



# Facility Safety

**MANAGEMENT**

Your Source for Workplace Safety & Risk Free Maintenance

**2021 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

Readers of **Facility Safety Management** will find timely and important news about the businesses, government regulators and other professionals making news in the safety industry. They'll also find detailed information about matters of concern, such as Fall Protection, Ergonomics, Training, Lockout/Tagout, PPE, Fire Safety and Confined Space Entry. We regularly feature stories about new developments in equipment and standards to help readers keep their facilities and occupants in good, SAFE working order.

### 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

Safety Professionals who receive FSM are:

- Plant Managers
- Risk Managers
- Purchasing Managers
- Maintenance Managers
- Safety Managers
- Electrical Engineers
- Safety Engineers
- Mechanical Engineers
- Environmental Engineers
- Industrial Hygienists

### PRINT CIRCULATION

**18,651**

MANUFACTURING

**1,349**

CONSTRUCTION

**20,000**

TOTAL

### DIGITAL CIRCULATION

**28,229**

MANUFACTURING

**2,646**

CONSTRUCTION

**30,875**

TOTAL

**50,875**

TOTAL

92%

#### OF FSM READERS TAKE ACTION:

- Recommending products;
- Buying products/services;
- Visiting advertisers' websites.

94%

OF FSM READERS  
PLAY A ROLE IN  
PRODUCT/SERVICE  
PURCHASING  
DECISIONS.

# Facility Safety

## MANAGEMENT

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## 2021 EDITORIAL CALENDAR

Issue	Showcase	Engineered Safety	Personal Protection	Safe Maintenance	Spotlight
January 12/15/20	Noise/Hearing Conservation Welding Safety	Floor Safety/Slips & Falls Lighting	Gloves/Hand Protection Infection Control	Fire & Life Safety Confined Space	Health & Wellness IAQ
February 1/15/21	Electrical Safety Combustible Dust	Drug/Alcohol Testing Emergency Response	Foot Protection FR Clothing	Gas Detection Training	Machine Guarding Ergonomics
March 2/15/21	Roof Safety Fall Protection/ Ladder Safety	Skin Protection Signs & Labels	Face/Eye/Head Protection Hi-Viz Clothing	Material Handling Spill Containment	AED & CPR Lockout/Tagout
April 3/16/21	Heat Stress Floor Safety/ Slips & Falls	Disaster Preparedness Health & Wellness	Protective Clothing Emergency Eyewash/Showers	Lone Worker Tool Safety	Hazmat Bird/Pest Control
May 4/15/21 ASSP Show Issue	ASSP Preview Confined Space	Noise/Hearing Conservation Software	Wearables Gloves/Hand Protection	Respiratory First Aid	Gas Detection FR Clothing
June 5/14/21 ASSP Show Issue	Fire & Life Safety Machine Guarding	Construction Safety Infection Control	Face/Head/Eye Protection Ergonomics	Transportation Safety Heat Stress	Incentives/ Safety Programs Combustible Dust
July 6/15/21 Top Products	Hazmat Drug/Alcohol Testing	Fall Protection Lockout/Tagout	Foot Protection Protective Clothing	Training Lighting	IAQ Material Handling
August 7/15/21	Behavioral Safety Lone Worker	Bird/Pest Control Gas Detection	Emergency Eyewash/Showers Skin Protection	Signs & Labels Electrical Safety	Floor Safety/ Slips & Falls AED & CPR
September 8/16/21 NSC Show Issue	NSC Preview Wearables	Confined Space Respiratory	Hi-Viz Clothing Gloves/Hand Protection	Disaster Preparedness Software	Spill Containment Health & Wellness
October 9/15/21 NSC Show Issue	Winter Products Incentives/ Safety Programs	Fire & Life Safety First Aid	Protective Clothing Foot Protection	Combustible Dust Machine Guarding	Ergonomics Noise Control & Hearing
November 10/14/21	Training Tool Safety	Electrical Safety Emergency Response	Eye/Face/Head Protection Lockout/Tagout	Material Handling Fall Protection/ Ladder Safety	Drug/Alcohol Testing Gas Detection
December 11/15/21 BUYER'S GUIDE	<b>Buyer's Guide</b>				

FSM WILL ALSO HAVE BONUS DISTRIBUTION AT THE FOLLOWING TRADE SHOWS: IRE ROOFING SHOW, AHR, ASSP, NSC, IFMA, ISSA

## 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
1/3 Page	\$2,235	\$1,895	\$1,595	\$1,405	\$1,275
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>	\$1,995	\$1,695	\$1,450	\$1,275	\$1,075

(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

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