

ISHN

Your Source For Safety, Health & Environment News

2008 Integrated Media Planning Guide

See inside about:

- **NEW!** 2008 Integrated Marketing Programs (see page 3)
- Company of the Year & Convention Companion Sponsorships (see page 2)
- Annual Wall Calendar Sponsorship (see page 2)
- **NEW!** EH&S Digest Size Resource Guide (see page 9)
- 100% Direct Request Circulation of **71,400** Monthly Subscribers.*

Exclusive **ISHN** Opportunities:

CONVENTION COMPANION: Let **ISHN** take you to the hottest industry trade shows of 2008!

The February Convention Companion issue will be distributed at ALL of these industry trade shows:

- AIHce
- ASSE
- Glove Symposium & Expo
- ISEA Annual Meeting
- NSC
- OS+H Asia
- SEDA Annual Meeting
- VPPPA



By advertising in the **ISHN** Convention Companion issue in February your company is guaranteed extended exposure. The February issue will have a special section devoted to the hottest industry trade shows and meetings with bonus copies distributed at these shows throughout the year. **ISHN's** subscribers will keep this important issue

on hand for convention information: contact numbers, overviews, locations, local activities and special events. Consult your rep on how you can be part of this exciting new section.

Sponsorships include:

- Logo and website address in February on opening page designating your sponsorship.
- Ad can be placed in this special section (must pay cost of your ad).
- (8) e-Newsletter sponsorships (one per convention). Includes 125 x 125 tile ad in our recap with a link to your website.



Safety that Soars Award – June

(Only 10 sponsorships available) **\$5,000 net**

Your company can sponsor **ISHN's** "Safety that Soars" site-specific safety award acknowledging one company and two runners-up who have shown outstanding achievement in protecting their workers with safety initiatives. This award will be presented in Las Vegas at the ASSE show, June 9-12. Manufacturers and suppliers will receive branding opportunities including making an on-site safety assessment and meeting the "Company of the Year" safety team at the show right after the award presentation. Consult your salesperson for details on how to participate.

Sponsorships Include:

- ✓ VIP invite for up to 3 to the Presentation Party in Las Vegas.
- ✓ Logo on the Company of the Year plaque.
- ✓ Logo and website on the Corporate Gift Bag given to Company of the Year executives packed with sponsor literature and product samples.
- ✓ Editorial in June profiling Company of the Year and (2) runners-up with your logo on all pages.
- ✓ Recap in August with Company of the Year presentation. Includes your logo and Web address.
- ✓ Logo and Web site in minimum six e-newsletters and six 7x10 print ads plus banner ads.
- ✓ **ISHN** will provide company name, contact names and contact information to sponsors for all companies who submit a nomination.
- ✓ Sponsors will be able to conduct an on-site safety assessment (expenses not covered) in the month of April/May before the award is presented and provide feedback to **ISHN**.
- ✓ Your logo and Web site on all promotional material from Dec. - June.

ISHN OS+H Asia Safety Supplement:

All advertisers in August have the opportunity to have ads translated into Mandarin Chinese and published in this special Chinese edition of **ISHN**. This is your opportunity to expand your reach to international health & safety professionals attending the OS+H Asia Show with Bonus Distribution! (\$350 translation fee.)

*Source: BPA Circulation Statement, December 2007.

Annual Wall Calendar

(Only 10 spots available)

Be a sponsor in our 2009 calendar which will be tipped into the November 2008 issue to all 71,400* subscribers. Your sponsorship box is 3.25" across x 2.5" down.

Only 10 spots available next to the safety industry's hottest 2009 trade shows/meetings.

Calendar will be tipped into the November 2008 issue of **ISHN**. Ad rates: \$250 "2.5" x 3.25" no bleed. \$2,000 net. Reserve your space today!

Send your logo, website address, contact name, phone number, and email to: advertising@ishn.com
 10000 Corporate Blvd., Suite 1000
 Dallas, TX 75243
 Phone: 972.308.9127
www.ishn.com

Reach 70,000 subscribers every month... **ISHN** has a 100% direct request circulation!

Highest circulation the Top 9 High Hazard Industries: Construction, Food, Primary Metals, Tobacco/Petroleum, Transportation Mfg.

ISHN is the only safety magazine with a dedicated quarterly "Distributor" Supplement

ISHN offers Pre-qualified Sales Leads for its advertisers... Exclusive Service!

Your Brand and/or Products will be seen year-round.

It's not just a magazine, it's a **TABLOID**.

NEW 2008 Integrated Media Programs

Print. Online advertising. Event marketing. You may be using one of these vehicles as part of a lead-generation initiative. You may want to use all of them — but haven't found a strategy for generating more revenue with minimal wasted resources. **ISHN's** new Integrated Media Programs can help. Contact your sales rep for pricing and custom program information.

