

**SAFETY & HEALTH PRACTITIONER**  
[www.shponline.co.uk](http://www.shponline.co.uk)

THE OFFICIAL  
MAGAZINE OF IOSH  
[www.iosh.co.uk](http://www.iosh.co.uk)

# SHP



## 2014 MEDIA INFORMATION

## THE VOICE OF THE HEALTH AND SAFETY PROFESSION

SHP is the official magazine of the Institution of Occupational Safety and Health (IOSH) and has been at the forefront of health and safety information and news for over 30 years. With an unparalleled reach to the health and safety profession and to the industry-leading IOSH membership of over 40,000 – including over 12,000 chartered members – SHP is the place for advertisers and readers alike.

### The widest circulation

With a growing circulation of 37,236 (ABC audited) and a digital circulation of 42,095 SHP has the largest readership of any health and safety magazine in the UK. By advertising in SHP you can rest assured that you are reaching the highest possible number of health and safety specifiers and purchasers across all sectors, including:

- construction
- manufacturing
- engineering
- health care
- local authorities
- utilities
- transport
- enforcement agencies

### The most jobs

With the latest and most up-to-date vacancies in the health and safety profession, SHP is the first port of call for recruiters and candidates alike.

### The best exposure

With its strong association as part of the OSH family of products and its use of engaging imagery and designs, you can increase the impact of your advertisement.

### The punchiest editorial

SHP provides the most in-depth news and in court developments, and is particularly well regarded for its authoritative features. We pride ourselves on ensuring that

we provide varied content that is both topical and engaging to our readers, working with some of the industry's most well regarded on-the-ground professionals, speakers, writers and academics.

### The most engaging online presence

SHP is available in print, online, digital PDF, accessible via smart phones and tablets. The informative email newsletter lands in the inboxes of approximately 37,000 subscribers. In addition, SHP houses an extensive, searchable, digital archive.

### The readers' choice

In our most recent readership survey (2013), approximately 91 per cent of respondents said SHP helps them with their job by keeping them up-to-date with health and safety news.

### The winning read

SHP is regarded as the best, not only by its readers and advertisers, but also by its peers in the publishing industry who named it Monthly Business and Professional Magazine of the Year at the Periodical Publishers' Association Awards in 2007, and highly commended it in 2009.



SHP takes great pride in being the official magazine of IOSH, the biggest professional health and safety organisation in the world. Thousands of members have achieved chartered status, through the appropriate level of training and experience, and thus represent a verifiable body of excellence in occupational health and safety.



# SHP'S ADVERTISING POWER

SHP carry out annual research to ensure that we are always offering health and safety practitioners and stakeholders the information they need to remain compliant and do their job effectively. Below is a summary of what they told us in our most recent survey:\*

# 74%

spend more than half an hour reading SHP every month; 19% spend more than an hour reading it.

# 61%

say SHP and SHPonline is where they go when sourcing new products.

# 53%

choose SHP and SHP4jobs first when looking for a new job.

# 22%

have an annual budget of more than £50,000 for specifying health and safety products and services.

## Display advertisement rates and specification

SHP magazine	1 insertion	6 insertions	12 insertions	Tenders
Full page	£2,280	£2,130	£2,015	£4,520
Half page	£1,340	£1,260	£1,200	£2,560
Quarter page	£825	£785	£740	£1,385

**Full page with bleed:** 291mm x 221mm  
**Full page trim size:** 285mm x 215mm  
**Half page horizontal:** 128mm x 191mm  
**Half page vertical:** 261mm x 93mm  
**Quarter page:** 128mm x 93mm

## SHP goes digital

All advertisements that run in the print version of SHP also appear in the digital edition of the magazine, which readers can access online from the 1st of the issue month. The digital edition, which features interactive turn-page technology, can also be accessed via smartphone and tablet devices, meaning your advertisement reaches more people, in more ways, and with more impact. When booking your ad, please ask our sales team about adding animated and/or interactive elements to the digital edition version.



