



media information 2012

www.hsmsearch.com



Providing comprehensive coverage of the latest innovations in the safety market as well as delivering independent news, views and comment from the safety industry and covering latest legislative changes.

HSM works closely with leading industry stakeholders including the BSIF and the HSE to ensure HSM readers have all the information they need on current issues in health and safety as well as guidance on how to comply with changes in legislation. Regular contributions from leading industry experts combined with HSM's easy-to-read style make it a must-read and must-keep for reference publication.

Also included in every issue of HSM are:

HSE View from the top

Leading figures from the Health & Safety Executive write this monthly column which keeps the industry up to date with the HSE's campaigns and strategies

BSIF News & Viewpoint

HSM is the official journal of the BSIF. The Federation uses HSM to deliver news of its latest campaigns and work with industry bodies including joint campaigns with the HSE as well as opinions and comment from voices that matter in the safety industry.

Industry Insight

HSM investigates the most important issues in the health and safety market. While HSM works closely with the HSE and the BSIF, HSM prides itself on being the leading independent health and safety magazine enabling it to reflect the entire industry and bring you the whole story about the issues that matter.

Appreciative of the busy work loads of many of those who work in health and safety HSM is divided into nine easy-to-reference sections giving product and service solutions, guidance and opinions in a digestible format. HSM is frequently praised for its accessible and direct style making it the magazine of choice for many involved in sourcing health and safety products, services and solutions.

PPE

Focuses on equipment that directly protects the worker eg. helmets, ear defenders and plugs, eyewear, footwear, gloves, skin protection and clothing etc.

Breathing Safely

Covers the whole range of respiratory protective equipment. From face masks and respirators to dust and fume extraction equipment, gas detection and monitoring.

Training & Development

Covering training courses including reviews and dates of upcoming courses. It includes examinations of the wider issues to affect training, with contributions from bodies including: RoSPA BSC, HSE etc. The section also looks at the career development of the safety professional including regular career advice.

Plant • Machinery

Covering the basics of machinery safety such as physical guarding while also covering more technical products – light curtains / grids, laser scanners etc. The latest legislative/technological developments in automated machine safety are also covered as are welding, machine tools, hand arm vibration and electrical safety.

Handling • Storing

Looking at small products to reduce and assist in manual handling, through to heavier equipment such as forklift trucks and cranes. As well as covering technical issues and products we also look at the vital area of driver / operator training.

Slips, Trips & Falls

The biggest problem across construction and industry. HSM regularly features fall arrest (harnesses, lanyards, fall arrest blocks etc.) and prevention products; anti slip flooring, cable management and also aerial access equipment.

Managing Health & Safety

This section deals with the bigger health and safety picture. Topics covered include: Noise monitoring, decontamination showers and eyebaths, lone worker protection, first aid, safety software & documentation, managing chemicals, fleet management and a regular in-depth look at health and wellbeing.

Premises

Covering other health and safety issues that might occur in all kinds of facilities from cleaning and washroom hygiene, to working environment, including heating, ventilating, and lighting. Safety signage and security information can also be found here.

Health & Wellbeing

This section covers topics including: ergonomics, stress management, sickness absence management, MSDs, employee assistance, mental health promotion, workplace health & fitness initiatives, flexible working, disease & condition management

Features List

As well as coverage of HSM's nine regular subject areas in 2012 HSM will also cover the following topics in depth. Relevant feature synopses or product and service profile editorials should be emailed to the Editor Georgina Bisby, at gabisby@western-bp.co.uk at least six weeks in advance of the intended issue month.

February 2012

Health & Safety South Preview

Gas Detection
Manual Handling
Machinery Safety
Hearing Protection

September 2012

Fork Lift
Machinery Safety
Health & Safety Midlands Preview
Face Masks & Respirators
Hand Protection

April 2012

Lone Worker
Work at Height
Health and Wellbeing
Cleaning and Hygiene
Training and Development Supplement

October 2012

Gas Detection
Lone Worker
Cleaning & Hygiene
Expoprotection Preview (4-5 Dec)
Hearing Protection
Health & Safety North Preview

May 2012

Safety & Health Expo Preview

Head Protection
Safety Signs
Site Security
Respiratory

November / December 2012

Spill Containment
Safety Footwear
Construction Site Safety
Fire Safety
Noise & Vibration
The BSIF Reference Guide to the British Safety Industry 2012 HSM Yearplanner (details on request)

July 2012

Slips, Trips and Falls
Fire Safety
Chemicals
Electrical Safety
Construction Site Safety Supplement

Handbooks

Following their successful launch HSM will once again be publishing a series of dedicated health & safety handbooks covering four key topics. These handbooks will form a comprehensive reference resource on how to manage these specific health & safety issues. As well as offering guidance from key safety industry experts, the handbooks will include advice on how to source associated products and services.