	Platinum	Gold	Silver	Bronze	Show Package	Electronic Package
 <p>ISHN Magazine Print Ads The foundation of any successful ad program aimed at health & safety professionals.</p>	12x	12x	6x	6x	4x	
 <p>For Distributor's Only Print Ad Reaching more than 1,600* subscribers in this exclusive ISHN "distributors-only" supplement.</p>	✓	✓	✓			
 <p>ASSE Directory of Exhibits Ad Bonus distribution with a full page in this important trade show directory.</p>	✓	✓	✓	✓	✓	
 <p>Literature Showcase A bonus frequency boost in this 4/c printed showcase section.</p>	4x	4x				
 <p>Monthly eNewsletter Sponsorships Reaching thousands** of ISHN opt-in subscribers via e-mail.</p>	12x			6x		✓
 <p>Convention Companion Sponsorship Sponsorship of this popular and widely distributed 2008 convention guidebook.</p>	✓	✓	✓		✓	
 <p>Safety that Soars Sponsorship Position your company as a leading brand by celebrating the year's best health & safety program.</p>	✓		✓			
 <p>Web Ad on www.ISHN.com Boost impressions and click-thrus with www.ishn.com banners and buttons.</p>	12x			6x		✓
 <p>Digital Construction Magazine Ad All-digital construction magazine – reaching all ISHN subscribers with e-mail addresses.</p>	✓	✓				✓
 <p>Pre-Qualified Sales Leads We telephone our subscribers and report to you their future purchasing intentions.</p>	✓	✓	✓	✓		
 <p>Direct Mail Names The industry's most powerful subscriber file is yours for a one-time direct mail use.</p>	✓					
 <p>Premium Print/Online Directory Listing Boldfaced listing. Also includes a 4/c logo and online items.</p>	✓	✓				✓
 <p>Video posting online (under 2 min.) Your product demo or other custom video online at www.ishn.com.</p>	✓					
 <p>Showroom/Microsite Custom showroom or microsite within ISHN's online framework.</p>	✓	✓				✓
 <p>NEW Chinese OS+H Asia Show Issue Ad Your ad translated in ISHN's special Chinese issue.</p>	✓	✓			✓	

*Source: BPA Circulation Statement, December 2007. **Source: Publisher's own data.

ISHN — the facts

ISHN listens. Reach the people you want to put your message in front of including:

- 100% direct request circulation... no waste!*
- More than 10,000 construction, mining and utilities/waste management subscribers.*
- More than 2,000 oil/gas safety subscribers.*
- 50,000+ manufacturing subscribers.*

ISHN is still committed to bringing you the highest circulation in the Top (5) High Hazard Industries** : construction (7,228), food (6,505), primary metals (3,156), fabricated metals (7,091) and transportation manufacturing (3,193).*

ISHN Offers (8) Unique Features That Benefit Advertisers:

1 **Tabloid Sized Ad Pages**

— giving our advertisers 2x the space of traditionally sized publications. Perfect for lead generation and brand building.

2 For Distributors Only — dedicated quarterly supplement formulated to distributors to high-hazard industries, published for 15 straight years.

3 Pre-Qualified Sales Leads — pre-qualified sales leads from telephoning our subscribers and delivering purchasing intentions over the next 3-6 months to advertisers.

4 Top 5 High-Hazard Industries** — highest circulation in these high-hazard industries; construction, food, primary metals, fabricated metals, and transportation manufacturing.

8 straight years now

5 **Digital Construction Safety Supplement**

— exclusive supplement targeted toward the most dangerous industry in the U.S.

6 White Paper Report — only safety magazine to annually publish a white paper report to show industry's spending/buying habits for the past 23 years.

7 Editorial Staff — most experienced and longest tenured chief editor; 28 years editing **Industrial Safety & Hygiene News**.

8 All 71,400* Have Requested To Receive ISHN Magazine — No other safety publication has 100% direct request circulation.¹ **ISHN** makes sure your ads are reaching the right safety & health subscribers every month.

The only monthly tabloid size publication in the safety & health industry.**

Industrial Safety & Hygiene

News targets 71,400* qualified subscribers each month

at high hazard worksites in oil/gas, manufacturing, construction, health facilities, and service industries. With a highly knowledgeable editorial staff, **ISHN** keeps subscribers renewing because **ISHN's** goal is to deliver quality, cutting-edge articles that keep readers up-to-date on changing trends and quick how-to guides on everyday work situations. **ISHN's** unique features not only keep our subscribers returning but advertisers want to be involved in the exclusive supplements and buyers guides that are referenced year-round.

ISHN is also designed to be the first read with early mail dates and short articles backed by dynamic graphics. Content covers OSHA and EPA regulations, how-to features, safety and health management topics, and the latest product news.

In a recent survey, ISHN was selected as the most preferred magazine to read over any other safety publication.²

*Source: BPA Circulation Statement, December 2007.

¹Source: ISHN June 2007 BPA Circulation Statements: ISHN: (100% direct request, 71,400 TQ) vs. Occupational Health & Safety (85.9% direct request, 84,244 TQ) vs. Occupational Hazards (97.5% direct request, 72,307 TQ). ISHN Dec. 2007 TQ = 71,400 (100% direct request). OH&S and OH Dec.

2007 BPA Statements unavailable at time of press.

²Source: 2007 Reader Preference Study.

**Source: Publisher's own data.

E-Marketing Opportunities

Internet Advertising with ISHN:

At <http://portfolio.bnppmedia.com>, you can explore all of the outstanding opportunities to deliver your sales message electronically. A brief description, actual examples and mechanical specs are all accessible. Be creative. Get attention. Discover the wide range of possibilities including:

- Tile ads
- Eblasts
- Banner ads
- Podcasts
- Skyscraper ads
- Rich Media
- Article Sponsorship ads
- Streaming Video
- Blog Sponsorships
- Digital Magazines



Each E-Newsletter will be targeted with original, concise editorial to 12,000+* qualified industry professionals from our circulation.

E-Newsletter Dates: 2008

- Jan 16, 23, 30
- Jul 16, 23, 30
- Feb 13, 20, 27
- Aug 13, 20, 27
- Mar 12, 19, 26
- Sept 10, 17, 24
- Apr 9, 16, 23
- Oct 8, 15, 22
- May 14, 21, 28
- Nov 12, 19, 26
- Jun 11, 18, 25
- Dec 3, 10, 17

ISHN's E-Newsletter delivers a targeted audience and editorial. Don't miss direct leads to your website 36 times in 2008!

E-Newsletter Sponsorships

Sponsorships are available! Announce your newest product by sponsoring an e-newsletter and receive up to 100 words, a product photo, website link and phone number for immediate attention.

