

# Facility Safety

## MANAGEMENT

Your Source for Workplace Safety & Risk Free Maintenance

2025

MEDIA GUIDE



**Facility Safety Management** is the DEFINITIVE SOURCE for reliable, up-to-date information designed to help guarantee proper training, safe maintenance practices and compliance with occupational safety and health laws. Our commitment to the safety industry is why FSM reaches decision makers with buying responsibility for personal protection equipment, safety training, industrial hygiene, fire safety, environmental compliance, and more. It is through this “commitment to excellence” that we have created the perfect platform for advertisers to market their products and services.

## EDITORIAL CONTENT

### SHOWCASE

Presents timely and topical reports about industry trends and technology for industrial safety and hygiene professionals.

### ENGINEERED SAFETY

Educates safety managers with information and techniques for complying with safety regulations and recordkeeping requirements.

### PERSONAL PROTECTION

Details proper use of up-to-date personal protective equipment with maintenance guidelines to reduce exposure to serious workplace injuries and illnesses.

### SAFE MAINTENANCE

Focuses on standards, regulations and best practices that ensure safe maintenance in industrial settings.

### SPOTLIGHT

Highlights the most concise and current information about tools, technologies and industry trends each month.

## CIRCULATION PROFILE

### PRINT & DIGITAL

**46,880**

MANUFACTURING

**3,995**

CONSTRUCTION

**50,875**  
**TOTAL**

#### Reader of FSM are:

- Plant Managers
- Risk Managers
- Purchasing Managers
- Maintenance Managers
- Safety Managers
- Safety Engineers
- Industrial Hygienists

**For 22 years** FSM's print and digital readership has been buying and specifying products and services from our advertisers. **95% of FSM** readership plays a significant role in product and service purchasing decisions.



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## 2025 EDITORIAL CALENDAR

Issue	Showcase	Engineered Safety	Personal Protection	Safe Maintenance	Spotlight
<b>January</b> 12/13/24	Noise/Hearing Conservation Wearables	Floor Safety/Slips & Falls Respiratory	Gloves/Hand Protection Storage Containers	Fire & Life Safety Confined Space	Health & Wellness Indoor Air Quality
<b>February</b> 1/15/25	Electrical Safety Combustible Dust	Drug/Alcohol Testing Emergency Response	Foot Protection FR Clothing	Gas Detection Lockout/Tagout	Machine Guarding Ergonomics
<b>March</b> 2/13/25	AED & CPR Fall Protection/ Ladder Safety	Skin Protection Signs/Labels/ Signals	Face/Eye/Head Protection Hi-Viz Clothing	Material Handling Spill Containment	Roof Safety Training
<b>April</b> 3/14/25	Heat Stress Floor Safety/ Slips & Falls	Emergency Preparedness Health & Wellness	Protective Clothing Emergency Eyewash/Showers	Indoor Air Quality Lone Worker	Hazmat Bird/Pest Control
<b>May</b> 4/15/25	Storage Containers Confined Space	Noise/Hearing Conservation Electrical Safety	Wearables Gloves/Hand Protection	Respiratory First Aid	Gas Detection FR Clothing
<b>June</b> 5/14/25 ASSP BONUS DISTRIBUTION	Fire & Life Safety Machine Guarding	Emergency Response Software	Face/Head/Eye Protection Hi-Viz Clothing	Training Heat Stress	Incentives/ Safety Programs Combustible Dust
<b>July</b> 6/13/25 ASSP BONUS DISTRIBUTION/ TOP PRODUCTS	Hazmat Drug/Alcohol Testing	Fall Protection Lockout/Tagout	Foot Protection Protective Clothing	Ergonomics Lighting	Indoor Air Quality Material Handling
<b>August</b> 7/15/25 NSC / VPPPA BONUS DISTRIBUTION	Lone Worker Ladder Safety	Bird/Pest Control Gas Detection	Emergency Eyewash/Showers Respiratory	Signs/Labels/ Signals Electrical Safety	Floor Safety/ Slips & Falls AED & CPR
<b>September</b> 8/14/25 NSC BONUS DISTRIBUTION	Roof Safety Wearables	Confined Space Training	Hi-Viz Clothing Gloves/Hand Protection	Emergency Preparedness Software	Spill Containment Health & Wellness
<b>October</b> 9/15/25	Winter Products Incentives/ Safety Programs	Electrical Safety Fire & Life Safety	Protective Clothing Foot Protection	Combustible Dust Machine Guarding	Ergonomics Noise Control & Hearing
<b>November</b> 10/15/25	First Aid Training	Lighting Emergency Response	Eye/Face/Head Protection Lockout/Tagout	Material Handling Fall Protection/ Ladder Safety	Drug/Alcohol Testing Gas Detection
<b>December</b> 11/14/25 BUYER'S GUIDE	<b>Buyer's Guide</b>				

