

2011-12

national
safety

The Magazine & website of the National Safety Council of Australia
plus Safety & Training E-Bulletin

Media Kit

national safety

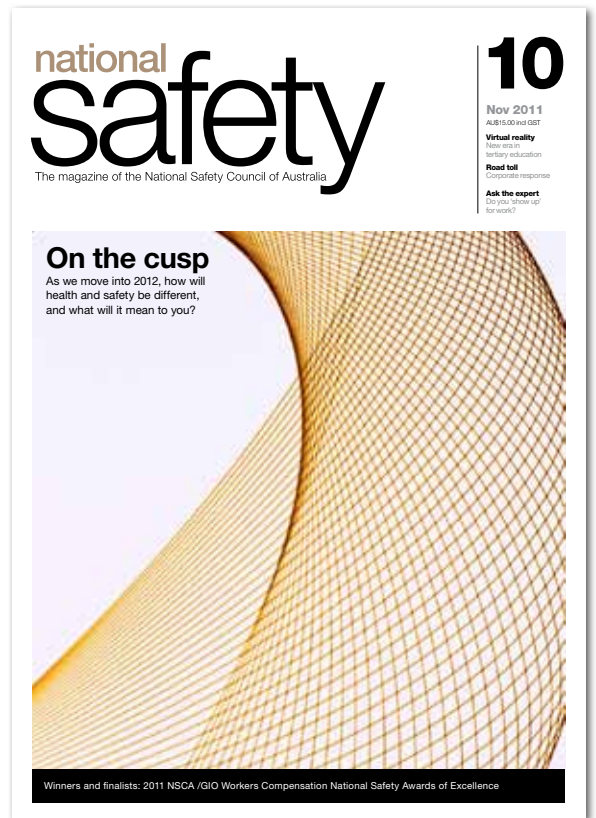
The Magazine of the National Safety Council of Australia

NATIONAL SAFETY IS THE FLAGSHIP PUBLICATION FOR THE OHS PROFESSION IN AUSTRALIA. IT IS PUBLISHED BY THE NATIONAL SAFETY COUNCIL OF AUSTRALIA (NSCA), A LEADING AUSTRALIAN OHS SOLUTIONS PROVIDER AND TRAINING ORGANISATION.

ABOUT THE NSCA


NSCA is a member based, not-for-profit organisation with 80 years experience providing OHS solutions to businesses across Australia. Clients operating in environments ranging from heavy industrial to office-based have used NSCA consultancy and training services to establish and continuously improve their OHS management systems and to drive their safety performance.

NSCA is committed to helping clients and members to continuously improve workplace health, safety and environment. Further information about the NSCA and its staff, services, safety awards, publications, goals and activities can be found at www.nasca.org.au



KEY REASONS TO ADVERTISE IN NATIONAL SAFETY:

- History: Published by the National Safety Council of Australia for over 80 years, we have built trust and reliability with our loyal readers.
- Targeted audience = better advertising investment value: Only those who are in the industry and require the OHS content buy the magazine. Therefore advertisers are only paying for readers who are likely to identify with their product and are looking for assistance in making OHS-related decisions.
- Editorial: A strong team of sharp writers with experience of OHS journalism make National Safety a sharp read, which offers credible and respected insight into key issues.
- \$15 cover price: National Safety is only available to paying subscribers. It stands to reason that a paid magazine is held in higher regard and more likely to be read and retained for longer than a free publication.
- Frequency: 10 Monthly issues offer a good frequency to get effective repetition from multiple advertisements.
- Online support: In the form of fortnightly email bulletins to 8,000+ direct subscribers, allows National Safety to offer integrated advertising packages across different platforms for better penetration of the OHS market.



READERSHIP

National Safety is mailed to NSCA members and magazine subscribers 10 times per year.

We also supply magazines 10 times per year to all BHP Billiton's charter flights to and from Olympic dam.

National Safety is read by qualified safety industry professionals in a range of businesses across Australia.

These professionals stem from a variety of industries with a strong representation from manufacturing, building, construction, mining and professional services.



