

# 2011 Editorial Calendar

DEADLINES

space reservation

ad materials

features

product focus

ISEA product groups

training

special sections

shows

bonus marketing

|                     | JAN  | FEB   | MAR   | APR  | MAY  | JUN   |
|---------------------|--|---|---|--|--|---|
| space reservation   | ■ Dec. 3, 2010   | ■ Jan. 4  | ■ Feb. 3  | ■ March 3  | ■ April 1  | ■ May 4   |
| ad materials        | ■ Dec. 10, 2010  | ■ Jan. 11   | ■ Feb. 10   | ■ March 10   | ■ April 8  | ■ May 11  |
| features            | <ul style="list-style-type: none"> <li>■ Industrial Hygiene</li> <li>■ Respiratory Protection</li> <li>■ Fall Protection</li> <li>■ Eye/Face Protection</li> <li>■ FR Clothing</li> <li>■ Footwear</li> <li>■ Construction Safety</li> </ul> | <p><b>IGA Special Report!</b></p> <ul style="list-style-type: none"> <li>■ Hand Protection</li> <li>■ Hearing Protection</li> <li>■ Ergonomics</li> <li>■ Emergency Showers/Eyewashes</li> <li>■ AEDs</li> <li>■ Setting Incentive Program Goals</li> </ul> | <p><b>2011 Convention Companion!</b></p> <ul style="list-style-type: none"> <li>■ Protective Clothing</li> <li>■ Combustible Dust Protection</li> <li>■ Confined Space Entry</li> <li>■ Flooring &amp; Matting</li> <li>■ Safety Lighting</li> <li>■ Hi-Viz Apparel</li> <li>■ Construction Safety</li> </ul> | <p><b>ASSE SAFETY 2011 Pre-Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Lockout-Tagout/Machine Guarding</li> <li>■ Welding Safety</li> <li>■ Combustible Dust Protection</li> <li>■ Skin Protection</li> <li>■ Heat Stress</li> <li>■ Safety Knives/Hand Tools</li> <li>■ Facility Safety</li> </ul> | <p><b>AIHce Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Sustainable Products</li> <li>■ Respiratory Protection</li> <li>■ Fire Safety</li> <li>■ Safety Storage</li> <li>■ Disposable/Limited Use PPE</li> <li>■ Protective Clothing (Fabrics)</li> </ul> | <p><b>ASSE SAFETY 2011 Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Eye Protection</li> <li>■ Fall Protection</li> <li>■ Head Protection</li> <li>■ Footwear</li> <li>■ Communication Systems</li> <li>■ Cooling Vests</li> <li>■ Hearing Protection</li> <li>■ Getting the Most from Gift Cards</li> </ul> |
| product focus       | <ul style="list-style-type: none"> <li>■ Gas Detection</li> <li>■ Dust Protection</li> </ul>   | <ul style="list-style-type: none"> <li>■ Training</li> <li>■ Sustainable Products</li> </ul>  | <ul style="list-style-type: none"> <li>■ Eye Protection</li> <li>■ High-Viz Apparel</li> </ul>  | <ul style="list-style-type: none"> <li>■ Emergency Showers/Eyewashes</li> <li>■ Fall Protection</li> </ul>   | <ul style="list-style-type: none"> <li>■ Exposure Monitoring &amp; Sampling Instruments</li> <li>■ Heat Stress</li> </ul>  | <ul style="list-style-type: none"> <li>■ Skin Creams/Ointments</li> <li>■ Made in the USA</li> </ul>  |
