

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for Publisher's contact information

INDUSTRIAL SAFETY & HYGIENE NEWS (ISHN) is a B2B brand intended for professionals responsible for the safety within high-hazard industry worksites in manufacturing, construction, health, facilities, and service industries. The editorial scope of the brand provides safety, health & environmental solutions, including OSHA and EPA regulations.

PUBLICATION FORMAT – DIGITAL

INDUSTRIAL SAFETY & HYGIENE NEWS is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

INDUSTRIAL SAFETY & HYGIENE NEWS MAGAZINE



6 issues in the period
42,410 average circulation

INDUSTRIAL SAFETY & HYGIENE NEWS WEBSITE



154,335 average users

INDUSTRIAL SAFETY & HYGIENE NEWS SOCIAL MEDIA



11,021 Twitter followers
2,234 LinkedIn group members
2,019 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
INDUSTRIAL SAFETY & HYGIENE NEWS MAGAZINE (6 issues in the period)	42,409	1	42,410
INDUSTRIAL SAFETY & HYGIENE NEWS WEBSITE (Monthly Users with 225,107 average Pageviews)	154,335	-	154,335
INDUSTRIAL SAFETY & HYGIENE NEWS SOCIAL MEDIA			
a. Twitter followers	*11,021	-	*11,021
b. LinkedIn group members	*2,234	-	*2,234
c. Facebook likes	*2,019	-	*2,019

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

INDUSTRIAL SAFETY & HYGIENE NEWS (ISHN) serves those in Mining; Utility (Electric, Gas, Public/Private Treatment Works, etc.); Building Materials and Construction; Petroleum Refining, Oil/Gas, Coal, Ethanol/Biodiesel Fuels & Allied Products; Food & Kindred Products; Textile Mill Products; Furniture & Fixtures; Wood, Pulp/Paper & Allied Products; Printing, Publishing & Allied Industries; Chemicals & Allied Products; Plastics & Rubber; Primary Metals; Fabricated Metal Products; Machinery; Computer & Electronics Products, including Consumer; Electrical Equipment, Appliances & Components; Transportation Equipment; Miscellaneous Manufacturing; Distributor; Wholesaler/Retailer; Government and Others Allied to the Field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients work in the industries shown in Paragraph 3a.

PURPOSE

The supplemental data reported herein contains a multiple analysis of respondents who recommend, specify and/or buy the following products: Safety Products, Industrial Hygiene, Occupational Health/First Aid, Emergency Response/Homeland Security, Personal Protective Equipment (PPE), Machine/Operation Safety Products, Industrial Hygiene Instruments/Monitors, Safety Software/Training, Incentives/Recognition Programs, Ergonomics, and/or Environmental Compliance.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,264
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,264

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,410	100.0	42,409	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,410	100.0	42,409	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Total Qualified
July	44,637
August	43,865
September	42,416
October	40,961
November	41,551
December	41,030

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is 2.4% or 1,031 copies below the average of the other 5 issues reported in Paragraph 2.

This is an analysis of 33,703 or 81.1% respondents who responded to the question "Which of the following products, if any, do you recommend, specify, and/or buy in your job?" (See link to questionnaire on back page.) Since any one recipient may have checked more than one response, the total may exceed the total circulation.

This data is presented for statistical and marketing purposes only.

Business and Industry	Total Qualified	Percent of Total	Number of Respondents to Supplemental Question Regarding Responsibility for Recommending, Specifying and/or Buying (Note 1)
Mining	648	1.6	547
Utility (Electric, Gas, Public/Private Treatment Works, etc.)	3,867	9.3	3,052
Building Materials and Construction	7,112	17.1	5,794
Sub-Total	11,627	28.0	9,393
MANUFACTURING:			
Petroleum Refining, Oil/Gas, Coal, Ethanol/Biodiesel Fuels & Allied Products	1,679	4.0	1,416
Food & Kindred Products (Note 2)	4,312	10.4	3,517
Textile Mill Products	548	1.3	413
Furniture & Fixtures	462	1.1	366
Wood, Pulp/Paper & Allied Products	898	2.2	711
Printing, Publishing & Allied Industries	1,506	3.6	985
Chemicals & Allied Products (Note 3)	2,125	5.1	1,802
Plastics & Rubber	1,662	4.0	1,305
Primary Metals (Note 4)	1,958	4.7	1,488
Fabricated Metal Products	3,386	8.2	2,726
Machinery (Note 5)	3,657	8.8	2,931
Computer & Electronics Products, including Consumer	1,114	2.7	909
Electrical Equipment, Appliances & Components (Note 6)	1,599	3.8	1,244
Transportation Equipment (Note 7)	1,458	3.5	1,223
Miscellaneous Manufacturing	375	0.9	244
Sub-Total Manufacturing	26,739	64.3	21,280
Distributor	774	1.9	758
Wholesaler/Retailer	696	1.7	666
Government	950	2.3	882
Others Allied to the Field	765	1.8	724
Sub-Total	3,185	7.7	3,030
TOTAL QUALIFIED CIRCULATION	41,551	100.0	33,703
	PERCENT	100.0	

