SAFETY ZONE MAGAZINE

2020 Media Guide

Reach Out

Safety Zone Magazine is a digital magazine for safety engineers and safety professionals nationwide. With the growing number of government agencies and regulations being added and changed each day, companies need to stay up-to-date with these revisions.

Safety Zone Magazine is your “go-to” reference to stay up to date on topics like safety training, safe maintenance practices and compliance with occupational safety and health laws.

Tell Your Story

Articles in Safety Zone Magazine are written to explain specific products and services for the safety markets- the how, why and the unique abilities of these products and services. Sharing your story educates readers so they make better buying decisions for their company. We offer a variety of article opportunities to tell your story to the right audience at the right time.

Industry News: General interest news articles regarding accomplishments of people throughout the industry. Key hires, promotions or retirements are announced in this section. Company expansions, mergers, ect. are also included.

Feature Topic Articles: Extended in-depth instructional or informational articles.

Company Profile: Promotional article designed to tell the story of a company, products and the key people responsible for the success of the company.

Product Focus Articles: Written to explain unique features and benefits of a specific product.

New Product Spotlight: This section announces new products or updates to existing products.

Connect

Safety Zone Magazine is distributed to 80,000 nationwide in an e-blast every two months. Hard copies are also distributed at various industry trade shows. Hard copies are also sent out per request.

Typical readers include:

Plant Managers
Facility Engineers/ Managers
Risk Managers
Safety Engineers
Electrical Engineers
Environmental Managers
Safety Managers/ Directors

Readership Breakdown

Manufacturing (SIC Codes: 2099-3999)..... 50%

Construction (SIC Codes: 15-17)..... 30%

Hospital & Health Care (SIC Codes: 80)..... 10%

Oil & Gas Field Services (SIC Codes: 4900 & 4932)..... 5%

Electrical, Gas & Sanitary Services (SIC Codes: 4900 & 4932)..... 5%

2019 Editorial Calendar

Issue Material Deadline	Spotlight Topics	Safety Zone	Personal Protection	Occupational Safety
January 2020 November 27, 2019	Noise Reduction • Hearing Protection	Security	Head Protection	Construction Safety
February 2020 December 30, 2019	Fall Protection	Machine Guard • Ladder Safety	Emergency Response	Building Safety
March 2020 January 31, 2020	Electrical Safety • First Aid	Disaster Prep • Emergency Response	CPR & AED • Skin Protection	Outdoor Skin Care Protection
April 2020 February 28, 2020	Floor Safety • Slips & Falls • Fall Protection	Lock Out/ Tag Out • Oil Spills	Foot Protection	Signs & Labels • Drug & Alcohol Testing
May 2020 March 30, 2020	Gas Detection • Heat Stress	IAQ • First Aid	Respiratory Protection	Eye Wash • Showers • Risk Management
June 2020 April 30, 2020	Fire Safety • IAQ	Respiratory Protection	Fire Resistant Clothing	Emergency Response • Safety Training
July 2020 May 29, 2020	Respiratory Protection • Gas Detection	Clean Room • IAQ	CPR & AED	Disaster Prep
August 2020 June 26, 2020	Bugs, Birds & Pest Control	Skin Protection	First Aid • Skin Protection	Transportation Safety
September 2020 July 31, 2020	Safety Training	Signs & Labels	Security	Hazmat • Clean Room
October 2020 August 28, 2020	Respiratory Protection	Gas Detection	Head Vision • Face Protection	Building Hazard Prevention
November 2020 September 25, 2020	Fall Protection	Foot Protection • Gloves	Protective Clothing	Construction Safety
December 2020 October 30, 2020	Yearly Buyer's Guide			

Ad Specifications

Trim Size: 8” x 10.5”	1/3 Page Vertical: 2.125” x 9.625”
Full Page Live Area: 7.5” x 10”	1/3 Page Square: 4.5” x 4.75”
Bleed: 8.25” x 10.75”	1/2 Page Vertical: 3.5” x 9.625”
2 Page Spread Bleed: 16.25” x 10.75”	1/2 Page Horizontal: 7” x 4.75”
1/4 Page Vertical: 3.5” x 4.75”	1/2 Page Island: 4.5” x 7.25”
Banner: 468x60 px	Button: 144x100 px

Pricing

Ad Size	1x	6x	12x	18x
Full Page	$2750	$2500	$2375	$2200
1/2 Page Island	$1850	$1725	$1600	$1500
1/2 Page	$1575	$1450	$1275	$1100
1/3 Page	$1325	$1250	$1100	$990
1/4 Page	$1075	$950	$875	$800
2 Page Spread	$5100	$4800	$4500	$4200
Inside Front Cover	$3200	$3000	$2800	$2600
Inside Back Cover	$2900	$2750	$2600	$2450
Back Cover	$3400	$3150	$3000	$2800
Premium E-Blast Sponsorship with Full Page Ad	$6000	$4500	$3500	$2500
E-Blast Banner	$1100	$990	$880	$770
E-Blast Button	$700	$630	$560	$490
E-Blast Featured Video	$1500	$1350	$1200	$1050
Website- Front Page Featured Video	$1000	$900	$800	$700
Featured Videos Page Gallery	$750	$675	$600	$525
Embeded Video On Magazine Ad	$750	$675	$600	$525

Terms & Conditions

• TERMS: All invoices are due upon receipt and are considered late after 30 days. A 5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within 30 days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

• DISCOUNTS: Frequency discounts apply to insertions that are placed in advance and must be completed according to the terms of the contract agreed upon by the advertiser and publisher.

• 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.

• RATE INCREASES: Rates are not subject to change for companies with an existing contract regardless of circulation increases or paper cost increases.

• SUBJECT TO CHANGE: All topics and shows are subject to change at the discretion of the publisher.

• 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 Safety Zone Magazine in whole or in part without prior written permission from the publisher is prohibited.

CJS Media • PO Box 1568 • Pelham, AL 35124

Material Specifications

• DIGITAL AD FILES: PDF files with PDF/X1-a format option are preferred with images and fonts embedded. Native files can be sent in Quark Xpress, Adobe Illustrator, Photoshop or InDesign. Please supply all fonts, images and artwork with ads supplied in these applications.

• All artwork and type should be prepared in CMYK & high resolution (300+ dpi)

• AD SUBMISSION - Material may be received by e-mail, CD or DVD.

• COLOR PROOF - H&F Media Group, Inc. requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

• INSERTS: All inserts and special advertisement prices are available upon request.

Additional Instruction:

• All advertisements must be received in an approved digital format to be considered camera-ready. When no acceptable artwork or copy is furnished to publisher by the deadline for the requested issue, publisher reserves the right to repeat the most recent approved advertisement. If publisher is within its sole determination unable to produce any advertisement due to the type, style or color advertiser has called for, publisher may make alterations to such advertisement in type, style or color publisher deems appropriate without advertiser’s approval. Publisher is not liable to advertiser for any error, problem or mistake related to publisher’s production.

• FILE FORMATS NOT ACCEPTED - We do not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

• Complimentary web button/ banner design does not include flash buttons/ banners. Flash button and banner designs are subject to $65 per hour fee.

• Please send advertisement files to annie@handfmedia.net