- 1-3 sponsorships...** \$780 net per sponsorship.
- 4-7 sponsorships...** \$730 net per sponsorship.
- 8-15 sponsorships...** \$675 net per sponsorship.
- 16+ sponsorships...** \$500 net per sponsorship.

Banner Ad (468 x 60)

Capture attention as the first image recipients see and get direct hits to your website.

- 1-5 sponsorships...** \$700 net per sponsorship.
- 6-12 sponsorships...** \$625 net per sponsorship.
- 13+ sponsorships...** \$520 net per sponsorship.

ISHN Editorial Calendar — 2008

	JAN	FEB	MAR	APR	MAY	JUN
features	<ul style="list-style-type: none"> ■ Industrial Hygiene ■ Respiratory Protection ■ Fall Protection ■ Eye/Face Protection ■ FR Clothing ■ Footwear 	<p>2008 Convention Companion!</p> <ul style="list-style-type: none"> ■ Hand Protection ■ Hearing Protection ■ Ergonomics ■ Emergency Showers/Eyewashes ■ Material Handling ■ Warning Devices 	<ul style="list-style-type: none"> ■ Protective Clothing (Uniforms) ■ AEDs ■ Confined Space Entry ■ Flooring & Matting ■ Safety Lighting ■ Facility Safety 	<ul style="list-style-type: none"> ■ Lockout-Tagout/ Machine Guarding ■ Welding Safety ■ Hand Protection ■ Skin Protection ■ Heat Stress/ Cooling Vests/ Monitors ■ Safety Knives/ Hand Tools 	<p>AIHce Show Issue!</p> <ul style="list-style-type: none"> ■ Heat Stress/Thirst Quenchers ■ Respiratory Protection ■ Fire Safety ■ Footwear ■ First Responders ■ Protective Clothing (Fabrics) 	<p>ASSE Show Issue!</p> <p>Safety That Soars Presentation</p> <ul style="list-style-type: none"> ■ Eye Protection ■ Fall Protection ■ Head Protection ■ MSDS Compliance ■ Communication Systems ■ Drug Testing ■ Hearing Protection
product focus	<ul style="list-style-type: none"> ■ Portable Gas Detection ■ Fall Protection 	<ul style="list-style-type: none"> ■ Head Protection ■ First Responder Products 	<ul style="list-style-type: none"> ■ Eye Protection ■ High-Viz Apparel 	<ul style="list-style-type: none"> ■ Ergonomics ■ Fall Protection 	<ul style="list-style-type: none"> ■ Exposure Monitoring & Sampling Instruments ■ Communication Solutions 	<ul style="list-style-type: none"> ■ Skin Creams/Ointments ■ Hand Protection (cut-resistant)
training	<ul style="list-style-type: none"> ■ Behavior-based safety 	<ul style="list-style-type: none"> ■ Developing safety cultures 	<ul style="list-style-type: none"> ■ PPE usage 	<ul style="list-style-type: none"> ■ Confined spaces 	<ul style="list-style-type: none"> ■ Fire safety 	<ul style="list-style-type: none"> ■ University Training Courses
incentives/motivation		<ul style="list-style-type: none"> ■ Setting goals for your program 				<ul style="list-style-type: none"> ■ Getting the most from gift cards
special sections	<p>FOR DISTRIBUTORS ONLY</p> <ul style="list-style-type: none"> ■ White Paper 2008 		<ul style="list-style-type: none"> ■ Construction Safety 		<p>FOR DISTRIBUTORS ONLY</p> <ul style="list-style-type: none"> ■ EH&S Instrument Buyer's Guide 	<ul style="list-style-type: none"> ■ Software & Training Buyer's Guide ■ ASSE Directory of Exhibits
shows	<ul style="list-style-type: none"> ■ World of Concrete January 22-25, Las Vegas, NV 				<ul style="list-style-type: none"> ■ American Industrial Hygiene Conference & Expo May 31-June 5, Minneapolis, MN 	<ul style="list-style-type: none"> ■ American Society of Safety Engineers June 9-12, Las Vegas, NV
bonus marketing	<p>BONUS MAILING to 11,000 AIHA Members</p> <ul style="list-style-type: none"> ■ FREE White Paper Sponsor Profiles 	<p>FREE Lit Spotlights</p> <ul style="list-style-type: none"> ■ FREE Pre-Qualified Sales Leads 	<p>FREE Construction Safety Profiles</p> <ul style="list-style-type: none"> ■ FREE Web Showroom 	<p>Free Corporate Spotlight</p> <ul style="list-style-type: none"> ■ FREE Lit Spotlights 	<p>FREE! AIHA Exhibitor Spotlights</p> <ul style="list-style-type: none"> ■ FREE Web Locator 	<p>FREE AD in ASSE Directory of Exhibits</p> <ul style="list-style-type: none"> ■ FREE ASSE Exhibitor Spotlights ■ FREE Software/ Training Ad

NEW EH&S Resource Guide!

NEW in 2008

13th Issue
2009 EH&S Resource Guide
Digest Size (4.5" x 7.5")
 Advertisers receive: Buyers Guide deluxe package including your Company logo in print and online, boldface listing, link to your website and reference to what page your ad appears on.

