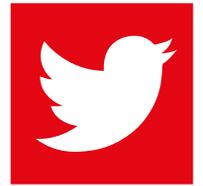
Monthly guide

The monthly guides (PDF format) provide advice on managing a variety of health, safety, wellbeing and sustainability risks at work. They are updated and re-published every two years. The guides are sent to British Safety Council members who subscribe to the Tools and Templates membership package. They feature advertising (see next page for the topics).



Safety Management website

British Safety Council social media



Twitter followers
36,000



Facebook followers
22,486



LinkedIn followers
70,856



YouTube subscribers
2,700

Safety Management

Editorial calendar 2022

February

Construction Industry

Working at height
Height access equipment
Ladders
Personal fall protection equipment
Construction safety

March

Manufacturing Industry Noise & Vibration Protection

The Health & Safety Event (NEC Birmingham) Show Preview

Noise at work
Hearing protection
Vibration
Manufacturing safety

April

Hazardous Substances PPE & Respiratory Protection

Chemicals, fumes, gases
Masks & breathing apparatus
Eye and skin protection
Asbestos/legionella management
Air quality in indoor workplaces
& buildings

May

Communications, Information & Training

Safety, Health & Wellbeing (SHW) Live Event (Manchester) Show Preview (Official Journal)

Safety & Health Expo (ExCeL London) Show Preview

Health & safety legislative
& policy changes

May cont.

Vulnerable workers, ageing
workforce, disabled workers
Lone workers
Violence at work
Communicating the safety message
Training
Worker involvement & director
leadership

June

Energy, Oil, Gas & Renewables, Clean Energy Industries

Environmental management and
sustainability
Climate change – the role of business
Climate change – impact on worker
health & safety
Air pollution
Waste minimisation & recycling
Renewable & clean energy industry
– emerging health & safety risks

July

Fire & Electrical Safety

Fire safety
Electrical safety
Gas monitoring

August

Office & Homeworking Health & Safety

Display screen equipment
Homeworking/hybrid working/
flexible working
Musculoskeletal disorders
(MSDs) – prevention
First aid at work

September

Services Industry

Slips, trips & falls
Footwear
Safe flooring
Anti-slip technology & services
Services industry

October

Manual & Mechanical Handling

Ergonomics & human factors
Safe manual handling techniques
Mechanical handling equipment
Preventing musculoskeletal
disorders (MSDs)
Wearable health & safety technology

November

Workplace Transport & Road Safety

Transport & distribution industry
Workplace transport
Lift trucks & mechanical handling
equipment
Work-related road safety

Dec 2022/Jan 2023 (combined issue)

Health & Wellbeing

Stress & mental health
Managing psychological health and
safety at work & the ISO 45003
standard
Wellbeing & wellness programmes
Drugs & alcohol at work
Rehabilitation & absence
management
Employment relations issues
Employment trends – gig working,
insecure work, ageing workforce

Safety guide (A5 size) Editorial calendar 2022

The monthly guides (A5 format) are designed to introduce employers and workers to a variety of health and

safety topics prevalent in the workplace and of interest our membership and the wider professional community.

They are written by the British Safety Council. They are updated and re-published every two years.

February

Working at Height

March

Health and Safety Training

April

Working with Hazardous Substances

May

Vulnerable Workers

June

Environmental Management

July

Occupational Health



August

Office Health and Safety

September

Slips, Trips and Falls

October

Communicating the Safety Message

November

Health and Safety Leadership by Directors

Dec 2022/Jan 2023

Home and hybrid working

Testimonials

“ I look forward to receiving it and always find the content informative.”

Paul Johnson
HSSQ Director
Carey Group
United Kingdom

“ It is by far my favourite of all publications available. The layout content and information provided are so much more in keeping with the requirements of the profession and those on the ‘coal face.’”

Andrew Butler
Environment, Health and Safety Manager
Fairline Yachts
United Kingdom

“ I find the articles to be more about engagement and people, as opposed to being technical like other publications.”

Lyndon Sutcliffe
EHSE Manager
Parker UK
United Kingdom

Rates

Display Advertising Rates

DPS	£2,815
Full page	£1,595
Half page	£995
Quarter page	£635

Special Position Rates

OBC	£2,055
IFC	£2,055
IBC	£2,055

Inserts £90 per 1,000 10g and under
(other weights and sizes subject to quotation)

Recruitment Advertising Rates

Full page	£1,595
Half page	£995
Quarter page	£635

Website at 15% premium of the above rates

Safety Management Website Rates

Leaderboard	£300
Skyscraper	£250

A5 Guide Rates

Guide sponsorship inc. logo on front cover	£1,800
Outside back cover	£995
Inside front cover	£995
Inside back cover	£995

E-newsletter Rates

Top Banner	£300
Rectangular	£275
Bottom Banner	£250

Solus Email Rates	£1,995
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Publishing schedule

Artwork by 12 of previous month.
They should be sent to:
jas@membertrade.co.uk

Inserts by 17 of previous month.
They should be marked with the
month's issue they are due to
go into and a contact name and
telephone number/email, and sent to:
Lisa Mullin
Unit 1, Daniels Way
Hucknall, Nottingham
N615 7LL

Publication date: 1 of the month

Cancellation: six weeks prior to
publication date.

Advertisement specifications

Safety Management Advertisement Sizes

Full page bleed	h: 303mm x w: 216mm
Trimmed size	h: 297mm x w: 210mm
Text area	h: 275mm x w: 184mm
DPS bleed	h: 303mm x w: 426mm
Trimmed size	h: 297mm x w: 420mm
Text area	h: 265mm x w: 394mm
Half page horizontal	h: 126.5mm x w: 175mm
Half page vertical	h: 265mm x w: 89mm
Quarter page	h: 130mm x w: 89mm

A5 Guide Advertisement Sizes

Full page bleed	h: 216mm x w: 154mm
Trimmed size	h: 210mm x w: 148mm

Website Advertisement Sizes

Leaderboard	h: 90px x w: 728px
<i>Resized for mobile</i>	h: 300px x w: 250px
Skyscraper	h: 160px x w: 600px

Newsletter Advertisement Sizes

Top Banner	h: 60px x w: 468px
Rectangular	h: 212px x w: 150px
Bottom Banner	h: 60px x w: 468px

Solus Email specs

html format

Advertising Material

Our production system is set up
to receive your ads in the most popular
and flexible hi-res formats.

Ensure artwork is converted to
CMYK (no spot colours or RGB)
and at least 300 dpi.

Combined colour ink density
must not exceed 300%.

Supply material on email.

File formats accepted

The preferred file format is a
high resolution, press ready PDF
(PDF/X-1a) with all fonts embedded.

If that is not possible, we also accept:

InDesign – Fonts converted to outlines,
linked images included

Illustrator – Fonts converted to outlines

FreeHand – Fonts converted to paths

Photoshop – Layers flattened,
at least 300 dpi, high resolution.

Please include crop marks but
no colour bars.

Please ensure all files meet our
specifications. Any additional editing,
resizing or retouching of advertisements
will incur an extra charge.

Mechanical Data

This publication is printed offset litho
and saddle stitched.

Currency

We can process your order in Euros,
subject to the published conversion
rate into GBP at the time of booking.