## PRINT ADVERTISING RATES

AD SIZE	1x	3x	6x	9x	12x
Back Cover	\$6,175	\$5,475	\$5,095	\$4,715	\$4,455
Inside Front	\$5,495	\$4,405	\$4,425	\$4,210	\$3,995
Inside Back	\$4,985	\$4,465	\$4,125	\$3,995	\$3,735
Full Page	\$4,595	\$3,905	\$3,325	\$3,050	\$2,810
1/2 Island	\$3,165	\$2,685	\$2,375	\$2,105	\$1,995
1/2 Page	\$2,875	\$2,365	\$2,025	\$1,945	\$1,715
1/4 Page	\$1,835	\$1,675	\$1,395	\$1,185	\$1,050
1/6 Page	\$1,345	\$1,150	\$995	\$835	\$705
1/8 Page	\$950	\$805	\$705	\$615	\$535
1/12 Page	\$770	\$625	\$475	\$385	\$295

(All Rates Are Net)

## ONLINE ADVERTISING RATES

Website	1x	3x	6x	9x	12x
Button	\$995	\$905	\$815	\$725	\$640
Banner	\$1,250	\$1,195	\$995	\$835	\$775
Fixed Banner	\$1,650	\$1,395	\$1,175	\$995	\$885
<b>E-Newsletter</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Button	\$1,295	\$1,050	\$965	\$875	\$795
Banner	\$1,750	\$1,495	\$1,275	\$1,095	\$995
<b>Product Showcase</b>	\$1,250	\$1,050	\$995	\$855	\$795
<b>Social Media</b> (FB, TW, IN)	\$1,175	\$1,025	\$945	\$825	
<b>Custom Eblast</b>	\$2,195	\$1,995	\$1,795		

(All Rates Are Net)

## DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$2,650	\$2,375	\$2,150	\$1,995
Sponsorship w/o Video	\$2,850	\$2,250	\$2,065	\$1,975	\$1,800
Skyscraper	\$1,495	\$1,350	\$1,185	\$1,025	\$975

(All Rates Are Net)

## PRINT SPECIFICATIONS

All Mechanical Specifications are Measured Width by Height

2 PAGE SPREAD: BLEED 16.25" x 10.75"	1/2 PAGE ISLAND 4.625" x 7.25"
2 PAGE SPREAD: TRIM SIZE 16" x 10.5"	1/2 PAGE HORIZONTAL 7" x 4.75"
2 PAGE SPREAD: LIVE AREA 15.5" x 10"	1/4 PAGE VERTICAL 3.5" x 4.75"
FULL PAGE: BLEED 8.25" x 10.75"	1/6 PAGE VERTICAL 2.25" x 4.75"
FULL PAGE: TRIM SIZE 8" x 10.5"	1/6 PAGE HORIZONTAL 3.5" x 3"
FULL PAGE: LIVE AREA 7.5" x 10"	1/8 PAGE HORIZONTAL 3.5" x 2.25"
1/2 PAGE VERTICAL 3.5" x 9.625"	1/12 PAGE SQUARE 2.25" x 2.25"

### Press Optimized PDFs are Required

If the ad is intended to bleed, registration marks must be applied with an offset of 1/6 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all colors to CMYK and all fonts must be embedded or outlined. Files must be at least 300 DPI. COLOR PROOF MUST BE PROVIDED in order to guarantee color reproduction.

## ONLINE SPECIFICATIONS

Images must be .jpg or .gif format

Please know buttons and/or banners are one frame

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels

Leaderboard Dimensions: 728 x 90 Pixels

## SPECIFICATIONS ON POLICIES AND RATES

### Short-Rates:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

### Liability:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Editor reserves the right to edit all content published in FSM or affiliates. Reproduction of *Facility Safety Management* in whole or in part without prior written permission from the publisher is prohibited.

### Send Artwork to:

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For digital ad submission send to  
or contact shena@fsmmag.com



**Facility Safety  
Management**  
an OTI Publication