JUL	AUG	SEP	OCT	NOV	DEC
<ul style="list-style-type: none"> ■ Confined Space Entry ■ Hand Protection ■ Protective Clothing ■ Portable Gas Detection ■ Construction Safety ■ Heat Stress 	<p>VPPPA Show Issue! OS+H Asia Show Issue!</p> <ul style="list-style-type: none"> ■ Emergency Showers/Eyewashes ■ Respiratory Protection ■ Flammable Storage & Handling ■ Slip Protection/Coatings/Flooring ■ Flooring & Matting ■ Chemical Mgmt. 	<p>NSC Show Issue!</p> <ul style="list-style-type: none"> ■ Hearing Protection ■ Fall Protection ■ Instrumentation ■ Training ■ Signage/Warning Devices ■ Software ■ Ergonomics ■ Safety Incentives 	<ul style="list-style-type: none"> ■ Eye Protection ■ Hand Protection ■ FR Protective Clothing ■ Head Protection ■ Footwear ■ AEDs ■ Fall Protection 	<ul style="list-style-type: none"> ■ Gas Detection ■ Fall Protection ■ Hearing Protection ■ Respiratory Protection ■ Hand Protection ■ First Responders 	<ul style="list-style-type: none"> ■ Ergonomics ■ Confined Space Entry ■ Radiation Detection/Monitoring ■ Winter Products (Outdoor Footwear, Clothing, Gloves) ■ AEDs ■ Footwear
<ul style="list-style-type: none"> ■ Footwear ■ Storage Equipment (Cylinders, Structures, Hazmats) 	<ul style="list-style-type: none"> ■ Respiratory Protection & SCBAs ■ Hearing Protection 	<ul style="list-style-type: none"> ■ Protective Clothing (FR, Uniforms, Hazmat Response, Fabrics, Limited Use Garments) 	<ul style="list-style-type: none"> ■ MSDS/Labeling Equipment ■ Ergonomics 	<ul style="list-style-type: none"> ■ Industrial Footwear ■ Safety Lighting 	<ul style="list-style-type: none"> ■ Safety Knives/Hand Tools ■ Hand Protection (chemical resistant)
<ul style="list-style-type: none"> ■ Construction safety 	<ul style="list-style-type: none"> ■ Developing safety cultures 	<ul style="list-style-type: none"> ■ Fall protection 	<ul style="list-style-type: none"> ■ Hazard communication, chemical safety 	<ul style="list-style-type: none"> ■ Coaching 	<ul style="list-style-type: none"> ■ Team safety
		<ul style="list-style-type: none"> ■ How to measure your program's performance 			
	<ul style="list-style-type: none"> ■ OS+H Asia Edition ■ Facility Special Section 	<p>FOR DISTRIBUTORS ONLY</p> <ul style="list-style-type: none"> ■ Incentives/Recognition Special Section 		<p>FOR DISTRIBUTORS ONLY</p>	
	<ul style="list-style-type: none"> ■ VPPPA Conference August 25-28 Anaheim, CA 	<ul style="list-style-type: none"> ■ NSC Expo September 22-24 Anaheim, CA ■ The Motivation Show 2008 			
<p>FREE Pre-Qualified Sales Leads!</p>	<p>free WEB SHOWROOM</p>	<p>FREE! NSC EXHIBITOR SPOTLIGHTS</p>	<p>FREE Case Study</p>	<p>FREE Platinum Leads</p>	<p>FREE Direct Mail Names</p>
<ul style="list-style-type: none"> ■ FREE Construction Spotlights 	<ul style="list-style-type: none"> ■ FREE Lit Spotlights 		<ul style="list-style-type: none"> ■ FREE Web Locator 	<ul style="list-style-type: none"> ■ FREE Lit Spotlights 	<ul style="list-style-type: none"> ■ FREE EH&S Resource Guide Ad
	<p>DOUBLE PLAY PACKAGE Advertise in Aug. and Sept. and receive an additional FREE ad or corporate profile space in our supplement distributed at VPPPA and NSC:</p> <ul style="list-style-type: none"> ■ FREE 1/2 pg. for fractional advertisers ■ FREE full page for 7x10 and tab advertisers 				

Exclusive Supplements & Special Se



ISHN's Exclusive Digital Construction Safety Supplement — March

ISHN devotes targeted editorial coverage to the most dangerous industry in the U.S. with its 7x10-inch Construction Safety supplement. News and feature articles focus on managing contractors safely and OSHA compliance issues. Plus product coverage of fall protection, hand protection, PPE for construction workers, training programs, and equipment needed to ensure site safety.



Corporate Profile Issue — April

Showcase your products in this advertorial format.

- 7x10 or larger advertisers will receive 500 words and (2) 4-color photos;
- Fractional advertisers will receive 250 words and (1) 4-color photo.



EH&S Instrumentation Buyers Guide — May

Reach 20,000+ key instrument professionals* in THE ONLY stand-alone Industrial Hygiene instrument selection guide. This is an essential resource for keeping up with product innovations and new suppliers in a dynamic and growing marketplace, and will be referenced year-round. Advertise in the EH&S buyers guide and become part of this market's most useful purchasing tool. Plus, this buyers guide will be distributed at AIHce, ASSE & NSC in 2008! **Instrumentation advertisers in the May issue only will receive a FREE ad equivalent to their size in the May issue.**



ASSE Directory of Exhibits — June



For the 6th consecutive year, **ISHN** produces in cooperation with the ASSE organization the ASSE Directory of Exhibits for the show in Las Vegas, NV. This official directory is given to the attendees when they register for the show allowing them to learn more about the exhibitors. This one-of-a-kind directory lists all exhibiting companies alphabetically and also by product category so the attendee can navigate the exhibit hall with ease. June advertisers who are exhibiting will receive a **FREE** ad in this official directory of exhibits. Full-page advertisers will also receive their company logo in a bold color, listed alphabetically, in the ASSE Directory of Exhibits.

Non-advertisers can buy an ad in the official directory for a nominal fee. Call your salesperson for details.



7th Annual Software & Training Buyers Guide! — June

You can't miss out on this 2008 who's who of software and training companies. Software & Training companies are listed alphabetically and by product category. **Software & Training advertisers in the June issue only will receive a FREE ad equivalent to their size in the June issue.** Non-advertisers: advertising space available to purchase. Call your sales rep for more information.

