

# Integrated Marketing Services

*Occupational Health & Safety* offers a complete marketing program to help you grow your market share. What do we do differently? We offer innovative, targeted, and cutting-edge services designed to maximize your advertising effectiveness. From research and inquiry follow-up to reprints and bonus show distribution, our marketing services are designed to help you increase product awareness, identify prospects, and maintain a competitive edge in the marketplace.

## **Safety From the Top — New!**

In January 2008, OH&S will launch "Safety From the Top," a new, bimonthly editorial section devoted to C-level safety topics. The section will contain expert guidance and solutions for the 44,000\* executives who subscribe to *OH&S* and manage corporate issues such as Sarbanes-Oxley compliance, control of spiraling health care costs, repetitive stress injury prevention, maximizing safety and health ROI, personnel management, facility management and security. "Safety From the Top" will be published in January, March, May, July, September, and November 2008.

## **First Responder**

Our First Responder section offers expert analysis, feature articles, and new products across the entire emergency preparedness spectrum—protective apparel, respirators, monitoring equipment, training programs, response kits, and much more.

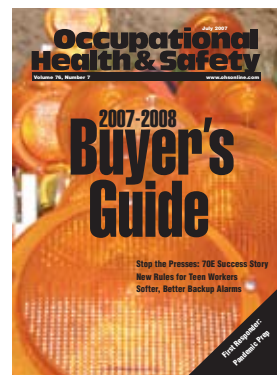
The *OH&S* circulation reaches a highly targeted market segment of professionals involved in emergency planning and response. These emergency planning professionals include state emergency directors, FEMA directors, airport fire and emergency personnel, emergency preparedness directors, fire chiefs, police chiefs, hazmat directors, and public utility managers.

\*Publisher's Own Data

## **July Buyer's Guide**

**Triple Your Impact:  
Buy 2 Ads, Get 1 Ad  
Free!**

Simply advertise in the July and September (National Safety Congress) issues, our two biggest books of the year, and receive a FREE ad of the same size in the Buyer's Guide section of the July issue.



The *OH&S* Annual Buyer's Guide is an essential year-round reference that not only tells buyers what to buy, but also tells them where to buy. The Annual Buyer's Guide has hundreds of categories of health, safety, and hygiene products and services with suppliers listed alphabetically in each heading.

## **Buying Plan Surveys**

**12x/year**

Wouldn't you like to be able to read your customers' minds? Now you can, with the help of *Occupational Health & Safety's* Buying Plan Surveys. They're an unbeatable way to determine what your customers plan to purchase.

Each month, we run a survey to find out which products/services our subscribers plan to buy, when they plan to buy, and how much they plan to spend.

## **Reprints**

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. Contact PARS International at 212-221-9595 or [1105reprints@parsintl.com](mailto:1105reprints@parsintl.com).

## Inserts

Inserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *OH&S* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and overruns are provided for your organization.

### Product Literature & Web Guide

This 1/6 page unit is a proven winner. Send a headline (up to 30 characters), copy (up to 35 words), and a color image of your actual literature.

## Harvey Research Ad Measurement Studies

What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Twice a year, in May and September, *Occupational Health & Safety* sponsors an independent ad readership study with Harvey Research so you can determine your advertisements' effectiveness. You can easily analyze specific data to see how your ad compares to the competition and other ads in the issue, as well as how many subscribers remembered reading and seeing your ad.

## Manufacturer Product Focus

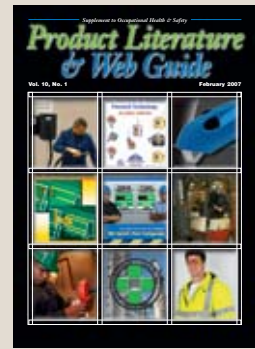
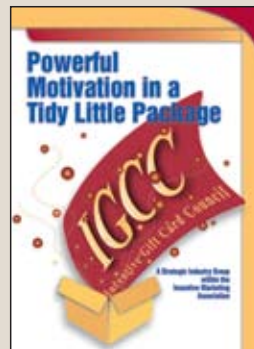
*OH&S* provides subscribers with product specs, charts, and editorial in nine key areas in the industry—from respiratory protection to industrial hygiene and fire/emergency response.

## Quality Sales Leads

*OH&S* tracks sales leads through its print and digital publication and its Internet. Quality lead reports are sent to you on a weekly basis.

## 2008 Inserts

February • International Glove Association (IGA)  
March • Safety Marketing Group (SMG)  
April • Incentive Gift Card Council (IGCC)  
June • Corporate Gifts & Incentives — **New!**  
February and August • Product Literature & Web Guide



## Classifieds

Big things do come in small packages. Whether you are looking to recruit the best in the business or you want to buy and sell products and services, *OH&S*'s classified ads are designed to help you run your business successfully.

## List Rental

The *Occupational Health & Safety* subscriber mailing list is available for rental. To view our datacards, please visit [www.meritdirect.com/1105](http://www.meritdirect.com/1105).