

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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**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.

### 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  
71,400 average circulation

### INDUSTRIAL SAFETY & HYGIENE NEWS WEBSITE



110,467 average users

### INDUSTRIAL SAFETY & HYGIENE NEWS SOCIAL MEDIA



9,808 Twitter followers  
1,807 LinkedIn group members  
1,818 Facebook likes

## EXECUTIVE SUMMARY

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

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>INDUSTRIAL SAFETY &amp; HYGIENE NEWS MAGAZINE</b> (6 issues in the period)                         | 71,399   | 1    | 71,400  |
| a. Print  | 47,604   | 1    | 47,605  |
| b. Digital  | 23,795   | -    | 23,795  |
| 1. Requested  | 23,795   | -    | 23,795  |
| 2. Non-Requested  | -        | -    | -       |
| <b>INDUSTRIAL SAFETY &amp; HYGIENE NEWS WEBSITE</b><br>(Monthly Users with 178,198 average Pageviews) | 110,467  | -    | 110,467 |
| <b>INDUSTRIAL SAFETY &amp; HYGIENE NEWS SOCIAL MEDIA</b>  |          |      |         |
| a. Twitter followers  | *9,808   | -    | *9,808  |
| b. LinkedIn group members   | *1,807   | -    | *1,807  |
| c. Facebook likes   | *1,818   | -    | *1,818  |

\*Social Media claims are cumulative figures, not averages.

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**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; 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                    | 5            |
| Advertiser and Agency                     | 1,495        |
| Allocated for Trade Shows and Conventions | -            |
| All Other                                 | 1,349        |
| <b>TOTAL</b>                              | <b>2,849</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                         | 71,400          | 100.0        | 71,399             | 100.0        | 1              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>71,400</b>   | <b>100.0</b> | <b>71,399</b>      | <b>100.0</b> | <b>1</b>       | <b>-</b> |

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2019     | Print  | Digital | Total Qualified |
|----------|--------|---------|-----------------|
| January  | 47,628 | 23,772  | 71,400          |
| February | 47,585 | 23,815  | 71,400          |
| March    | 47,762 | 23,638  | 71,400          |
| April    | 47,571 | 23,829  | 71,400          |
| May      | 47,513 | 23,887  | 71,400          |
| June     | 47,570 | 23,830  | 71,400          |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

This is an analysis of 58,436 or 81.8% 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) |               |               |
|--|-----------------|------------------|---|---------------|---------------|
|  |                 |                  | Print   | Digital       | Total         |
| Mining   | 1,336           | 1.9              | 792   | 544           | 1,336         |
| Utility (Electric, Gas, Public/Private Treatment Works, etc.)                | 4,865           | 6.8              | 3,198   | 1,667         | 4,865         |
| Building Materials and Construction  | 10,395          | 14.5             | 7,539   | 2,856         | 10,395        |
| <b>Sub-Total</b>   | <b>16,596</b>   | <b>23.2</b>      | <b>11,529</b>   | <b>5,067</b>  | <b>16,596</b> |
| <b>MANUFACTURING:</b>  |                 |                  |   |               |               |
| Petroleum Refining, Oil/Gas, Coal, Ethanol/Biodiesel Fuels & Allied Products | 4,434           | 6.2              | 2,474   | 1,960         | 4,434         |
| Food & Kindred Products (Note 2)   | 7,565           | 10.6             | 4,689   | 2,876         | 7,565         |
| Textile Mill Products  | 1,152           | 1.6              | 728   | 424           | 1,152         |
| Furniture & Fixtures   | 1,027           | 1.4              | 706   | 321           | 1,027         |
| Wood, Pulp/Paper & Allied Products   | 2,084           | 2.9              | 1,474   | 610           | 2,084         |
| Printing, Publishing & Allied Industries                                     | 3,149           | 4.4              | 2,300   | 849           | 3,149         |
| Chemicals & Allied Products (Note 3)   | 3,674           | 5.2              | 2,368   | 1,306         | 3,674         |
| Plastics & Rubber  | 3,221           | 4.5              | 2,032   | 1,189         | 3,221         |
| Primary Metals (Note 4)  | 3,149           | 4.4              | 2,300   | 849           | 3,149         |
| Fabricated Metal Products  | 7,846           | 11.0             | 5,673   | 2,173         | 7,846         |
| Machinery (Note 5)   | 5,388           | 7.6              | 3,506   | 1,882         | 5,388         |
| Computer & Electronics Products, including Consumer                          | 1,846           | 2.6              | 998   | 848           | 1,846         |
| Electrical Equipment, Appliances & Components (Note 6)                       | 2,417           | 3.4              | 1,523   | 894           | 2,417         |
| Transportation Equipment (Note 7)  | 3,365           | 4.7              | 2,353   | 1,012         | 3,365         |
| <b>Sub-Total Manufacturing</b>   | <b>50,317</b>   | <b>70.5</b>      | <b>33,124</b>   | <b>17,193</b> | <b>50,317</b> |
| Wholesaler/Retailer (Note 8)   | 3,192           | 4.5              | 2,094   | 1,098         | 3,192         |
| Government   | 1,295           | 1.8              | 766   | 529           | 1,295         |
| Others Allied to the Field   | -               | -                | -   | -             | -             |
| <b>Sub-Total</b>   | <b>4,487</b>    | <b>6.3</b>       | <b>2,860</b>  | <b>1,627</b>  | <b>4,487</b>  |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>71,400</b>   | <b>100.0</b>     | <b>47,513</b>   | <b>23,887</b> | <b>71,400</b> |
| <b>PERCENT</b>   | <b>100.0</b>    |                  | <b>66.5</b>   | <b>33.5</b>   |               |