| ISEA product groups | ■ Instruments  | ■ Hand Protection   | ■ High-Visibility   | ■ Fall Protection  | ■ Head Protection  | ■ Emergency Eyewash and Shower  |
| training            | ■ Behavior-based Safety  | ■ Arc Flash   | ■ PPE Usage   | ■ Confined Spaces  | ■ NFPA 70E Compliance  | ■ Driver Training   |
| special sections    | <p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>■ White Paper 2011</li> </ul>   | <p><b>IGA</b> Special Report</p> <ul style="list-style-type: none"> <li>■ ASSE SAFETY 2011</li> </ul>   | <p><b>IGA</b> Digital Magazine</p>  |  | <p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>■ EH&amp;S Instrument Buyer's Guide</li> </ul>  | <ul style="list-style-type: none"> <li>■ Digital Software &amp; Training Guide</li> <li>■ ASSE Directory</li> <li>■ <b>IGA</b> Digital Magazine</li> </ul>  |
| shows               | <ul style="list-style-type: none"> <li>■ World of Concrete January 17-21, Las Vegas, NV</li> <li>■ ASSE SeminarFest January 23-29, Las Vegas, NV</li> </ul>  |   | <p><b>FDIC Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ FDIC March 21-26, Indianapolis, IN</li> </ul>   | <p><b>Food Safety Summit Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Food Safety Summit April 19-21, Washington, D.C.</li> </ul>  | <ul style="list-style-type: none"> <li>■ American Industrial Hygiene Conference &amp; Expo May 14-19, Portland, OR</li> <li>■ Wind Power Conference &amp; Expo May 22-25, Anaheim</li> </ul>   | <p><b>100</b></p> <ul style="list-style-type: none"> <li>■ American Society of Safety Engineers SAFETY 2011 June 12-15, Chicago, IL</li> </ul>  |
| bonus marketing     | <p><b>BONUS MAILING</b> to AIHA Members</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> White Paper Sponsor Profiles</li> </ul>   | <p><b>FREE</b> Product Spotlights</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> eLeads</li> </ul>  | <p><b>FREE</b> eProduct Showcases</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> "You Pick Two" Bonuses</li> </ul>  | <p><b>Free</b> Corporate Spotlights</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> Ad Readership Study</li> </ul>  | <p><b>FREE!</b> Product Spotlights</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> 120 x 60 Online Button Ads</li> </ul>  | <p><b>FREE</b> AD in ASSE Directory of Exhibits</p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> Product Spotlights</li> <li>■ <b>FREE</b> Software/Training Ad</li> </ul>  |

