

# Reach EHS Decision Makers With Your Brand

## Print Advertising

EHS Today is the premier worker and workplace protection publication serving safety managers, covering vital environment, health and safety best practices and compliance information.

## Subscriber Functions

Worker Protection / Safety Equipment	Fire Protection
Environmental Compliance	Training
Occupational Health	Ergonomics
Industrial Hygiene	Emergency Response
Green Technology/Alternative Energy	Construction Safety

## Industries Served

Primary Metal & Fabricated Products | Chemical Manufacturing Electrical & Computer | Transportation and Automotive | Furniture & Related Products | Medical and Health Care Textiles & Textile Product Mills, Apparel, Applied, and Wood Products | Plastics & Rubber, and Nonmetallic Minerals | Construction | Wholesale Trade/Distribution | Warehousing | Paper, Printing & Related Support Services | Food, Beverage & Tobacco

## Display Rates & Specifications

**Rates:** Gross rates based on number of insertions within a 12-month period whether units are the same or varying sizes. No additional charge for color.

**Short Rate Policy:** If an advertising program is cancelled short of the minimum number of insertions required to earn the frequency rate it has been billed at, all insertions actually run will be rebilled at the frequency rate earned during the 12-month period starting with the first insertion in the program.

### Premium Cover Display Advertising Rates:

Covers are sold for a 6x or 12x use on a non-cancelable basis  
 Outside Back Cover: additional 15% on space  
 Inside Front Cover: additional 15% on space  
 Inside Back Cover: additional 10% on space

**Magazine Trim Size:** 7.5" x 10.5"

**Printing process:** Web offset. Keep live matter 1/4" from the trim edge. Bleed is .125 on all sides and is not included in the bleed sizes in the chart. Penton reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads, to fit the ad dimensions listed.

**Print advertising submission:** [penton.sendmyad.com](http://penton.sendmyad.com)

**General advertising inquiry:** [manufacturing.penton.com/ehstoday](http://manufacturing.penton.com/ehstoday)

**Online Specifications:** [ehstoday.com/specs](http://ehstoday.com/specs)

### Contact:

EHS Today,  
 1100 Superior Avenue  
 Cleveland, Ohio 44114  
 216.696.7000

ADVERTISING

	1X	4X	6X	12X	24X
Full Page	\$8,320	\$7,550	\$7,220	\$6,740	\$6,330
2/3 Page	8,280	5,780	5,310	5,180	4,820
1/2 Page Island	5,500	5,130	4,900	4,550	4,410
1/2 Page	4,610	4,270	4,060	3,800	3,330
1/3 Page	2,890	2,680	2,550	2,330	2,190
1/4 Page	2,230	2,040	1,940	1,770	1,670
1/6 Page	1,030	970	940	890	820
Spread	16,920	15,300	14,790	13,870	12,890
DIMENSIONS		NON-BLEED		BLEED	
Page	7 x 10		7.5 x 10.5		
Spread	14.5 x 10		15 x 10.5		
2/3 Spread	14.5 x 6		15 x 6.5		
1/2 Spread	14.5 x 4.625		15 x 5.125		
1/3 Spread	14.5 x 3.125		15 x 3.625		
2/3 Page	4.5 x 9.75		4.75 x 10.5		
1/2 Page Island	4.5 x 7.25		4.75 x 7.75		
1/2 Page Vertical	3.375 x 9.75		3.625 x 10.5		
1/2 Page Horizontal	7 x 4.625		7.5 x 5.125		
1/3 Page Vertical	2.3125 x 9.75		2.5625 x 10.5		
1/3 Page Square	4.5 x 4.625		4.75 x 5.125		
1/4 Page Vertical	3.375 x 4.625		3.625 x 5.125		
1/4 Page Horizontal	7 x 2.25		7.5 x 2.75		
1/6 Page Vertical	2.3125 x 4.625		2.5625 x 5.125		
1/6 Page Horizontal	4.5 x 2.25				

## 2018 Editorial Calendar

JANUARY - Ad Close: 12/14/17	FEBRUARY - Ad Close: 1/11/18	MARCH - Ad Close: 2/12/18
<p>2018 Look Ahead at EHS Trends Hand Protection Fall Prevention IH Monitoring <b>Product Spotlight:</b> Eye, Hand, Face Protection <b>Online:</b> Winter Safety</p>	<p>Hand Safety in Construction Construction Safety Management Loading Dock Safety Safety Leader Interview Safety and Productivity <b>Product Spotlight:</b> Fall Prevention <b>Online:</b> Ladder Safety</p>	<p>Eye Washes/Emergency Showers Ergonomics Training and Engagement Machine Safety <b>Product Spotlight:</b> Foot Protection <b>Online:</b> Training Stories</p>
APRIL - Ad Close: 3/12/18	MAY - Ad Close: 4/11/18	JUNE - Ad Close: 5/14/18
<p>Lab Safety Safety Technology and the IIoT Employee Wellness <b>Product Spotlight:</b> Hand Protection <b>Online:</b> SLC Look Ahead</p>	<p>IH Monitoring Falls at Same Level Prevention Interview with AIHA President Electrical Safety/Arc Flash <b>Product Spotlight:</b> Hearing Protection <b>Online:</b> Summer Safety</p> <p><b>BONUS DISTRIBUTION:</b> Manufacturing &amp; Technology Conference &amp; Expo, May 8-10</p>	<p>Respiratory Protection Interview with ASSE President Cultivation Safety Excellence Special Product Section: Protective Clothing <b>Online:</b> ASSE Conference Coverage</p> <p><b>BONUS DISTRIBUTION:</b> ASSE Safety 2018, June 3-6</p>
JULY - Ad Close: 6/11/18	AUGUST - Ad Close: 7/13/18	SEPTEMBER - Ad Close: 8/13/18
<p>Millennials: Motivation/Training Foot Protection Machine Safety <b>Product Spotlight:</b> Respiratory Protection <b>Online:</b> Fireworks Coverage</p>	<p>National Safety Survey Eye and Face Protection Lockout/Tagout <b>Product Spotlight:</b> Training and Software <b>Online:</b> NSS Gallery and SLC Look Ahead</p>	<p>Emergency Response Hand Safety/Cut Protection Fall Prevention Risk Management Coping with Stress in the Workplace <b>Product Spotlight:</b> First Aid/AEDs <b>Online:</b> ASC/SLC Coverage</p>
OCTOBER - Ad Close: 9/13/18	NOVEMBER - Ad Close: 10/15/18	DECEMBER - Ad Close: 11/12/18
<p>Eye Health Respiratory Protection Sustainability and EHS Leadership Safety Leader Interview <b>Product Spotlight:</b> Emergency Response/First Aid <b>Online:</b> NSC Coverage</p> <p><b>BONUS DISTRIBUTION:</b> Safety Leadership Conference, October 22-24 NSC, October 20-26</p>	<p>America's Safest Companies Monitoring/Instrumentation Protective Cloting <b>Product Spotlight:</b> Signs &amp; Labels/GHS <b>Online:</b> ASC Insider Highlights</p>	<p>Maintenance/Housekeeping Safety Driving Safety Winterizing the Worker <b>Product Spotlight:</b> Eye, Head, Face <b>Online:</b> Holiday Safety</p>