



Media pack 2025

Safety Management



Safety Management is published by the [British Safety Council](#).

First published more than 50 years ago, the 48-page [magazine](#) features news, features and opinion on the latest developments around managing risks to workers' health, safety and wellbeing, in the UK and internationally. The magazine is aimed at anyone responsible for protecting the health, safety and wellbeing of people at work who needs to keep up-to-date with the latest news, legislation and best practice in the field. [Safety Management](#) also reports on the key sustainability, climate change and environmental management challenges facing all businesses globally.

The magazine is an online [PDF 'PageTurner'](#) that is emailed to over 37,000 subscribers each month (December/January is a combined edition). The readers are [British Safety Council](#) member organisations and subscribers to our e-newsletter, as well as our wider network. The [British Safety Council](#) is a charity that both campaigns for – and helps businesses achieve – excellent standards of occupational safety, health & wellbeing, environmental management & sustainability.

[Safety Management](#) is the Official Journal for the [SHW Live and Fire Safety Live exhibitions](#) taking place at Olympia London in June 2025 and Manchester in January 2026. The June 2025 and December 2025–January 2026 editions of [Safety Management](#) will incorporate the official Event Guide from the show organiser, and will be printed and distributed at the respective exhibitions.

[Safety Management](#) reports on the [British Safety Council's](#) occupational safety, health & wellbeing campaigns, policy work & engagement activities. This includes the [Keep Thriving](#) campaign, which aims to improve the wellbeing of workers, within and outside of the workplace, so everyone can thrive.

We also publish [Safety Management India](#), an [online PDF magazine](#) for the [British Safety Council's](#) member organisations in India.

Magazine features are researched and written by our own team or by external expert 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 feature articles 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.instagram.com/britishsafetycouncil

📺 www.youtube.com/user/britishsafetycouncil

You can contribute editorial, such as guidance features & opinion pieces.

Please send a synopsis/details to:

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See and buy our publications at:

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Safety Management Advertising options

Solus emails

These standalone emails can be sent directly from the advertiser to around **48,000 recipients**. The recipients are readers of *Safety Management* magazine and British Safety Council members, customers and contacts.

48,000
recipients

Safety Management e-newsletter

The *Safety Management* monthly e-newsletter provides a round-up of the latest health, safety, wellbeing and sustainability news and includes some of the editorial features from the magazine. A very popular advertising space, it is sent monthly to over **37,000 recipients**. Readers can sign up for the e-newsletter [here](#).

37,000
recipients

Safety Management website

The magazine website – britsafe.org/safety-management – features news, features and comment pieces about health, safety, wellbeing and sustainability issues affecting businesses in the UK and internationally. It is regularly updated and has an average of **6,000 unique visitors** per month. It features advertising.

6,000
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 over **37,000 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
36,100



[Facebook](#)
followers
22,000



[LinkedIn](#)
followers
106,575



[YouTube](#)
subscribers
4,200

Safety Management magazine

2025 themes

February 2025

Office, Homeworker & Hybrid Worker Health, Safety & Wellbeing

Office working/homeworking/hybrid working/flexible working

Display screen equipment (DSE)

Musculoskeletal disorders (MSDs) in office work – prevention

First aid at work

March

Noise & Vibration Protection

Manufacturing Industry

Noise at work

Hearing protection

Vibration – HAV & WBV

Manufacturing safety

April

Sustainability, Net Zero, Climate Change, ESG & Environmental Management

Energy, Oil, Gas & Renewables, Clean Energy Industries

[The Health & Safety Event 2025 \(NEC Birmingham\), 8-10 April Exhibition Preview](#)

Climate change & Net Zero – impact on business & role for business

Environmental, Social & Governance (ESG)

Waste minimisation & recycling

Air pollution

Climate change – impact on worker health, safety & wellbeing

Renewable & Clean Energy Industries – emerging health & safety risks

May

Work at Height

Construction Industry

Height access safety equipment

Ladders

Personal fall protection equipment

Construction industry health, safety & wellbeing

June

Communications, Information, Training & Technology

[SHW Live South \(Safety, Health & Wellbeing Live\) & Fire Safety Live South, Olympia London, 18-19 June Official Show Guide edition](#)

– magazine will contain official Show Guide and will be printed & distributed at SHW Live & Fire Safety Live South, Olympia London

Communicating the health, safety & wellbeing message

Training

Worker involvement & director leadership

Health & safety legislative & policy changes

Lone workers

Violence at work

AI (artificial intelligence) – impact on health, safety & wellbeing

EHS software

July

Fire & Electrical Safety

Fire safety & building safety remediation

Electrical safety

Gas monitoring

August

Slips, Trips & Falls

Service Industry

Slip-resistance footwear

Anti-slip flooring & surface treatments

Service Industry

September

Hazardous Substances

PPE & Respiratory Protection

Indoor Air Quality

Chemicals, fumes, dusts & gases

Masks and breathing apparatus

Eye & skin protection

Asbestos & legionella management

Air quality in indoor workplaces & buildings

October

Employee Health & Wellbeing

Work-related stress

Employee mental wellbeing

ISO 45003 psychological health & safety at work management standard

Wellbeing programmes

Drugs & alcohol at work

Rehabilitation & absence management

November

Work-Related Road Safety & Workplace Transport

Transport & Distribution Industry

Occupational road safety

Workplace transport

Lift trucks & materials handling equipment

Transport & Distribution Industry

Dec 2025/Jan 2026 (combined issue)

Manual & Mechanical Handling

Ergonomics & Human Factors

Employment Trends

Vulnerable Workers

[Safety, Health & Wellbeing Live \(SHW Live\) North & Fire Safety Live North, Manchester, January 2026](#)

Official Show Guide edition – magazine will contain official Show Guide and be printed & distributed at SHW Live & Fire Safety Live North, Manchester

[Anticipate London 2025, \(ExCeL London\), December 2025 Exhibition Preview](#)

Preview

Manual handling at work

Mechanical lifting & handling equipment

Preventing musculoskeletal disorders (MSDs)

Wearable health & safety technology

Employment relations issues & employment trends – gig working, insecure work

Vulnerable workers – older workers, disabled workers, neurodiversity at work etc.

Bullying, sexual harassment & discrimination at work

Safety guide (A5 size) Editorial calendar 2025

The monthly guides are designed to introduce employers and workers to a variety of health and safety topics

prevalent in the workplace and of interest to our membership and the wider professional community. They

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

February 2025

Electrical Safety

March

Noise at Work

April

Waste Minimisation

May

Construction Health & Safety

June

Worker Involvement in Managing Health & Safety

July

Fire Safety



August

Personal Protective Equipment (PPE)

September

Working with Hazardous Substances

October

Managing Stress at Work

November

Respiratory Protective Equipment (RPE)

Dec 2025/Jan 2026

Manual Handling

Testimonials

“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 Practitioner
United Kingdom

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

Lyndon Sutcliffe
EHS Manager
Surgical Innovations Group PLC
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 12th of previous month.
They should be sent to:
jas@membertrade.co.uk

Inserts by 17th 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: 1st 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.