## FORWARD FEATURES LIST

SHP is particularly well-regarded for its in-depth and authoritative features, most of which are written by industry experts and front-line practitioners. Each month we focus on one specific area (special feature) and include information on related products and services. In addition, each issue carries up to five other features on various aspects of health and safety.

### Submitting editorial

If you have an idea for a feature-length article please consult our guidelines for authors available at: [www.shponline.co.uk/writing-for-shp](http://www.shponline.co.uk/writing-for-shp) and contact the SHP editorial team to discuss. SHP does not publish non-commissioned features, or work that has already been published elsewhere, or is about to be. All features must be issue-based, objective and non-advertorial.

**Editorial deadlines:** SHP is published on the first day of the issue month (so, the January issue is published on 1 January, etc.) This means each issue goes to press around the 20th of the preceding month (so, the January issue will go to press around 20 December). **Press releases, news stories and product information:** these must be received by the editorial team no later than one week before press date to be considered for publication. **Features:** we plan and commission content up to three months prior to the issue date. For your feature suggestion to be considered, you must contact the editorial team at least two to three months before the issue in which you would ideally like your feature to appear.

## FEATURES LIST - JANUARY 2014 TO DECEMBER 2014



### January 2014

#### Utilities and offshore

Potential topics include: confined spaces; head protection; noise and vibration; electrical hazards; lone working; fire and explosion

### February 2014

#### The services sector

Potential topics include: work equipment; DSE; indoor air quality; housekeeping; facilities management; violence and bullying

### March 2014

#### Behavioural safety and training

Potential topics include: lone working; innovation in training methods and delivery; soft-skills development; career advice

### April 2014

#### Health and hygiene

Potential topics include: stress management; skin care; health and wellbeing assessment; mental health; manual handling; ergonomics

### May 2014

#### Manufacturing

Potential topics include: airborne hazardous substances; eye protection; machine guarding; noise and vibration

### June 2014

#### Safety & Health Expo and IOSH 2014 preview

Europe's largest annual health and safety exhibition takes place at the London ExCeL from 17 to 19 June, and SHP will have the most comprehensive preview

### July 2014

#### Food, retail and leisure

Potential topics include: slips, trips and falls; violence and abuse; gas and electrical hazards; manual handling; young/older workers

### August 2014

#### Transport and logistics

Potential topics include: fleet management; driver training; lifting and handling; lone working

### September 2014

#### Training and career development

Potential topics include: innovation in training methods and delivery; soft-skills development; competence building; career advice

### October 2014

#### Emergency services

Potential topics include: workwear; handling hazardous substances; violence and abuse; airborne hazardous substances; fire and explosion

### November 2014

#### Construction

Potential topics include: work at height; lifting and handling; worker wellbeing; head protection

### December 2014

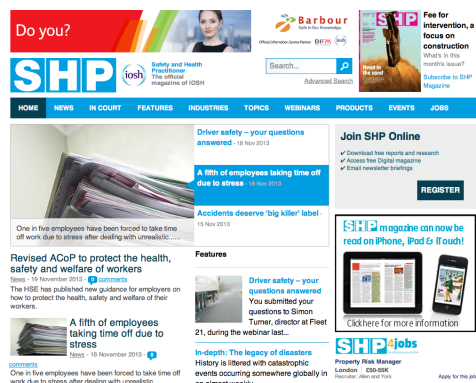
#### Environment

Potential topics include: waste and recycling; managing emissions; radiation

**IMPORTANT NOTE:** Generic health and safety subjects common to all sectors and activities, such as risk assessment, legislative developments, training and competence, behavioural safety, safety culture and procedures, etc. are covered in most of our issues as a matter of course. The special feature each month will address some – not all – of the potential topics listed under each heading above.

# THE SHP PORTFOLIO

Reach new audiences via SHP's website [www.shponline.co.uk](http://www.shponline.co.uk) and our e-mail newsletter the SHP Briefing.



## SHPonline

SHPonline is hugely popular with those who like their health and safety news fresh and frequent. Registering more than **25,700 unique visitors\*** and more than **99,000 page views\*** every month, advertising on SHPonline is the ideal way to complement your traditional display campaign.

