

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.

National Safety Council
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SAFETY+HEALTH, the official magazine of the National Safety Council Congress & Expo, is a B2B brand intended for individuals and National Safety Council members with broad-based interest in occupational safety. The brand content and editorial scope of the publication includes news, trend analysis, and practical content to assist employers in keeping employees safe on the job. The content of every issue is also available to subscribers globally via the online digital version.

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

SAFETY+HEALTH MAGAZINE



6 issues in the period
91,333 average circulation

SAFETY+HEALTH WEBSITE



268,607 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SAFETY+HEALTH MAGAZINE (6 issues in the period)	78,131	13,202	91,333
(See Paragraph 3b for Format Type and Source)			
SAFETY+HEALTH WEBSITE (Monthly Users with 455,018 average Pageviews)	268,607	-	268,607

FIELD SERVED

SAFETY+HEALTH serves individuals allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members and non-members of National Safety Council who are engaged in the job functions of Safety Health & Environmental Management, Executive Management, Human Resources Management, Training Management, Risk/Loss Control Management, General Management, First Responder, and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,637
Allocated for Trade Shows and Conventions	-
All Other	996
TOTAL	3,633

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,995	52.5	47,888	52.4	107	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	43,193	47.3	30,173	33.0	13,020	14.3
Multi-Copy Same Addressee	145	0.2	70	0.1	75	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	91,333	100.0	78,131	85.5	13,202	14.5

***See Additional Data**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January	86,000	7,098	91,226
February	86,000	7,132	91,264
March	86,000	7,173	91,305
April	86,000	7,260	91,377
May	86,000	7,211	91,345
June	86,000	7,352	91,483

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is -% or 14 copies above the average of the other 5 issues reported in Paragraph 2.

Classification by Function (Note)	Unique Total Qualified*	Percent of Total	Print	Digital
Safety, Health & Environmental Management (Note 1)	54,781	60.0	51,947	4,043
Executive Management (Note 2)	8,686	9.5	8,247	567
Human Resource Management (Note 3)	2,159	2.4	2,000	205
Training Management (Note 4)	1,772	1.9	1,523	321
Risk/Loss Control Management (Note 5)	2,017	2.2	1,793	318
General Management (Note 6)	4,907	5.4	4,522	501
First Responder (Note 7)	457	0.5	367	118
Manufacturer/Distributor Rep/Student	820	0.9	691	171
Other Titled and Non-Titled	15,746	17.2	14,910	967
UNIQUE TOTAL QUALIFIED CIRCULATION*	91,345	100.0	86,000	7,211
PERCENT	100.0		94.1	7.9

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note: SAFETY + HEALTH serves individuals allied to the field.

Note 1: Includes Directors, Assistant Directors, Vice Presidents, Administrators, Engineers, Managers, Coordinators, Supervisors, Superintendents, and Industrial Hygienists, including members of BCSP

Note 2: Includes COOs, Owners, Chairmen, Postmasters/Executives, Presidents, Vice Presidents, CEOs, CFOs, Principals, General Managers, Executive Directors and Directors of Purchasing

Note 3: Includes Directors and Managers

Note 4: Includes Officers, Directors, Coordinators, Managers and Trainers

Note 5: Includes Directors, Managers, Supervisors and Specialists

Note 6: Includes Plant, Production and Operations Managers, Supervisors, Coordinators

Note 7: Includes Firefighter, Police, and EMT/Paramedics

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	3,210	4,527	4,393	7,315	6,600	12,130	13.3
II. Request from recipient's company:	225	218	447	874	18	890	1.0
III. Membership Benefit:	39,336	7,170	-	45,996	554	46,506	50.9
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	31,819	-	-	31,815	39	31,819	34.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	31,819	-	-	31,815	39	31,819	34.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	74,590	11,915	4,840	86,000	7,211	91,345	100.0
PERCENT	81.7	13.0	5.3	94.1	7.9	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

WEBSITE CHANNEL

WWW.SAFETYANDHEALTHMAGAZINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	590,068	383,400	337,299	0:55
February	493,920	332,165	293,796	0:58
March	447,167	320,501	278,059	1:02
April	426,550	299,569	252,730	1:05
May	388,051	272,424	229,178	1:04
June	384,354	264,646	220,582	1:07
AVERAGE:	455,018	312,117	268,607	1:01

January – June 2020 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 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 Cookied Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 13,020 copies were sold to qualified recipients at the following subscription prices: \$35.11. Members yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 4,577 copies or 5.0% to 27,242 copies or 29.8%, including Board of Certified Safety Professionals.

AVERAGE ANNUAL ORDER PRICE:

This figure is not available and therefore not reported herein.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Deborah Meyer, Publisher

Richard Jarrett, Circulation 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.

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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.