

# **MEDIA TARGETING**

# SAFETY PROFESSIONALS

# 2020

Partner with ASSP and develop a powerful program that integrates print and digital to get your message to today's OSH leaders.



AMERICAN SOCIETY OF  
**SAFETY PROFESSIONALS**

**Working together for a safer, stronger future.®**

# Who We Are

For more than 100 years, ASSP has supported occupational safety and health (OSH) professionals in their efforts to prevent workplace injuries, illnesses and fatalities. We provide education, advocacy, standards development and a professional community to our members to help advance their careers and the OSH profession as a whole.

**Established:** Since 1911, ASSP has been the most respected advocate for workplace safety and health professionals, working hard to advance the profession and the individuals who choose it.

**Connected:** With more than 38,000 members in 80 countries, ASSP connects safety and health professionals to a vast community of peers, resources and opportunities worldwide.

**Passionate:** Our members are dedicated to making the world a safer and healthier place. We share their dedication and are passionate about helping safety and health professionals achieve their goals.



## ASSP is recognized as the leading resource for key OSH decision makers—



**94%** trust ASSP advertisers



**59%** have visited an advertiser's website as a result of seeing an ad through ASSP media



**31%** have requested information from an advertiser

# By the Numbers

## Professional Safety

**40K+** paid circulation

**33K+** print

**228K+** reach

\*per month

## ASSP.org

**290K+** page views

**88K+** site visits

**49K+** unique visitors

\*per month

## Weekly e-Digest

**32K+** members

**27%** open rate

**3%** click-thru

\*per week

## Society Update

**32K+** members

**28%** open rate

**3%** click-thru

\*per month

## Social Media

**78K+** linkedin

**23K** facebook

**14K+** twitter

# ASSP Offerings



## Professional Safety Journal

A valued and trusted resource, *Professional Safety* is ASSP's most popular member benefit. Each month, ASSP's peer-reviewed flagship publication delivers the latest OSH knowledge—information developed through research and on-the-job experience.

## ASSP.org

ASSP's official website engages visitors with the daily blog, advocacy updates and the latest industry news. Promote your organization or product 24 hours a day on our high-traffic website.

## ASSP Weekly e-Digest

Containing the latest news and OSH information, ASSP Weekly is delivered every Monday. It features images, graphics, videos and hyperlinks that help readers quickly access information and resources. Include your white paper in our weekly digest.

## Society Update

ASSP's popular blog-style e-newsletter, Society Update, is distributed to membership each month, highlighting the latest Society and member news, keeping ASSP's members informed of important Society happenings. Include your banner ad or highlight a white paper.

# Reach **228,000+** Safety Professionals



- 40K+** readers, largest paid circulation
- 95%** influence purchasing decisions
- 84%** save articles
- 54%** routinely discuss an ad/article with colleagues
- 68%** read more than half the issue
- 51%** referred an ad or an article
- 45%** modified a workplace safety procedure based on an article

# PROFESSIONAL SAFETY

JOURNAL OF THE AMERICAN SOCIETY OF SAFETY PROFESSIONALS



## Professional Safety Journal

Largest PAID circulation – 40,000+ – no free issues – in the occupational safety and health industry. A valued and trusted resource, *Professional Safety* Journal (PSJ) is ASSP's most popular member benefit. Each month, our peer-reviewed flagship publication delivers the latest OSH knowledge—information developed through research and on-the-job experience.

## PSJ Readers

Total PSJ monthly readership of 228,000+ safety professionals (6.3 readers per copy). We present authoritative and accredited information – our safety professionals earn BCSP continuing education units (CEUs) by reading PSJ. We also have a growing audience of digital and mobile PSJ readers.

## Key Sections

**Feature articles:** Written by OSH professionals and industry experts, these articles undergo a rigorous peer-review to ensure informative, evidence-based content.

**Best Practices:** Bylined, practical application-based articles deliver ideas and suggestions that readers can immediately apply and readily share.

**PSJ Asks:** Interviews with industry experts, leaders and business executives.

**Safety Matters:** A news section featuring industry information, regulatory updates, reports on standards and other items of interest.

**Leading Thoughts:** Leadership topics with a specific focus for the OSH professional.

**Checkpoints:** Discussion of the fundamentals of a specific safety practice.

**Vantage Point:** A forum for sharing ideas and opinions designed to encourage and stimulate critical thinking, discussion and debate on matters of concern in OSH.