Facility/Building Safety Special Section — August

ISHN gives subscribers help protecting property and ensuring safe operating conditions in 2008 with a 7x10-inch Facility / Building Safety special section. Product features and updates focus on: machine guards, lighting, flooring and coatings, spill cleanup, noise control, material handling, signage, loading dock safety, vehicle safety, ventilation, exposure controls, temperature controls, security access, ergonomics, and indoor air quality monitoring.

Incentives/Recognition Awards — September

In 2008, **ISHN** will publish a special section devoted to comprehensive incentive and recognition programs, managing safe behaviors and attitudes, and recognition awards ranging from retail gift cards and catalogs to clothing and personalized mementos.



2009 EH&S Resource Guide: Digest Size (4.5" x 7.5")

— December (13th print issue)

New in 2008, **ISHN** will publish its first-ever comprehensive 2009 EH&S Resource Guide. Mailing in Dec., this special 13th issue will be digest size and packed with company and product listings. The online edition includes a keyword search function to make your listing easy to find. Resource Guide advertisers will receive free bonuses, including company logo in print and online, boldface listing, link to your website and a reference to the page on which your ad appears. Ads and listings also appear in the special EH&S digital edition.

Tools to use

Your **ISHN** sales representative will tailor merchandising programs to complement your marketing objectives. **ISHN** wants to be more than your best advertising value — we want to be your sales partner. Consider the following available services:

Reader Service Cards

Advertisers will draw tangible leads from interested subscribers each month your company advertises in **ISHN** with Reader Service Cards. Advertiser leads are available either on printed labels sent via mail or emailed directly in an excel file.

Merchandising Mailings

Let us conduct a customized mailing to the list of your choice. A letter from the publisher, along with a copy of the issue, is mailed first-class to the selected list, reinforcing your ad campaign. Cost: \$750 for 100 letters. Samples also can be included if applicable.

Ad Reprints / Mountings

Extra copies of your ad appearing in **ISHN**, as well as laminated or framed copies for display or presentation, are available upon request. Call Jill DeVries for a custom quote at 248-244-1726.

Feature Article Reprints

Enhance your sales program with reprints from the banks of **ISHN's** award-winning editorial. Call Jill DeVries for a custom quote at 248-244-1726.

Clear Seas Research



What information do you need to meet your daily business challenges in support of your strategic business development and marketing goals? How will you get this information?

Clear Seas Research supports growth and development in over 40 industries through B2B industry-focused reports and custom market research

services. We are dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service.

Our research services include awareness and concept testing, customer satisfaction/value

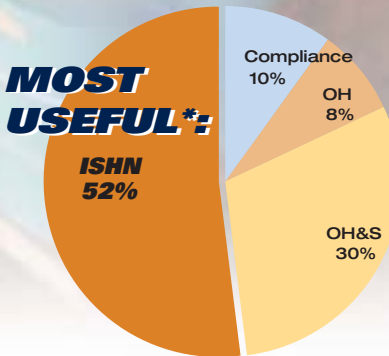
assessment, competitive product evaluation, and product/price positioning studies.

For more information visit www.clearseasresearch.com or call 248-362-3700.

Distributor Solutions

For Distributors Only Get Your Message to Key Safety & Health Distributors in ISHN for 30% Less Than Regular Issue Rates

Over 50% of key distributors said they found **ISHN** the most useful industry publication.* Since 1993, safety & health equipment manufacturers have looked to *For Distributors Only*, an exclusive supplement to *Industrial Safety & Hygiene News*, to reach the industry's key distribution players with important sales and marketing messages.



SUPPLIER PROFILES

Your company can be showcased to the marketplace in these 500-word articles, based on interviews conducted by **ISHN** editors with your management team, that appear in each issue of **ISHN's For Distributors Only**.

This is your opportunity to target messages direct to distributors. New product introductions, new marketing strategies, company history and future plans, distributor support activities — all can be discussed in supplier profiles. E-mail Bill Noone at nooneb@bnpmmedia.com to set-up your supplier profile.

ISHN '04-'07 Supplier Profiles:

Since January 2004, these companies have been profiled in our *For Distributors Only*:

- | | | | |
|----------------------|-------------------------------|-------------------------|------------------------------|
| ■ Accuform | ■ Fluke | ■ Labelmaster | ■ Sempermed |
| ■ American Peralight | ■ Glen Raven | ■ Master Lock | ■ Sonomax |
| ■ Bradley | ■ Global Glove | ■ MCR Safety | ■ Speakman |
| ■ Bullard | ■ Grace Industries | ■ MSA | ■ Squincher |
| ■ Carhartt | ■ Guardian Fall Protection | ■ Olympic Optical | ■ Titmus Optical |
| ■ Cofra | ■ Haws | ■ Pelican Products | ■ Underwater Kinetics (UK) |
| ■ Contego | ■ HexArmor | ■ QRP Gloves | ■ Valeo |
| ■ DBI Sala | ■ Hornell | ■ Radians | ■ Warwick Mills (TurtleSkin) |
| ■ Encon | ■ IST-Aim | ■ Scott Health & Safety | ■ Wells Lamont |
| ■ ERB | ■ Kimberly Clark Professional | | ■ Workflow |

*Source: Publisher's own data

August 2007

FOR DISTRIBUTORS ONLY

An information service to safety equipment distributors

New owners: HD Supply to stay the course

The new owners of former Dupont's supply chain business HD Supply said it was that it is a promise to stay whether they will divest any of the \$1.2-billion distributor's assets after taking full ownership.

David Hovak, a partner of Clayton Dubilier & Rice, one of the firm's private equity firms, that have agreed to buy the unit from The Home Depot for \$113 billion, according to a report in *Business Distribution Management*.