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.

Note 8: Wholesaler/Retailer includes Distributor.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

| Qualification Source  | Qualified Within |               |          | Print         | Digital       | Total Qualified | Percent      |
|---|------------------|---------------|----------|---------------|---------------|-----------------|--------------|
|   | 1 Year           | 2 Year        | 3 Year   |               |               |                 |              |
| I. Direct Request:  | 46,410           | 24,990        | -        | 47,513        | 23,887        | 71,400          | 100.0        |
| II. Request from recipient's company:   | -                | -             | -        | -             | -             | -               | -            |
| III. Membership Benefit:  | -                | -             | -        | -             | -             | -               | -            |
| IV. Communication from recipient or recipient's company (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:  | -                | -             | -        | -             | -             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>46,410</b>    | <b>24,990</b> | <b>-</b> | <b>47,513</b> | <b>23,887</b> | <b>71,400</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>65.0</b>      | <b>35.0</b>   | <b>-</b> | <b>66.5</b>   | <b>33.5</b>   | <b>100.0</b>    |              |

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

| State                   | Print         | Digital      | Total Qualified | Percent     | State                              | Print         | Digital       | Total Qualified | Percent      |
|-------------------------|---------------|--------------|-----------------|-------------|------------------------------------|---------------|---------------|-----------------|--------------|
| Maine                   | 255           | 96           | 351             |             | Kentucky                           | 756           | 296           | 1,052           |              |
| New Hampshire           | 342           | 121          | 463             |             | Tennessee                          | 834           | 404           | 1,238           |              |
| Vermont                 | 125           | 61           | 186             |             | Alabama                            | 767           | 270           | 1,037           |              |
| Massachusetts           | 914           | 425          | 1,339           |             | Mississippi                        | 304           | 114           | 418             |              |
| Rhode Island            | 173           | 83           | 256             |             | <b>EAST SO. CENTRAL</b>            | <b>2,661</b>  | <b>1,084</b>  | <b>3,745</b>    | <b>5.2</b>   |
| Connecticut             | 783           | 313          | 1,096           |             | Arkansas                           | 496           | 185           | 681             |              |
| <b>NEW ENGLAND</b>      | <b>2,592</b>  | <b>1,099</b> | <b>3,691</b>    | <b>5.2</b>  | Louisiana                          | 555           | 251           | 806             |              |
| New York                | 2,409         | 1,129        | 3,538           |             | Oklahoma                           | 481           | 232           | 713             |              |
| New Jersey              | 1,276         | 587          | 1,863           |             | Texas                              | 3,001         | 1,643         | 4,644           |              |
| Pennsylvania            | 2,602         | 1,152        | 3,754           |             | <b>WEST SO. CENTRAL</b>            | <b>4,533</b>  | <b>2,311</b>  | <b>6,844</b>    | <b>9.6</b>   |
| <b>MIDDLE ATLANTIC</b>  | <b>6,287</b>  | <b>2,868</b> | <b>9,155</b>    | <b>12.8</b> | Montana                            | 196           | 73            | 269             |              |
| Ohio                    | 2,916         | 1,292        | 4,208           |             | Idaho                              | 327           | 130           | 457             |              |
| Indiana                 | 1,444         | 657          | 2,101           |             | Wyoming                            | 132           | 60            | 192             |              |
| Illinois                | 2,803         | 1,363        | 4,166           |             | Colorado                           | 639           | 320           | 959             |              |
| Michigan                | 1,993         | 904          | 2,897           |             | New Mexico                         | 270           | 105           | 375             |              |
| Wisconsin               | 1,794         | 822          | 2,616           |             | Arizona                            | 661           | 301           | 962             |              |
| <b>EAST NO. CENTRAL</b> | <b>10,950</b> | <b>5,038</b> | <b>15,988</b>   | <b>22.4</b> | Utah                               | 423           | 237           | 660             |              |
| Minnesota               | 1,293         | 547          | 1,840           |             | Nevada                             | 257           | 125           | 382             |              |
| Iowa                    | 804           | 342          | 1,146           |             | <b>MOUNTAIN</b>                    | <b>2,905</b>  | <b>1,351</b>  | <b>4,256</b>    | <b>5.9</b>   |
