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
Environmental Compliance
Occupational Health
Industrial Hygiene
Green Technology/Alternative Energy
Fire Protection
Training
Ergonomics
Emergency Response
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**
General advertising inquiry: manufacturing.penton.com/ehstoday
Online Specifications: ehstoday.com/specs

Contact:
EHS Today,
1100 Superior Avenue
Cleveland, Ohio 44114
216.696.7000

	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 Horizonal	4.5 x 2.25	

2017 Editorial Calendar

JANUARY - Ad Close: 12/12/16

Building Safety Culture
Eye Safety
Fall Prevention
Product Spotlight: Hand Safety
Online: Safety Leaders Look Ahead

FEBRUARY - Ad Close: 1/13/17

Arc Flash Protection
Construction Safety
Loading Dock Safety
Training
Product Spotlight: Hearing Protection
Online: Winter Safety

MARCH - Ad Close: 2/15/17

Eye Washes/Emergency Showers
Ergonomics
Foot Protection
Ladder Safety
Product Spotlight: Eye and Face Protection
Online: Training Stories

MARKETING BONUS READERSHIP STUDY

APRIL - Ad Close: 3/15/17

Special Focus: Hand Protection Section
IoT of PPE
Employee Wellness Case Study
Online: Hand Protection

MAY - Ad Close: 4/14/17

IH Monitoring
Machine Safety
Interview with AIHA President
Noise Prevention/Hearing Protection
Electrical Safety
Product Spotlight: EHS Software
Online: Summer Safety

BONUS DISTRIBUTION:
Manufacturing & Technology Conference & Expo, May 8-13

JUNE - Ad Close: 5/16/17

Special Product Section: Training
Respiratory Protection in Confined Spaces
50 EHS Leaders
Interview with ASSE President
Employee Training/Engagement
Online: ASSE Conference Coverage

BONUS DISTRIBUTION:
ASSE Safety 2017, June 19-22

JULY - Ad Close: 6/14/17

Special Focus: Foot Protection
Foot Protection in Heavy Industry
Employee Motivation/Training
Hand Safety/Cut Protection
Product Spotlight: Head Protection
Online: Foot Protection

AUGUST - Ad Close: 7/17/17

National Safety Survey
Eye and Face Protection
Lockout/Tagout
Product Spotlight: Protective Clothing
Online: NSS Gallery and SLC Look Ahead

SEPTEMBER - Ad Close: 8/15/17

Emergency Response
Hand Safety/Cut Protection
Fall Prevention
Risk Management
Product Spotlight: First Aid/AEDs
Online: ASC/SLC Coverage

BONUS DISTRIBUTION:
Safety Leadership Conference, September 11-13
NSC, September 25-27

OCTOBER - Ad Close: 9/15/17

Loading Dock Safety
Respiratory Protection
Environmental Management and Sustainability
Protective Clothing
Product Spotlight: National Safety Congress
Online: NSC Coverage

NOVEMBER - Ad Close: 10/19/17

America's Safest Companies
Monitoring/Instrumentation
Eye/Head/Face Safety
Product Spotlight: Respiratory Protection
Online: ASC Insider Highlights

DECEMBER - Ad Close: 11/14/17

Maintenance/Housekeeping Safety
Driving Safety
Eye Protection
Winterizing the Worker
Product Spotlight: Signs & Labels
Online: Holiday Safety