Ben Caplan, L.L. Cayle Group and CD&G are selling the investment equity, according to MEM.

The new owners do plan to continue building the company through acquisitions. "That is our primary job," Hovak told MEM.

According to a study report, the latest CD&G's growth strategy with other distributors it has invested in, including the \$1.2-billion electrical distributor Rexel, which has made 35 acquisitions since CD&G (with a team of firms) invested in it, and WESCO International Inc., which acquired more than \$200 million of additional sales over four years of CD&G ownership.

Joe DeLuca and other key executives of management will be staying with HD Supply, Hovak told MEM. There are no immediate plans to change HD Supply's name.

"The purchase of HD Supply is a 'great example of how private equity can help businesses like these make meaningful changes to go to the next level of profitable growth,'" Hovak told MEM.

HD Supply's new owners plan to make the distributor a long-term investment. "With distribution, you can't make changes overnight," Hovak said.

ISEA online database updates global standards

To keep pace with the challenge of today's global PPE market, the International Safety Equipment Association is preparing a revised online PPE standards database, according to a presentation by Jeff Bell of International Personnel Protection at an annual meeting here this week.

Bell discussed attributes of global PPE standards, including PPE standards organizations such as the American National Standards Institute, the American Society for Testing and Materials, the National Fire Protection Association and other product standards groups, the European Committee for Standardization (CEN), and the International Standards Organization (ISO).

"There are similarities between standards from both North America and the American, non-European and ISO," Bell said.

Major player Bacou-Dan is a major driver for our growth and we are looking for our next major step in our growth strategy," Bell said.

Bacou-Dan's chairman, said in a statement that the company's strategy of international expansion will be the umbrella brand name bringing together the entire brand portfolio, according to the company statement. Bell also refers to the company's desire to adopt effective advertising and marketing strategies to promote the quality of our products.

Bacou-Dan's brands familiar to safety gear users in the U.S. include Blount, Fardell, Surver, Parflex, FC, Miller Fall Protection, Wilson, Blount, Fardell, Tenua, and Biostystems.

New strategy

"In order to inaugurate a new stage in our history, reflect our new scope and assert our ambitions as a Group, Bacou-Dan is changing its name to Special Protection. Chosen to carry our values to the highest level and illustrate the only of all those who work for the Group, Special is intended to symbolize the uniform quality of our products."

With a balance of strong and soft standards, the name Special evokes both the expertise of Global specialists in the protection of people at work and the relationship of trust between a worker and his equipment, as well as between the Group and its customers, the company said in the statement.

The market's ONLY quarterly "distributor" supplement!

Bacou-Dan to Special Protection

Production of For Distributors Only

For Distributors Only is published four times annually as an insert in *Industrial Safety & Hygiene News*. Issues with this special supplement are mailed only to **ISHN's** circulation of safety distributors.* Complimentary copies also go to top industry sales and marketing executives.

Advertising in *For Distributors Only* is billed at 30% of earned frequency rates, plus color charges.

Strong Editorial and Experience Brings Solid Industry Professionals

Targeted to 71,400* qualified industry professionals, **ISHN** is the leading safety publication for the top 5 high-hazard industries; construction, food, primary metals, fabricated metals, and transportation manufacturing.** In this unique position, **ISHN** believes in delivering specific, how-to information that can be utilized immediately in these high-hazard work-sites. **ISHN** accomplishes delivering superior information to its subscribers by utilizing relevant supplements and buyers guides, i.e., Construction Safety Special Edition, Instrumentation Buyers Guide, ASSE Directory of Exhibits, Annual Resource Guide and more. **ISHN's** exclusive editorial draws more subscribers to view your ad.



5 keys to effective lockout/tagout

By TRACEY CADY

In the nearly 20 years since OSHA 29 CFR 1910.147, the Control of Hazardous Energy (Lockout/Tagout) was enacted, thousands of employees have been killed or injured because they did not understand the standard. For every accident and fatality, 100 occur every year. Compliance with the lockout/tagout (LOTO) regulations prevents an estimated 120 fatalities and 50,000 injuries nationwide. Significant improvements in compliance with OSHA's LOTO standard are possible. Making a highly visible LOTO program through increased safety and compliance can include: focus on non-compliance; compensation; clean, well-maintained...

regs
New rule: High-vis apparel for highway workers p.12

products
Communication Solutions p.38



State of the EHS Nation
Exclusive results from our 23rd annual White Paper Survey

regs
Contractor fined \$2.3 million for worker deaths p.12

products
Portable Gas Detection p.38

features
New Year's resolution: Get real in your relationships p.14
Fall protection: Take your training to new heights p.42
Know which eyewear style is right for the task p.48
5 steps to leading a productive meeting p.54

Also in this issue:
FOR DISTRIBUTORS ONLY

Dave Johnson, Editor In Chief

Dave Johnson has been chief editor of **ISHN** since 1980, overseeing publication of more than 300 issues.

Dave has written hundreds of feature articles, scores of cover stories, and conducted several thousand interviews, giving **ISHN** a vast network of sources among corporate and facility safety and industrial hygiene professionals, association officials, Washington regulators, equipment vendors, and training and consulting experts.

He is the only safety editor to be awarded the American Business Press Jesse H. Neal award for feature writing.

Dave has researched the safety and health marketplace through **ISHN's** annual *White Paper* for more than 20 years, plus conducted scores of other surveys, giving **ISHN** unmatched knowledge of the safety and health field.

Through more than 100 speeches and presentations across the country, Dave has provided **ISHN** unmatched visibility in the marketplace.

marketplace.

Dave also launched *For Distributors Only* in 1993, still the market's only quarterly publication targeting safety distributors,** and he ushered in the electronic age in safety publishing. Dave supervised the launch of the **ISHN** web site in 1995. He continues to enjoy innovating, writing to date nearly 150 electronic editions of **ISHN's** unique, features-oriented E-zine.