| Missouri                | 1,012         | 469          | 1,481           |             | Alaska                             | 120           | 61            | 181             |              |
| North Dakota            | 181           | 68           | 249             |             | Washington                         | 865           | 397           | 1,262           |              |
| South Dakota            | 164           | 65           | 229             |             | Oregon                             | 624           | 247           | 871             |              |
| Nebraska                | 431           | 197          | 628             |             | California                         | 4,030         | 1,928         | 5,958           |              |
| Kansas                  | 588           | 277          | 865             |             | Hawaii                             | 143           | 71            | 214             |              |
| <b>WEST NO. CENTRAL</b> | <b>4,473</b>  | <b>1,965</b> | <b>6,438</b>    | <b>9.0</b>  | <b>PACIFIC</b>                     | <b>5,782</b>  | <b>2,704</b>  | <b>8,486</b>    | <b>11.9</b>  |
| Delaware                | 142           | 59           | 201             |             | <b>UNITED STATES</b>               | <b>47,376</b> | <b>21,856</b> | <b>69,232</b>   | <b>96.9</b>  |
| Maryland                | 601           | 314          | 915             |             | U.S. Territories                   | 107           | 93            | 200             |              |
| Washington, DC          | 58            | 42           | 100             |             | Canada                             | 25            | 952           | 977             |              |
| Virginia                | 927           | 448          | 1,375           |             | Mexico                             | -             | 65            | 65              |              |
| West Virginia           | 256           | 95           | 351             |             | Other International                | -             | 920           | 920             |              |
| North Carolina          | 1,367         | 667          | 2,034           |             | APO/FPO                            | 5             | 1             | 6               |              |
| South Carolina          | 607           | 301          | 908             |             |                                    |               |               |                 |              |
| Georgia                 | 1,369         | 638          | 2,007           |             |                                    |               |               |                 |              |
| Florida                 | 1,866         | 872          | 2,738           |             |                                    |               |               |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>7,193</b>  | <b>3,436</b> | <b>10,629</b>   | <b>14.9</b> |                                    |               |               |                 |              |
|                         |               |              |                 |             |                                    |               |               |                 |              |
|                         |               |              |                 |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>47,513</b> | <b>23,887</b> | <b>71,400</b>   | <b>100.0</b> |

\*See Additional Data

## WEBSITE CHANNEL

### WWW.ISHN.COM

| 2019            | Pageviews      | Sessions       | Users          | Average Session Duration |
|-----------------|----------------|----------------|----------------|--------------------------|
| January         | 219,184        | 146,351        | 129,514        | 0:51                     |
| February        | 179,256        | 127,591        | 112,696        | 0:54                     |
| March           | 183,586        | 132,198        | 115,518        | 0:56                     |
| April           | 163,033        | 118,998        | 103,857        | 0:54                     |
| May             | 167,571        | 118,336        | 102,295        | 1:05                     |
| June            | 156,559        | 113,343        | 98,920         | 0:57                     |
| <b>AVERAGE:</b> | <b>178,198</b> | <b>126,136</b> | <b>110,467</b> | <b>0:56</b>              |

January – June 2019 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>

#### 2019

|                    |       |       |       |
|--------------------|-------|-------|-------|
| Beginning Balance: | 9,348 | 1,756 | 1,738 |
| January            | 9,442 | 1,760 | 1,734 |
| February           | 9,504 | 1,765 | 1,745 |
| March              | 9,587 | 1,765 | 1,767 |
| April              | 9,678 | 1,794 | 1,781 |
| May                | 9,787 | 1,806 | 1,806 |
| June               | 9,808 | 1,807 | 1,818 |

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

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

[www.ishn.com/subscribe?](http://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 M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, HR & IT 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 July 1, 2019

State Michigan

County Oakland

Received by BPA Worldwide July 1, 2019

Type BSD

ID Number I042B0J9

#### 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.