Note 1: Recommending, Specifying and/or buying influences for the following products: Safety Products, Industrial Hygiene, Occupational Health/First Aid, Emergency Response/Homeland Security, Personal Protective Equipment (PPE), Machine/Operation Safety Products, Industrial Hygiene Instruments/Monitors, Safety Software/Training, Incentives/Recognition Programs, Ergonomics, and/or Environmental Compliance.

Note 2: Food & Kindred Products includes Beverage/Breweries, Dairy Foods, Other Food & Kindred Products.

Note 3: Chemicals & Allied Products includes Cosmetics/Fragrances, Soaps/Cleaners, Other Chemicals & Allied Products.

Note 4: Primary Metals includes Ferrous Primary Metals, Non-Ferrous Primary Metals, Other Primary Metals.

Note 5: Machinery includes Air Conditioning & Refrigeration Equipment, Commercial Machinery, Industrial Machinery, Process Equipment, Other Machinery.

Note 6: Electrical Equipment, Appliances & Components includes Commercial Appliances & Vending Machines, Electrical Housewares & Portable Appliances, Household Cooking, Household Laundry, Water Processing Appliances, Other Electrical Equipment, Appliances & Components.

Note 7: Transportation Equipment includes Air & Rail Equipment, Motor Vehicle, Body, Trailers, Parts Equipment, Farm Equipment, Other Transportation Equipment.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	21,029	16,860	3,662	41,551	100.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,029	16,860	3,662	41,551	100.0
PERCENT	50.6	40.6	8.8	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	198		Kentucky	534	
New Hampshire	240		Tennessee	748	
Vermont	108		Alabama	507	
Massachusetts	782		Mississippi	231	
Rhode Island	157		EAST SO. CENTRAL	2,020	4.9
Connecticut	610		Arkansas	350	
NEW ENGLAND	2,095	5.0	Louisiana	381	
New York	2,214		Oklahoma	329	
New Jersey	1,185		Texas	2,642	
Pennsylvania	2,145		WEST SO. CENTRAL	3,702	8.9
MIDDLE ATLANTIC	5,544	13.3	Montana	135	
Ohio	2,212		Idaho	264	
Indiana	1,089		Wyoming	98	
Illinois	2,202		Colorado	597	
Michigan	1,576		New Mexico	188	
Wisconsin	1,417		Arizona	540	
EAST NO. CENTRAL	8,496	20.5	Utah	373	
Minnesota	933		Nevada	220	
Iowa	647		MOUNTAIN	2,415	5.8
Missouri	846		Alaska	84	
North Dakota	147		Washington	741	
South Dakota	126		Oregon	480	
Nebraska	349		California	3,336	
Kansas	511		Hawaii	107	
WEST NO. CENTRAL	3,559	8.6	PACIFIC	4,748	11.4
Delaware	121		UNITED STATES	39,021	93.9
Maryland	572		U.S. Territories	123	
Washington, DC	78		Canada	1,352	
Virginia	874		Mexico	88	
West Virginia	206		Other International	967	
North Carolina	1,194		APO/FPO	-	
South Carolina	531				
Georgia	1,149				
Florida	1,717				
SOUTH ATLANTIC	6,442	15.5			
			TOTAL QUALIFIED CIRCULATION	41,551	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.ISHN.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	238,412	184,589	164,215	0:52
August	210,155	160,394	143,614	0:44
September	232,512	178,631	159,965	0:45
October	241,135	184,129	164,525	0:48
November	221,630	169,422	151,361	0:47
December	206,797	158,955	142,328	0:47
AVERAGE:	225,107	172,687	154,335	0:47

July - December 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Industrial Safety & Hygiene News Social Media



Twitter followers

<http://twitter.com/ISHNmag>



LinkedIn group members

<http://www.linkedin.com/groups/4218905/profile>



Facebook likes

<http://facebook.com/ISHNFan>

2020

Beginning Balance:	10,761	2,242	1,970
July	10,827	2,237	1,986
August	10,898	2,243	1,987
September	10,932	2,239	1,991
October	10,977	2,237	1,997
November	10,984	2,234	2,007
December	11,021	2,234	2,019

ADDITIONAL DATA

MAGAZINE:

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:

www.ishn.com/subscribe?

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine Ronan, Corporate Audience Audit Manager

Nikki Smith, Online Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2021

State Michigan

County Oakland

Received by BPA Worldwide January 14, 2021

Type BSD

ID Number I042B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.