Bill Noone, Managing Editor —

Bill is a seasoned managing editor with 23 years experience covering technical and industrial markets. He writes and edits feature articles comprising a wide range of EHS topics, provides updates on the latest vendor products, and reports safety industry news daily on **ISHN's** Web site.

Tabloid Size: Full-page 11 x 16
Competitor Size: Full-page 7 x 10

ISHN is DOUBLE the size of traditional magazines.

Editorial Mission:

ISHN takes full advantage of its large **tabloid size** to pack monthly issues with news briefs, short feature articles and cutting-edge columns. This is how we engage busy safety and health pros who juggle tasks and need concise, practical advice and updates.

But it's not the only way **ISHN** reaches the safety and health marketplace. Our other channels include: targeted supplements (covering safety distributors, construction safety, incentives/recognition, facility/building safety), electronic newsletters, web site news updates, an annual buyer's guide in unique, easy-to-use format, and targeted buyer's guides (Instrumentation, Software & Training, EH&S, see "Marketing Solutions" section for full list of supplements and buyers guides).



*Source: December 2007 BPA Circulation Statement **Source: Publisher's own data

Rates & Specs for 2008

Advertising Space Rates (B&W)

	1x	3x	6x	9x	12x	18x
Tab	\$10,868	\$10,649	\$10,533	\$10,210	\$9,660	\$9,248
Tab Spread	\$16,575	\$16,386	\$15,927	\$15,520	\$15,204	\$14,850
Dominator	\$9,237	\$8,991	\$8,443	\$7,849	\$7,608	\$7,278
One Page	\$8,084	\$7,860	\$7,383	\$6,760	\$6,553	\$6,224
2/3	\$6,317	\$6,115	\$5,676	\$5,273	\$5,077	\$4,253
1/2 Tab Hor./Vert./Diagonal	\$5,648	\$5,459	\$5,140	\$4,748	\$4,576	\$4,031
1/2	\$4,864	\$4,685	\$4,373	\$4,150	\$3,975	\$3,804
1/3	\$3,412	\$3,291	\$3,060	\$2,887	\$2,796	\$2,668
1/3 Tab Strip/Horizontal	\$5,025	\$7,804	\$4,686	\$4,217	\$4,100	\$3,623
1/4 Tab Page	\$4,864	\$4,685	\$4,373	\$4,150	\$3,975	\$3,804
1/4	\$2,829	\$2,708	\$2,553	\$2,381	\$2,276	\$2,184
1/6	\$2,052	\$1,999	\$1,883	\$1,746	\$1,700	\$1,603

Color Rates

	Page	Spread
Standard 2-Color	\$804	\$1,500
Matched Color	\$969	\$1,882
4-Color	\$1,740	\$2,488

Classified Advertising Rates

1-Time	\$125
3-Time	\$109
6-Time	\$99
9-Time	\$94
12-Time	\$78

2nd Color	\$161
Blind Box	\$36

Column Width is 2 1/4

Lit Spotlights

New insertions	\$730
Pick up from prior spotlight	\$572

Covers & Special Positions

Covers are sold for a 6- or 12-time use on a non-cancelable basis. Special gatefold positions may also be available. Consult publisher for availability.

2nd cover: Extra 20% to black and white rate

3rd cover: Extra 15% to black and white rate

Back cover: Extra 25% to black and white rate

Center spread: Extra 15% to black and white rate

All other positions: Extra 10% to black and white rates

Agency Commission

15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Payment Terms

All ads originating outside the United States must be prepaid. No cancellation or changes in order accepted after ad closing dates. Invoices payable upon receipt in U.S. funds. Net 30 days. One and one-half percent (1-1/2%) per month service charge thereafter. Publisher reserves right to hold advertiser and agency jointly and severally liable for money due and payable to the publisher.

Short Rates & Rebates

Advertisers will be short rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

Cancellation Policy

No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

SWOP guidelines apply.

Publication trim size is **10-7/8" X 15-3/4"**. Standard unit size in inches. Offset web printing, saddle stitch.

PUBLISHED MONTHLY: Closing dates for orders and materials: 1st of month preceding issue date. These dates are firm and cannot be extended.

PRODUCTION CHARGES: Charges will be applied for supplying material requiring camera work or typesetting. 4-color ads supplied without progressive proofs or matchprint will be charged for producing necessary proofs.

ELECTRONIC FILES AND DISKS: Production Manager MUST be consulted prior to sending any files. All files must be Mac formatted and all art files must be an EPS, TIFF or Print-Optimized PDF format, created in Photoshop or Illustrator. All ads MUST have color proofs; *ISHN* will produce for a production charge if they are not provided.

Printing Specifications:

Binding: Saddle stitched; **Printing:** Heat-set web-fed offset; **Paper:** 40lb recycled;

Digital Ad requirements:

PLATFORMS: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

PREFERRED FILE FORMATS: Quark, Photoshop and Illustrator files accepted. PDF's are accepted, please call your production manager for correct Distiller settings.

PHOTOS: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

COLORS: All colors used should be CMYK, unless a spot color has been purchased.