Spring 2012

Warehouse Safety

- Material and Manual Handling
- Fork Lift Safety
- Training
- Site Safety
- Signage

Autumn 2012

Emergency Planning & Response

- Fire Safety
- First Aid
- Evacuation
- Security
- Spills – Containment and Remediation

Summer 2012

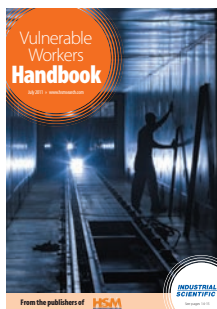
PPE Procurement, inc. RPE and Hearing

- Purchasing Goods
- Latest Legislation
- Trends and Innovations
- Supplier Listings

Winter 2012

Plant and Machinery

- Physical Guarding
- Grids/Lasers
- Machine Modification
- Electrical Safety
- Noise and Vibration Control
- Electric ARC



The 2011 Handbook series

Circulation Profile

HSM's circulation is 100% controlled and requested. We continue to invest in our circulation to meet and exceed the expectations of our advertisers. This investment ensures that your promotional activities with HSM are targeting the correct readers.

Job Titles

Directors

| | |
|-----------------------------------|-------------|
| Managing / Chief Executive | 1159 |
| Manufacturing / Operations | 507 |
| Works / Plant / Engineering | 163 |
| Technical / Production | 573 |
| Total Directors | 2402 |

Engineers / Officers

| | |
|---|-------------|
| Health & Safety | 3024 |
| Chief / Works / Plant / Maintenance | 842 |
| Production / Process | 291 |
| Others / Consultants | 217 |
| Total Engineers / Officers | 4374 |

Managers

| | |
|---|---------------|
| Health & Safety / Environmental | 4462 |
| Plant / Maintenance / Engineering | 1154 |
| General / Works / Factory | 1511 |
| Manufacturing / Operations | 718 |
| Production / Process | 1077 |
| Facilities / Site Services | 1912 |
| Technical / Project / Development | 399 |
| Total Managers | 11,233 |

| | |
|--------------------------|---------------|
| Circulation Total | 18,009 |
|--------------------------|---------------|

Circulation Profile



Industry Type

| | |
|---|---------------|
| Energy & Water Supplies | 472 |
| Metal Manufacture / Forges & Foundries | 1132 |
| Mining & Quarrying | 139 |
| Bricks / Pottery / Glass / Cement | 311 |
| Chemicals / Petrochemical / Pharmaceutical / Household Products | 888 |
| Mechanical Engineering | 1238 |
| Electrical & Electronic Engineering | 997 |
| Motor Vehicles & Parts | 961 |
| Other Vehicles / Aerospace / Shipbuilding / Marine Engineering | 462 |
| Instrument Engineering | 297 |
| Food / Drink / Tobacco | 1611 |
| Textiles & Leather | 587 |
| Footwear & Clothing | 486 |
| Timber / Wood Products | 417 |
| Paper, Paper Products & Print | 901 |
| Plastics / Rubber Processing & Goods | 1079 |
| Other Manufacturing | 422 |
| Banking / Transport / Communication | 1059 |
| Defence / Government Services | 1332 |
| Education | 1094 |
| Construction | 2124 |
| Circulation Total | 18,009 |

Company Size

| | | |
|--------------------------|---------------|-------|
| 1 – 99 | 2086 | 11.6% |
| 100 – 199 | 2985 | 16.6% |
| 200 – 499 | 3626 | 20.1% |
| 500 – 999 | 4310 | 23.9% |
| 1000+ | 5002 | 27.8% |
| Circulation Total | 18,009 | |

Rates & Data

HSM offers many routes to market to suit all budgets.

Display Rates

| | 1 | 3 | 7 |
|---------------------------------|-------|-------|-------|
| Full Page | £1950 | £1875 | £1800 |
| Half Page | £1150 | £1075 | £925 |
| Quarter Page | £600 | £525 | £450 |
| Double Page Spread | £3600 | £3500 | £3400 |
| Front Cover Package | £4000 | – | – |
| Supplement Cover Package | £3500 | – | – |

Insert and onsert rates, available on request

Handbook Rates

| | |
|---|-------|
| Sponsorship Package | £1950 |
| A5 Page + Email Newsletter | £1000 |
| 1/2 A5 Page | £600 |

BSIF Guide Rates

| | |
|---|-------|
| A4 Page + FREE A4 Company Profile | £1950 |
| 1/2 Page + FREE 1/2 Company Profile | £1200 |
| 1/4 Page + FREE 1/4 Company Profile | £700 |
| Enhanced Profile (free with A4 & 1/2 page options) | £250 |
| Inside or Outside Cover + FREE A4 Company Profile | £2100 |

Production Data

(All measurements are in mm, width x height)

| | | | |
|----------------------------------|------------|-----------------------------------|------------|
| A4 page trim size | .210 x 297 | 1/2 vertical | .92 x 270 |
| type area | .200 x 287 | 1/2 landscape | .190 x 130 |
| DPS trim size | .420 x 297 | 1/4 portrait | .92 x 128 |
| type area | .410 x 287 | 1/4 horizontal strip | .190 x 64 |
| Allow 3mm for bleed on all edges | | | |

Copy Requirements

Email: production@western-bp.co.uk
Hi-resolution PDF: PDF/X-1a

Copy Deadlines

Four weeks prior to publication.

The perfect place to promote a new product or catalogue is the 'Brochure / Product Selector' section. Get 12 months coverage in 'Safety Links', the market's directory for products and services or promote your website for 12 months in our popular 'Web Directory'.

Classified

Safety Links Directory

12 months exposure
Heading to suit company products
FREE personal reader enquiry number and service
4 colour classified advertising
Cost£80 per column cm per year

Brochure / Product Selector

Promote brochures / catalogues / new products
Up to 65 words, 1 full colour image and full contact details
FREE personal reader enquiry number and service
1 x Issue£265
3 x Issues£245 each
7 x Issues£210 each

Web Directory

12 months exposure
Prime position on inside back cover
Listed under Section & Heading
Cost£150 per heading



Email Advertising

The HSM e-newsletter gives you a great opportunity to deliver your message direct to the inbox of key decision makers within the industry and is aimed at generating instant sales leads. It is 100% requested and with a tight control on the number of news stories, it offers you maximum impact!

Email Newsletter Advertising

Advertising options range from email newsletter stories and banners to a sponsorship package offering a mix of online and email advertising.

E-newsletter sponsorship package **£895**

- E-news main banner
- One article – up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service

Editorial package (Series booking discounts available) **£395**

- Up to 250 words plus an image
- Links to a company profile on our website
- Direct URL link to your website
- Email enquiry service



E-newsletter publishing schedule (Newsletters will be published during the week commencing the dates shown)

| | | | | | |
|---------------|------|------|--------------|------|------|
| Jan: | HSM | 23rd | July: | HSM | 23rd |
| | BSIF | 23rd | | BSIF | 23rd |
| Feb: | HSM | 20th | Aug: | HSM | 20th |
| | BSIF | 20th | | BSIF | 20th |
| March: | HSM | 19th | Sept: | HSM | 24th |
| | BSIF | 19th | | BSIF | 24th |
| April: | HSM | 23rd | Oct: | HSM | 22nd |
| | BSIF | 23rd | | BSIF | 22nd |
| May: | HSM | 21st | Nov: | HSM | 19th |
| | BSIF | 21st | | BSIF | 19th |
| June: | HSM | 25th | Dec: | HSM | 17th |
| | BSIF | 25th | | BSIF | 17th |

Contacts

Whatever you need just contact the relevant person below who will be more than happy to assist you.

Sales Manager

Sally Wood: Tel: 01342 333720 – swood@western-bp.co.uk

Display Sales Executive

Sadie Brownlie: Tel: 01342 333740 – sbrownlie@western-bp.co.uk

Business Development Manager

Jos Diamond: Tel: 01342 333723 – jdiamond@western-bp.co.uk

Sales Director

Tim Else: Tel: 01342 333722 – telse@western-bp.co.uk

Classified Sales Executive

Oliver Hamilton-Williams: Tel: 01342 333724 – owilliams@western-bp.co.uk

Editor

Georgina Bisby: Tel: 01342 333734 – gbisby@western-bp.co.uk

Editorial Support

Rebecca Cheetham: Tel: 01342 333739 – rcheetham@western-bp.co.uk

Production

Denise Crofts: Tel: 01342 333716 – dcrofts@western-bp.co.uk

Circulation

Theresa Vaughan: Tel: 01342 333730 – circulation@western-bp.co.uk

95% of readers consider HSM important in sourcing new products & services

41% of readers' companies spend over £25k on health & safety products annually 14% over £100k

80% of readers use HSM as a Training & Career Development tool

45,000 readers per issue*

HSM Reader Survey – conducted October 2008

*Research shows a pass on rate of 2.5 readers per copy



33-35 Cantelupe Road • East Grinstead • West Sussex • RH19 3BE
Telephone: 01342 314300 • Facsimile: 01342 333700 • Web: www.hsmsearch.com