**Standards Insider:** Interviews or bylined articles from subject matter experts involved in the standards development process.

**ASSP Connection:** Information on benefits and new offerings to members.

**Product Pulse:** Highlights the latest related products and services

**Continuing Education:** List of continuing education events around the globe.

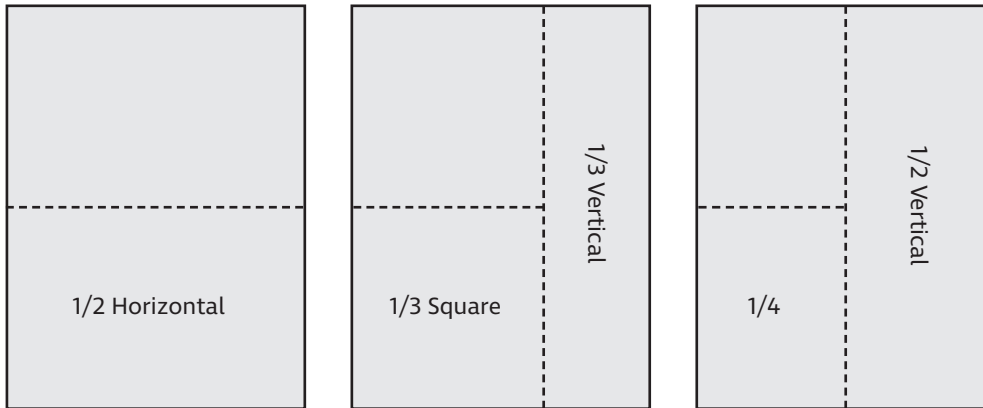
**President's Message:** A monthly message from the current ASSP president.

**Worth Reading:** Reviews of current articles, books and other media.

**By the way:** Fun, informative information.

# Print Specs & Cost

Effective October 1, 2019



## Professional Safety Journal

	1x	3x	6x	12x
<b>Full page</b>	\$6,495	\$6,105	\$5,910	\$5,715
<b>1/2 page</b>	\$4,030	\$3,785	\$3,665	\$3,545
<b>1/3 page</b>	\$3,220	\$3,025	\$2,930	\$2,830
<b>1/4 page</b>	\$2,775	\$2,610	\$2,525	\$2,445

## Professional Safety Journal

### Full page

Trim size 8.125" x 10.875"  
 Bleed plate size 8.375" x 11.125"  
 Live area 7.875" x 10.625"

### 1/2 page

Horizontal 7" x 4.875"  
 Vertical 3.375" x 10"

### 1/3 page

Square 4.625" x 4.875"  
 Vertical 2.25" x 10"

### 1/4 page

3.375" x 4.875"

## Professional Safety Journal Specification & Format

**Printing process:** Web offset

**Binding:** Saddle-stitched

**Format:** PDFX-1a; PDFX-4; press-optimized PDF

**Files:** Files must be flattened and all fonts must be embedded within the PDF file.

**Color & Resolution:** Save images as CMYK at 300 dpi; convert all colors to CMYK; Bitmap mode graphics should have an effective resolution of at least 600 dpi.

**Submission:** [www.assp.org/about/advertise/advertising-media-upload](http://www.assp.org/about/advertise/advertising-media-upload)

**Rules:** Do not use rules narrower than 0.25 pt

**Live area:** Include standard trim, bleed and center marks outside trim, no marks in live image area.

# Digital Specs & Cost

Effective October 1, 2019

## ASSP.org Web Banner Ads

Dimensions (WxH): 256 x 242 pixels  
File Format: JPEG Image, no animation  
URL: Supply link

## ASSP Weekly e-Digest

File Format of document: PDF  
20-word description with link  
URL: Supply link

## Society Update Banner Ads

Dimensions (WxH): 256 x 242 pixels  
File Format: JPEG Image, no animation  
URL: Supply link

## Digital Opportunities

	1x	3x	6x	12x
<b>ASSP.org</b> (Cost per Month)	\$2,200	\$1,900	\$1,600	\$1,300
<b>ASSP Weekly e-Digest</b> (Cost per Week)	\$2,150	\$1,850	\$1,550	\$1,250
<b>Society Update</b> (Cost per Month)	\$2,100	\$1,800	\$1,500	\$1,200



## Contact

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