ELECTRONIC SUBMISSION: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

AD SIZE: Crop marks for full page ads should be at trim size 10 7/8 x 15 3/4. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

SIZE (in inches)	WIDTH	HEIGHT
Tab Page bleed	11	16
Tab Page	10 ¹ / ₂	15
Tab Spread* bleed	22	16
Tab Spread* trim	21 ³ / ₄	15 ³ / ₄
Tab Spread Live Area	21 ¹ / ₂	15
Dominator	8 ¹ / ₄	11 ¹ / ₈
Standard Page	7	10
2/3 Vertical	4 ¹ / ₂	10
1/2 Island	4 ¹ / ₂	7 ¹ / ₂
1/4 of a tab page	4 ¹ / ₂	7 ¹ / ₂
1/2 Vertical	3 ³ / ₈	10
1/2 Horizontal	7	4 ⁷ / ₈
1/3 Vertical	2 ¹ / ₈	10
1/3 Square	4 ¹ / ₂	4 ⁷ / ₈
1/4 Vertical	3 ³ / ₈	4 ⁷ / ₈
1/6 Vertical	2 ¹ / ₈	4 ⁷ / ₈
1/2 Tab Horizontal	10 ¹ / ₂	7 ¹ / ₄
1/2 Tab Vertical	5 ¹ / ₂	15
1/3 Tab Strip/Horizontal	10	3 ³ / ₄
1/2 Diagonal	17 ¹ / ₈ x 14 ¹ / ₄ x 9 ³ / ₄	
1/2 Diagonal Bleed	19 ¹ / ₈ x 14 x 11	

The Tab—The tabloid ad is designed for companies who want to make a dramatic IMPACT in the safety, health & hygiene market. Use a standard size ad and wrap around with 1/4 page ads or product descriptions (tab wraps) or go for a full tabloid. (Tab wraps - supply camera ready art or we'll prepare at cost to the advertiser).

The Dominator—8-1/4" x 11-1/8" Your ad will dominate the page and is framed by non-competitive editorial.

Multiple Units/Inserts

Excellent rates are available for both run of book, consecutive page and insert advertising. Please consult publisher for rates, specifications and binding charges. For inserts, publisher will provide instructions for shipping. Shipment cartons must be identified with "ISHN", issue date, name of advertiser and quantity.

Special Combination Rates

Combine your *ISHN* advertising program with ads in other BNP Media magazines and receive a special discount rate. Consult your sales representative for details.

SEND ALL orders, materials & artwork to:

Vince Miconi / ISHN; BNP Media, 2401 West Big Beaver Rd., Suite 700, Troy, Michigan 48084

Phone: 248-244-6254; Fax: 248-244-3919; Email: miconiv@bnpmedia.com

ISHN Custom Webinar Sponsorships



What is a webinar?

Short for web-based seminar, webinars are interactive sessions allowing presenters and attendees to give, receive and discuss information in a seminar format hosted on the web.

Who presents the webinar?

ISHN Magazine will present the webinar, including finding expert speakers and qualified attendees to participate and interact.



What type of company sponsors a webinar?

Any company may find webinars of interest to expose their company's name, educate potential customers or target a technical or specific audience for a new product launch.

Exclusive Sponsor Benefits:

You receive a short video promotion at the beginning and end of the program, plus your logo appears onscreen throughout the presentation. Your logo also appears on all event promotional materials, including:

Print:

- ▶ Full page ad in **ISHN** magazine.

Online:

- ▶ Presence in up to (4) **ISHN** eNewsletters leading up to the event.
- ▶ 468 x 60 banner ad on www.ISHN.com to drive registration.
- ▶ Archived event on www.ISHN.com up to six months after first Webcast.

Registration and Live Event:

- ▶ You receive full database of webinar registrants/attendees. Includes demographics.
- ▶ Development of customized registration page including up to 3 pre-qualifying questions.

Plus:

ISHN's expert campaign and event management will ensure your webinar is organized and executed in accordance with industry best practices. This includes a dedicated event manager to run rehearsal, troubleshoot technical issues, provide presentation critique and manage your live event.

Contact your ISHN sales rep. today to learn more about this innovative new sales lead generator.

Contact Information

Advertising Sales:

Randy Green, Publisher/East Coast/Southeast/ Western States Sales Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084
800-837-7370, ext.3 phone
248-244-6498 phone
248-244-6439 fax
greenr@bnpmedia.com email

Jenna Conwell, Central States/Mid-Atlantic Sales Manager

1149 Susan Dr., West Chester, PA 19380
610-719-0271 phone
610-719-0319 fax
conwellj@bnpmedia.com email

Lydia Stewart, Inside Sales/Classified Advertising

2401 W. Big Beaver Rd., Ste 700 Troy, MI 48084
248-758-0137 phone
248-758-0138 fax
stewartl@bnpmedia.com email

Anna Midlam, Inside Sales

2401 W. Big Beaver Rd., Ste 700 Troy, MI 48084
248-786-1581 phone
248-283-6608 fax
midlaml@bnpmedia.com email

Production:

Vince Miconi, Production Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084
248-244-6254 phone
248-244-3919 fax
miconiv@bnpmedia.com

Editorial:

Dave Johnson, Editor

PMB 349 Audubon Village Dr., Norristown, PA 19403
610-666-0261 phone
610-666-1906 fax
johnsond@bnpmedia.com email

Bill Noone, Managing Editor/Products

P.O. Box 178, Huntingdon Valley, PA 19006
215-663-9349 phone
248-502-1053 fax
nooneb@bnpmedia.com email

Direct Mail List Usage/Rental

Complement your advertising program or introduce new products, special offers or test markets with **ISHN's** exclusive subscriber list. Contact publisher to produce a targeted mailing list that fits your geographical and/or demographical needs.

BNP Custom Media - Single Source Solutions

BNP Custom Media integrated with **ISHN** creates completely customized and industry leading media solutions. Delivering your editorial content directly to your target audience is our specialty. Internally and externally, via print, electronic media or during live events. Engage your audience in any combination of custom products, including magazines, newsletters, eBooks, white paper/case studies, web portals/microsites/online resource centers, advertorials, online content and more. For details, please contact Steve Beyer, beyers@bnpmedia.com or Randy Green, greenr@bnpmedia.com.

