

Editorial Calendar 2008

JANUARY	FEBRUARY	MARCH
<p>Feature Articles: • Fall Protection • Fire Safety • Incentives • Industrial Hygiene • Respiratory Protection • Safety Recordkeeping • Training</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Buy Two E-newsletters, Receive One Free</p> <p>Closing Date: December 3, 2007 Materials Due: December 6, 2007</p> 	<p>Inserts: • Industrial Glove Association (IGA) • Product Literature & Web Guide</p> <p>Focus: Confined Space</p> <p>Feature Articles: • Defibrillators & CPR • Facility Management • International Safety • Vision Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Buy a Product Literature Showcase in February and August and Receive a Free Lit in the Issue of Your Choice</p> <p>Closing Date: January 2, 2008 Materials Due: January 7, 2008</p> <p>Show Coverage & Bonus Distribution: IFSS (Industrial Fire, Safety & Security) Houston, TX, February 6-8</p>	<p>Insert: Safety Marketing Group (SMG)</p> <p>Focus: Hearing/Head/Face Protection Products</p> <p>Feature Articles: • Construction Safety • Heat Stress • Lockout/Tagout • Welding • Workplace Ergonomics</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Buy 1/2 Page or Larger and Receive 25% Discount on E-newsletters</p> <p>Closing Date: January 30, 2008 Materials Due: February 4, 2008</p>
<p>APRIL</p> <p>Insert: Incentive Gift Card Council (IGCC)</p> <p>Focus: Hand Protection Products</p> <p>Feature Articles: • Bloodborne Pathogens • Drug & Alcohol Testing • Fire Safety • Foot Protection • Incentives • Training • Workplace Ergonomics</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Free Bonus Distribution at AAOHN Free Bonus Distribution at FDIC</p> <p>Show Coverage & Bonus Distribution: FDIC, Indianapolis, IN, April 10-12 AAOHN, Salt Lake City, UT, April 28-May 1</p> <p>Closing Date: February 29, 2008 Materials Due: March 5, 2008</p>	<p>MAY</p> <p>Ad Readership Study</p> <p>Focus: Industrial Hygiene Instrumentation Products</p> <p>Feature Articles: • Emergency Showers & Eyewash • Healthcare • Heat Stress/Thirst Quenchers • Mold Remediation • Respiratory Protection • Protective Apparel</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Free Bonus Distribution at AIHCE, NFPA • Free Advertiser Showcase • Free Ad Easel • AD-Q Study, Buy 1/2 page or larger and have ad studied to determine ad effectiveness</p> <p>Show Coverage & Bonus Distribution: Incentive Show, May 7-8, New York, NY NFPA, June 2-6, Las Vegas, NV AIHCE, June 2-4, Minneapolis, MN</p> <p>Closing Date: April 1, 2008 Materials Due: April 4, 2008</p>	<p>JUNE</p> <p>Insert: Corporate Gifts & Incentives</p> <p>Focus: Safety Training and Education Products</p> <p>Feature Articles: • Defibrillators & CPR • Distributors • Electrical Safety • Hand Protection • Hearing Protection • HR • Incentives • Vision Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Free Bonus Distribution at ASSE • Free Advertiser Showcase • Free Ad Easel</p> <p>Show Coverage & Bonus Distribution: ASSE, June 9-11, Las Vegas, NV</p> <p>Closing Date: April 30, 2008 Materials Due: May 5, 2008</p>

JULY	AUGUST	SEPTEMBER
<p>Annual Buyer's Guide</p> <p>Feature Articles: • Fall Protection • Foot Protection • HazCom • Hazmat • Materials Handling • Respiratory Protection • Risk Management</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Buy an Ad in July and September and Earn a Free Ad in the July Buyer's Guide, 5 Free Product Listings in the Buyer's Guide</p> <p>Closing Date: May 30, 2008 Materials Due: June 4, 2008</p>	<p>Insert: Product Literature & Web Guide</p> <p>Focus: Protective Apparel Products</p> <p>Feature Articles: • Confined Space • Construction Safety • Drug & Alcohol Testing • Hand Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Receive 25% Discount on Banner Within ohsonline.com</p> <p>Closing Date: June 30, 2008 Materials Due: July 3, 2008</p>	<p>Focus: Foot Protection Products</p> <p>Feature Articles: • HazCom • Hearing Protection • HR • Incentives • Indoor Air Quality • Lockout/Tagout • Software • Risk Management • Transportation Safety</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Free Bonus Distribution at NSC • Free Advertiser Showcase • Free Ad Easel • AD-Q Study, Buy 1/2 page or larger and have ad studied to determine ad effectiveness</p> <p>Show Coverage & Bonus Distribution: NSC, September 22-24, Anaheim, CA Motivation Show, September 23-25, Chicago</p> <p>Closing Date: August 1, 2008 Materials Due: August 6, 2008</p>

OCTOBER	NOVEMBER	DECEMBER
<p>Special: Vision Protection Products</p> <p>Feature Articles: • Defibrillators & CPR • Emergency Showers & Eyewash • Facility Management • Industrial Hygiene • Slip and Fall • Welding</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Buy 1/2 Page or Larger and Receive a Brand Awareness Study</p> <p>Show Coverage & Bonus Distribution: IFMA World Workplace, October 15-18, Dallas, TX</p> <p>Closing Date: September 2, 2008 Materials Due: September 5, 2008</p>	<p>Focus: Respiratory Protection Products</p> <p>Feature Articles: • Confined Space • Electrical Safety • Head & Face Protection • Training & Software • Winter Hazards • Workplace Ergonomics</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p>Bonus: Discount on Banner Within ohsonline.com</p> <p>Show Coverage & Bonus Distribution: NECE (National Ergonomics Conference and Exposition), December 2-5, Las Vegas, NV</p> <p>Closing Date: October 2, 2008 Materials Due: October 7, 2008</p>	<p>Focus: Fire/Emergency Response Products</p> <p>Feature Articles: • Defibrillators & CPR • Hazmat • Materials Handling • Protective Apparel • Signs & Signals</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p>Bonus: Buy 1/2 Page or Larger and Receive 25% Discount on E-newsletters</p> <p>Closing Date: October 30, 2008 Materials Due: November 4, 2008</p>