**2012 EH&S Resource Guide**  
*This Digest-sized (4.5" x 7.5") directory mails with the Dec. issue!*

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"> <li>June 3</li> <li>June 10</li> </ul>  | <ul style="list-style-type: none"> <li>July 1</li> <li>July 8</li> </ul>   | <ul style="list-style-type: none"> <li>Aug. 3</li> <li>Aug. 10</li> </ul>  | <ul style="list-style-type: none"> <li>Sept. 2</li> <li>Sept. 9</li> </ul>  | <ul style="list-style-type: none"> <li>Oct. 4</li> <li>Oct. 11</li> </ul>  | <ul style="list-style-type: none"> <li>Nov. 3</li> <li>Nov. 10</li> </ul>   |
| <p><b>ISHN 100 Issue!</b></p> <ul style="list-style-type: none"> <li>Confined Space Entry</li> <li>Hand Protection</li> <li>Protective Clothing</li> <li>Portable Gas Detection</li> <li>Noise &amp; Construction</li> <li>High-Viz Apparel</li> </ul> | <p><b>VPPPA Show Issue!</b></p> <ul style="list-style-type: none"> <li>Emergency Showers/Eyewashes</li> <li>Respiratory Protection</li> <li>Flammable Storage/Chemical Management</li> <li>Slip Protection/Coatings/Flooring</li> <li>Arc Flash</li> </ul> | <p><b>NSC Pre-Show Issue!</b></p> <p><b>A+A Show Issue!</b></p> <ul style="list-style-type: none"> <li>Eye Protection</li> <li>Hand Protection</li> <li>FR Protective Clothing</li> <li>Head Protection</li> <li>Footwear</li> <li>AEDs</li> <li>Software</li> <li>Gift Cards</li> </ul> | <p><b>NSC Show Issue!</b></p> <ul style="list-style-type: none"> <li>Hearing Protection</li> <li>Fall Protection</li> <li>Instrumentation</li> <li>Footwear</li> <li>Signage/Warning Devices</li> <li>Safety Incentives</li> <li>Warning PPE</li> </ul> | <ul style="list-style-type: none"> <li>Gas Detection</li> <li>Fall Protection</li> <li>Hearing Protection</li> <li>Respiratory Protection</li> <li>Hand Protection</li> <li>Dust Protection</li> <li>Ergonomics</li> </ul> | <ul style="list-style-type: none"> <li>Confined Space Entry</li> <li>Radiation Detection/Monitoring</li> <li>Winter Products (Outdoor Footwear, Clothing, Gloves)</li> <li>Training</li> <li>Footwear</li> <li>First Responders/AEDs</li> </ul> |
| <ul style="list-style-type: none"> <li>Hand Protection</li> <li>Storage Equipment (Cylinders, Structures, Hazmats)</li> </ul>  | <ul style="list-style-type: none"> <li>Safety Lighting</li> <li>Hearing Protection</li> </ul>  | <ul style="list-style-type: none"> <li>Disposable PPE</li> <li>Confined Space</li> </ul>   | <ul style="list-style-type: none"> <li>Rental Services (Garments &amp; Instruments)</li> <li>Respiratory Safety</li> </ul>  | <ul style="list-style-type: none"> <li>Industrial Footwear</li> <li>Sustainable Products</li> </ul>  | <ul style="list-style-type: none"> <li>Safety Knives/Hand Tools</li> <li>Hand Protection</li> </ul>   |
| <ul style="list-style-type: none"> <li>Eye &amp; Face Protection</li> </ul>  | <ul style="list-style-type: none"> <li>Industrial First Aid</li> </ul>   | <ul style="list-style-type: none"> <li>Hearing Protection</li> </ul>   | <ul style="list-style-type: none"> <li>Respiratory Protection</li> </ul>  | <ul style="list-style-type: none"> <li>Protective Apparel</li> </ul>   | <ul style="list-style-type: none"> <li>Respiratory Protective Escape Devices</li> </ul>   |
| <ul style="list-style-type: none"> <li>Construction Safety</li> </ul>  | <ul style="list-style-type: none"> <li>Behavior-based Safety</li> </ul>  | <ul style="list-style-type: none"> <li>Safety Management Content Providers</li> </ul>  | <ul style="list-style-type: none"> <li>Fall Protection</li> </ul>   | <ul style="list-style-type: none"> <li>Developing Safety Cultures</li> </ul>   | <ul style="list-style-type: none"> <li>Team Safety</li> </ul>   |
|  | <ul style="list-style-type: none"> <li>Facility Safety Special Section</li> </ul>  | <br>Digital Magazine  | <p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>Incentives/Recognition Special Section</li> </ul>  | <br>Digital Magazine   |   |
|  | <ul style="list-style-type: none"> <li>VPPPA Conference Aug. 28-Sept 2, New Orleans, LA</li> </ul>   | <ul style="list-style-type: none"> <li>The Motivation Show Oct. 4-6, Chicago</li> <li>Incident Prevention (iP) Security Expo Oct. 4-6, Louisville, KY</li> <li>A+A International Oct. 18-21, Düsseldorf, Germany</li> </ul>  | <ul style="list-style-type: none"> <li>NSC Expo Oct. 31-Nov. 2 Philadelphia, PA</li> </ul>  |  |   |

**Double Down Bonus!**

**FREE** eProduct Showcases

**free ONLINE VIDEO CLIP**

**FREE** Product Spotlights

**Free Corporate Spotlights**

**FREE! NSC EXPO SPOTLIGHTS**

**FREE** 1/2 pg. for fractional advertisers  
**FREE** full page for 7"x10" and tab advertisers

**FREE eLeads**

**FREE** Product Spotlights

**FREE Direct Mail Names**

**FREE** EH&S Resource Guide Ad

**DOUBLE PLAY PACKAGE**  
 Advertise in Aug. and Oct. and receive an additional **FREE** ad or corporate profile space in our supplement distributed at VPPPA and NSC: