

2018

EHS Today[®]

Industry Overview

ADVERTISING

LEAD GENERATION & NURTURING

CONTENT

RESEARCH

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EHS Today Is The Premier Worker & Workplace Protection Brand Serving Safety Professionals

We Cover Vital Environment, Health & Safety Best Practices & Compliance Information

EHS Today is the leading voice for environment, health and safety information, driving a dialogue for our readers – who are EHS directors and VPs, risk managers, safety professionals, occupational health professionals, industrial hygienists and environmental managers – about safety leadership, risk management, occupational safety, industrial hygiene, sustainability, employee health and wellness, productivity, environmental management, corporate responsibility and business continuity and how it all is interrelated. EHS Today provides comprehensive coverage of these topics, with an emphasis on building world-class safety management systems and inspiring transformational safety leadership.

EHS Today's focus is threefold: protection of the employee, protection of the workplace and protection of the environment.

TOP 4 Reasons Why Our Subscribers Read

- 1** To receive insight about regulatory changes and industry trends that impact workers, the workplace and the business.
- 2** Raise the bar on their EHS efforts through thought-provoking EHS leadership articles from safety culture and risk management experts.
- 3** Create successful, big-picture strategies through the implementation of best practices from companies recognized for their world-class safety processes.
- 4** Get updates about the newest personal protective equipment and EHS-related products and services.

EHS Today Helps You:

- Think big by sharing your content and brand messaging with the top EHS leaders in the country.
- Build successful research and content marketing campaigns that drive insight and lead generation.
- Successfully launch new products and build brand awareness with the help of our team of marketing, sales and research professionals.
- Do more with less. We will help you find innovative and creative ways to market your products and solutions to our targeted audience in a way that makes sense for your business and your budget.

Reach Safety Professionals With Your Message

EHS TODAY TOTAL MONTHLY AUDIENCE*

475,294

75k

MAGAZINE



161k

DESKTOP



57k

MOBILE



158k

ENEWSLETTER



24k

SOCIAL

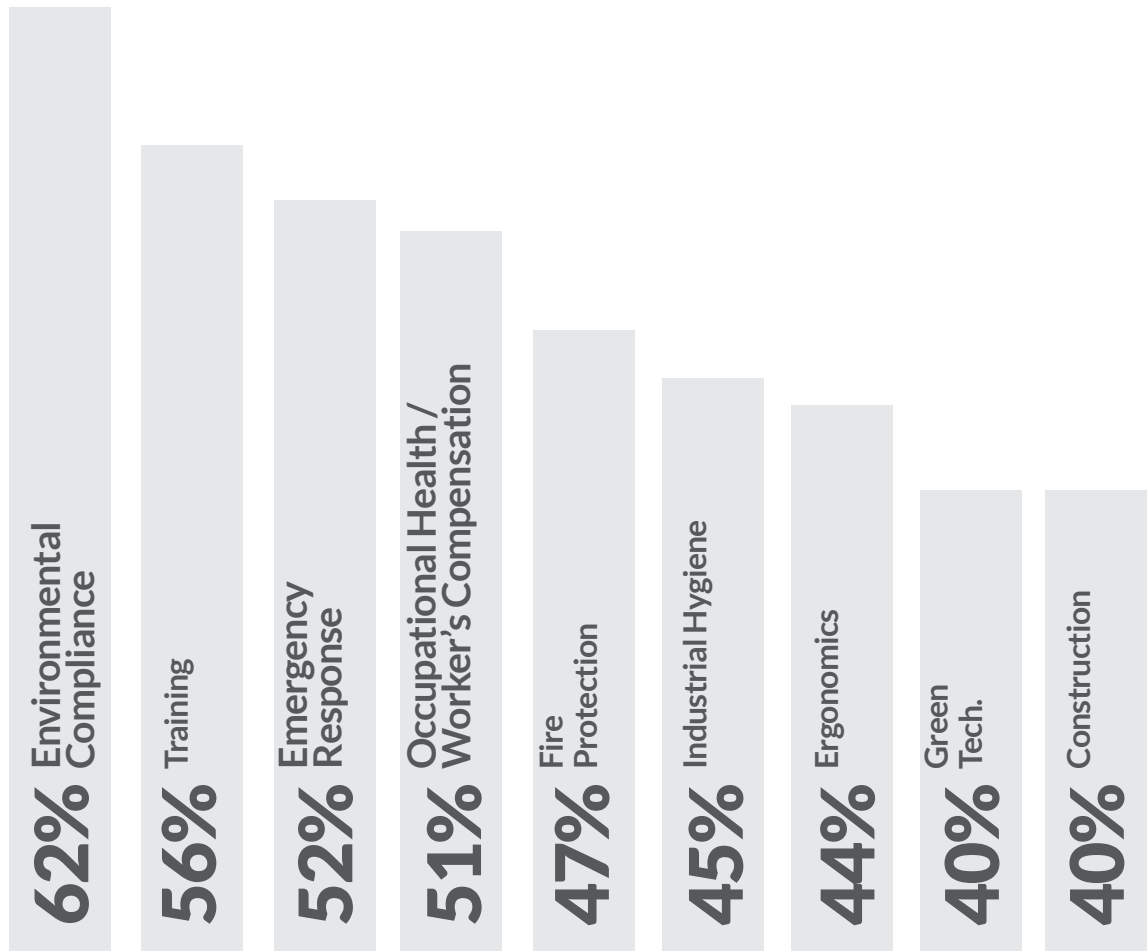


*Monthly Audience includes desktop & mobile visitors, total eNewsletter recipients, social networking followers, and app downloads as noted is publisher's own data for the 6 month period January through June 2017. Magazine circulation quantity includes print and digital edition and is provided by the BPA Worldwide Brand Report for the 6 month period ended June 2017.

EHS Today Brings The Most Comprehensive Coverage Of The Entire Buying Team

99.6% Qualified EHS Today Subscribers Are Involved In Purchasing Products & Services For Their Companies

74% Safety



OUR READER'S JOB RESPONSIBILITIES

EHSToday.com



Top Categories

- Safety
- Construction
- PPE
- Health
- Safety Leadership
- Industrial Hygiene
- Standards
- Emergency Management

Most Read Articles

- Generation Z and Millennials in the Workforce Photo Gallery
- Eight Ways to Wellness in the Workplace Photo Gallery
- Finding the Root Causes of Accidents
- The Top 10 Ways to Improve Safety Management
- Safety Incentive Programs What Works
- Explosive ArcFlash Videos Video Gallery
- Protective Footwear: Know When to Give Safety Shoes the Boot
- Transitioning to a Trump Administration: What It Could Mean for the Department of Labor and OSHA
- Engagement is Key to Improving Safety Ergonomics and Wellness for Aging Workers

Companies That Read



THE COMPETITION*

EHS Today
134,200 site visits

OH&S	111,800
ISHN	64,300
Safety & Health	103,100





*Provided By TrafficEstimate.com

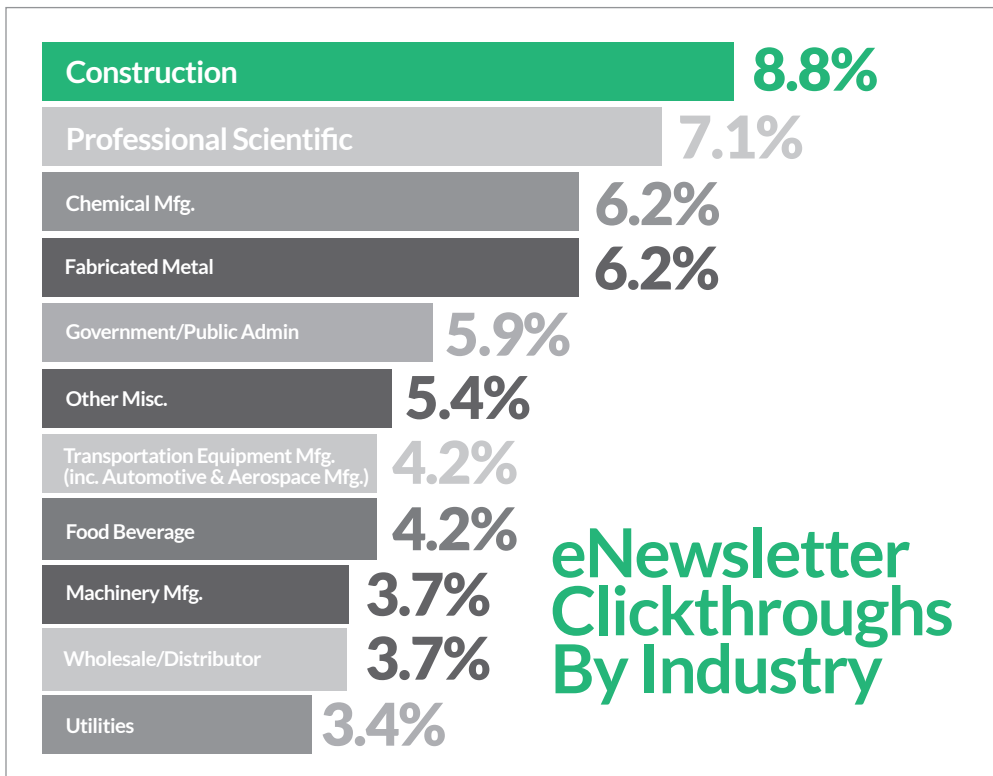
Top Searched Keywords

- Silica
- Operation Business
- Confined Space
- Forklift
- Safety Culture
- Fall Protection
- Ladder Safety
- Ergonomics
- Hand Safety

EHS Today eNewsletters

We routinely qualify our newsletter subscribers by monitoring their open and click thru metrics to ensure our files are up to date with engaged and proactive subscribers. All new subscribers are **100% opt-in** to make certain you reach a qualified audience every time.

			
EHS Today	EHS Management	IH Insights	Construction Safety
Frequency: Twice Weekly	Frequency: Monthly	Frequency: Monthly	Frequency: Monthly
Subscribers: 72,500	Subscribers: 35,000	Subscribers: 38,100	Subscribers: 13,200
Open Rate: 25%	Open Rate: 25%	Open Rate: 17%	Open Rate: 37%
CTR: 6%	CTR: 8%	CTR: 4%	CTR: 9.8%



158,000+
eNEWSLETTER SUBSCRIBERS

EHS Today's Safety Leadership Conference

The Safety Leadership Conference is designed to share best safety practices with companies hoping to achieve world-class safety. It provides a two-day learning and networking experience showcasing special keynote speakers and breakout sessions across four learning tracks. High-level safety professionals are equipped with ideas they can take back to their facilities and implement to improve their operations and safety records.



Read What Attendees Had To Say...

“What interested me most was the opportunity to benchmark with the safest companies and best practices in the industry.”

Charles Peek - VP of Manufacturing, American Cast Iron Pipe Co.

“Every session that I attended was beneficial.”

Steven Nauhaus - Safety Director, Packers Sanitation Services

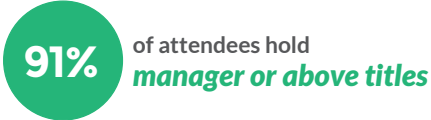
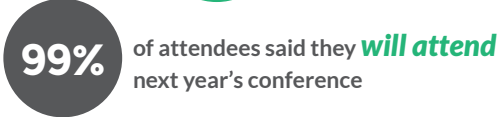
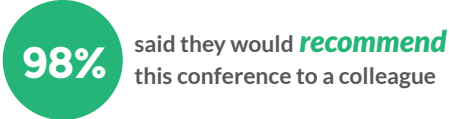
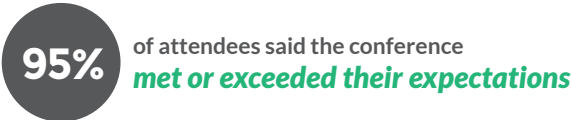
Read What Sponsors Had To Say...

“We loved being part of the conference and rank this show among the 2 or 3 best we've attended. We were able to make significant new contacts and connect with companies that have great potential to be clients.”

Kevin Smith - Findlay All Hazards

“This event exceeded my expectations and allowed for one-on-one discussions with direct contacts responsible for overall safety at their locations.”

Chris Lange - Industrial Scientific



Past Attendee Titles

- CEO
- Compliance & Safety Coordinator
- Corporate EHS Manager
- Corporate HR Manager
- Global Safety & Health Director
- Director of Safety
- EH&S Director
- Operational Manager
- Plant Manager
- President
- Regional HSE Manager
- Safety Manager
- Senior Vice President
- VP of Engineering
- VP of Manufacturing

Past Attending Companies

- Caterpillar Inc.
- Clorox
- Dow Corning Corporation
- General Mills
- G&W Electric Co.
- Honeywell International
- Milliken & Co.
- New York-Presbyterian Hospital
- Robert Bosch LLC
- Toyota
- W.W. Grainger, Inc.
- Procter & Gamble
- Frito-Lay
- Kimberly-Clark
- Lowe's Companies, Inc.



The EHS Today's America's Safest Companies award recognizes companies who have achieved innovation and strategic safety goals and have achieved injury and illness rates lower than average for their industries. The award is given annually at the Safety Leadership Conference to multiple companies who meet the criteria.

EHS Today[®]

For more information, please visit manufacturing.penton.com/ehstoday



ADVERTISING

- Website Advertising
- Email Advertising
- Audience Extension
- Branded Topic Channels
- Print Advertising



CONTENT

- Webinars
- Custom Whitepapers
- Custom Infographics
- Custom eNewsletter
- Custom eBook
- FAQs



LEAD GENERATION & NURTURING

- eBooks
- Pop Quiz
- Webinars
- Whitepapers
- Lead Lifecycling
- Event Lead Engagement Program



RESEARCH

- Strategic Insights Study
- Custom Research
- Online Focus Groups
- Ongoing eListening



EVENTS

- Event Lead Engagement Program
- Manufacturing & Technology Conference & Expo
- Safety Leadership Conference