All advert types are managed by DoubleClick, meaning you pay for your campaign based on the number of times your advert is viewed. Advert spots are bought in units of 1,000 views and will be displayed on all pages, thus offering maximum exposure.

## SHP Briefing

Directly reach your intended target market via our email newsletter. The SHP Briefing is sent to over 41,800\* people, containing the latest news, court prosecutions, research and guidance, jobs, and product developments from SHPonline and SHP4jobs. With a variety of advertising opportunities available, let us create a package to help you reach new audiences and meet your needs.

For information on advertising in SHP, contact a member of the display advertising team – details on the final page of this document.

\*data taken from October 2013

## SHPonline

<b>MPU - 300x250</b>	£45 per 1,000 page views
<b>Banner - 728x90</b>	£40 per 1,000 page views
<b>Skyscraper - 120x600</b>	£25 per 1,000 page views
<b>Button - 125x125</b>	£10 per 1,000 page views

## Products and Services

Every month, SHP showcases the latest products, services and developments from leading industry manufacturers and distributors.

A dedicated product section within the 'special feature' pages focuses on items relevant to the feature subject (see our features list on page 4), while the new products section later in the magazine includes new launches, developments, and innovations.

Typically, each entry comprises 100-150 words of text plus a colour image. The copy deadline for submitting press releases for consideration for this section is around the first of the month before the publication month, e.g. for the January issue, copy must be submitted by 1 December.

## SHP Briefing

<b>Banner - 468x60</b>	£650 per week
<b>MPU - 300x250</b>	£650 per week
<b>Middle banner - 468x60</b>	£325 per week
<b>Button - 120x90</b>	£300 per week



## Technical specifications

Creative and all campaign details (start and end dates, URL, area(s) of site where advert is to appear) must be sent no later than five working days before the advert is due to go live. Creative must be sent as attachments to an e-mail, and not embedded within the e-mail.

Sound is not permitted on any adverts, unless user-initiated. Please note file size is limited to 39kb. File types: Flash (SWF), JPGs, GIFs and animated GIFs are accepted. Please note Flash (SWF) files are not accepted on the SHP Briefing. Gifs will not animate on some email platforms: simple gifs or static images are recommended for the SHP Briefing.

## Printing and artwork requirements

Artwork to be supplied in digital format only. High resolution Acrobat PDF files preferred, in accordance with PPA Pass4Press version 4 specification [www.pass4press.com](http://www.pass4press.com)

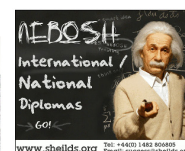
For details, contact Kevin Addison at [kevin.addison@ubm.com](mailto:kevin.addison@ubm.com) or call **020 7560 4033**.



A fifth of employees taking time off due to stress



One in five employees have been forced to take time off work due to stress after dealing with unrealistic expectations at work, a survey has found.



# SHP RECRUITMENT

SHP and SHP4jobs offer you a complete solution for meeting your clients' recruitment needs. With thousands of potential applicants subscribing to receive the magazine and online job alerts there is no better place for your campaign. We can also help build brand awareness and boost your clients' profile.

Make sure your vacancy is seen by thousands of health and safety professionals who consult SHP and SHP4jobs first when looking for a new job.

# SHP

## RECRUITMENT ADVERTISEMENTS (PRINT)

Full page	261mm x 191mm	£5,010
Half-page horizontal	128mm x 191mm	£2,895
Half-page vertical	261mm x 93mm	£2,895
Quarter page	128mm x 93mm	£1,595

Supplement your print campaign and reach a larger audience by placing your vacancy online at [SHP4jobs.co.uk](http://SHP4jobs.co.uk)

Advantages to employers and recruiters include:

- Personal campaign management – track the number of applications and view job statistics
- Send messages to your applicants
- The ability to upload your own jobs manually
- The ability to upload jobs via Broadbean
- Online payment options when posting job vacancies (via credit card)

Advantages to job-seekers include:

- An intuitive search system, allowing you to filter results with one click
- The functionality to sign up to up to five 'jobs by email' alerts in a matter of seconds
- Manage your applications via your own online profile, where you can also shortlist jobs and manage your email alerts
- A recruiter A-Z search function, where you can look for vacancies at a specific company
- Sign up to the SHP4jobs twitter feed at [twitter.com/shp4jobs](http://twitter.com/shp4jobs) and be the first to know about the latest vacancies



# SHP RECRUITMENT



SHP has long been the first port of call for anyone keen to progress their career in health and safety. Our dedicated careers site, [www.shp4jobs.co.uk](http://www.shp4jobs.co.uk), has proved increasingly popular with job-seekers and recruiters alike. Continuing to go from strength to strength, the site now attracts around **18,000 unique users** and generates approx **210,000\* page views every month**.

\*November 2013

Position	Size(wxh) in pixels	Price (per week unless otherwise stated)
Single posting (online only)	inc logo (120x60)	£1,295 for up to 4 weeks
Short-term contract jobs		£595 for up to 2 weeks
Additions and extras		
Featured job (homepage)		£250
Featured recruiter button (homepage)	120x60	£250
Top banner (ROS)	468x60	£350
Skyscraper (ROS excluding search results)	160x600	£325
MPU (homepage)	336x280	£350
Spot ad, right (search results)	160x150	£250
Featured job on SHP Briefing		£250
Banner on SHP Briefing	468x60	£275

Artwork to be supplied as Flash (SWF), GIF, animated GIF, or JPEG – up to 39 KB. An active URL must be supplied for the ad. Please note Flash (SWF) files are not accepted on the SHP Briefing. Send copy to [jack.coles@ubm.com](mailto:jack.coles@ubm.com) or call **0207 921 8122** for further details, or individual campaign quotes.

The screenshot shows the SHP4jobs website interface with several annotations pointing to specific ad placements:

- Top banner - 468x60:** Points to a banner for 'bryan & armstrong recruitment' at the top right of the page.
- Featured jobs →:** Points to the 'FEATURED JOBS' section on the left side of the page.
- Featured recruiter buttons - 120x60:** Points to a grid of recruiter logos including 'bryan & armstrong', 'ALLEN & YORK', 'HSE', 'convert', and 'Shirley Parsons Associates'.
- MPU - 336x280:** Points to a large MPU (Multi-Postcard Unit) advertisement for 'SAFETY & HEALTH Expo' on the right side of the page.

## SPONSORSHIP OPPORTUNITIES

### SHPonline Channel

As an SHP channel sponsor you have the opportunity to exclusively promote your brand through various formats of content and resources. Your exclusive advertisements on the channel will appear alongside all relevant articles within the subject area published by the SHP editorial team.

#### Package includes:

- Exclusive sponsorship of one SHPonline channel
- Branding on SHPonline channel homepage
- Exclusive banner ads on your channel pages – 10,000 impressions monthly
- SHP Briefing and social media promotion

### Webinars

Discover how to use cutting-edge content to engage with your target audience and successfully generate new leads. Work in partnership with our content, sales and marketing teams to develop topics and programmes that truly resonate with your chosen audience, maximise awareness of your brand and translate into qualified sales opportunities.

We'll help you to build and develop the best possible content in an easily accessible online environment to generate the highest quality leads and achieve the best ROI.

- Engage with your market
- Generate new leads
- Reach and influence decision makers
- Improve lead conversion
- Launch into new markets
- Promote thought leadership

### Roundtables

We will gather a select group of safety decision-makers together for an in-depth discussion on the subject of your choosing. Branded as an SHPonline roundtable, this is an excellent opportunity for one-to-one dialogue with top-tier management, and allows you to gather the market insight you need for continued sustainable competitive advantage.

We'll do the work for you including:

- Project management of round table – from sourcing decision-makers, to organising the venue
- Following the event the discussion at the roundtable will be written up for the magazine
- Published on SHPonline
- Promoted on both SHP and Barbour Briefings

<b>SHP Channel Sponsorship</b>	<b>Price</b> £1,200 per month
<b>Webinars</b>	From £8,000
<b>Roundtables</b>	Price upon request





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