EDITORIAL

National Safety covers all areas of interest to the OHS professional including:

- Leadership
- Compliance policy
- Behavioural safety
- Security and safety
- Health issues generally
- Welfare of staff
- Ergonomics
- Workplace culture
- Legislation
- Training education
- Workers compensation
- OHS management
- Information technology

September 11

Height Safety
Products & Services: Hand Safety

October 11

Sydney Safety Show
Materials Handling
Products & Services: Eye and Hearing safety

November 11

Education
Products & Services: Alcohol & Drug Testing

February 12

Construction Safety
Products & Services: Health & Wellbeing

March 12

Mine Safety
Products & Services: Site Safety & Security

April 12

Safety in Action, Melbourne
Emergency Response
Products & Services: Fire Safety

May 12

Drugs & Alcohol
Products & Services: Protective Clothing

June 12

Spill Safety & Hazardous Material
Products & Services: Materials Handling

July 12

Site Safety & Security
Products & Services: Gas Monitoring

August 12

Western Australia Safety Show
Respiratory
Products & Services: Footwear



ADVERTISING RATES:

	CASUAL*	3 ISSUES*	6 ISSUES*	11 ISSUES*
Double-page spread	\$5,929	\$5,632	\$5,335	\$5,027
Full page	\$3,410	\$3,212	\$3,036	\$2,882
Half page	\$2,046	\$1,936	\$1,826	\$1,727
Third page	\$1,694	\$1,606	\$1,529	\$1,441
Quarter page	\$1,353	\$1,276	\$1,221	\$1,144

Agency discount less 10%

*GST exclusive

SPECIFICATIONS:

	TRIM (MM)	TYPE (MM)	BLEED (MM)
Double-page spread	297 H x 420 W	271 H x 394 W	307 H x 430 W
Full page	297 H x 210 W	271 H x 183 W	307 H x 220 W
Half-page horizontal	148.5 H x 210 W	130 H x 183 W	158.5 H x 220 W
Half-page vertical	297 H x 105 W	271 H x 86.5 W	307 H x 115 W
Third-page horizontal	99 H x 210 W	86.5 H x 183 W	109 H x 220 W
Third-page vertical	297 H x 71 W	271 H x 57 W	307 H x 81 W
Quarter-page horizontal	80 H x 210 W	63.5 H x 183 W	90 H x 220 W
Quarter-page vertical	NA	130 H x 86.5 W	NA

Specification enquiries: advertising@edgecustom.com.au MATERIAL DELIVERY: High-resolution PDF file (max size 8mg) to advertising@edgecustom.com.au

PREFERRED POSITION LOADINGS

Outside back cover	+25%
Inside front cover DPS	+20%
First full page	+15%
First half page	+15%
Centre spread double-page spread	+10%

LOOSE INSERT RATES

35 grams or less	\$3,832.50
35–60 grams	\$5,220
60 grams plus	\$POA

** Limited inserts are accepted per edition so bookings are subject to availability**

PER ISSUE*

ADVERTISING DEADLINES:

- The magazine is published by the 5th of the coveredated month, except October and November which is the 20th.
- The deadline for Products & Services contributions is the 20th, two months prior to publication (eg 20 June for August issue)
- Advertising booking deadline is the 1st of the month prior to publication (eg 1 July for August issue)
- Advertising material deadline is the 10th of the month prior to

Cancellations made after the booking deadline are charged at 100% of the advertising rate.

All prices are GST exclusive.

GUIDELINES FOR ADVERTISERS BOOKING INSERTS INTO NATIONAL SAFETY MAGAZINE

The acceptance of inserts into National Safety Magazine is subject to the advertiser's adherence to the following guidelines. The NSCA reserves the right to reject material that does not meet these requirements.

- The advertiser's corporate logo must be prominently displayed on the front cover of the insert.
- The overall tone of the content of the insert should not be sensationalist or scaremongering.
- The NSCA will not accept the use of images that are deemed to be defamatory or offensive in any way.
- The overall design of the insert should be significantly different from that of National Safety so as to distinguish itself from the magazine.
- A PDF of the proposed artwork should be sent for approval by the NSCA prior to delivery of the printed material. If the advertiser fails to do so the NSCA holds no liability for costs incurred in the return of printed material should it be refused insertion to the magazine on the grounds that it fails to meet all of the above requirements.

ADVERTISING INQUIRIES:

Paul Andrew
Sales Director

Telephone: (03) 9370 0040
Mobile: 0411 476 624
Email: lorcymedia@bigpond.com

Helen Glasson
Advertising Sales – WA

Telephone: (08) 9381 3991
Mobile: 0413 566 197
Email: helen@hoganmedia.com.au



Online

www.nasca.org.au

The NSCA website has been recently re-launched with a fresh new look and enhanced useability. The site offers comprehensive, up to date news on Occupational Health & Safety in concert with the safety & training e-bulletin.

For the first time, NSCA have opened the door for advertising on this popular site with an OH&S directory. Linked off the Home Page, the Programs and Products Directory offers browsers of the site a handy, effective destination to source OH&S products & services. Listings on the directory are available for low monthly rates and offer advertisers direct exposure to an audience actively seeking OH&S information. The listings are fully interactive with link to the advertiser's website.

Listings can be in two formats. An advertising tile 240px deep X 180px wide (interactive) with 100 words of text, or a single tile 240px deep X 500px wide.



UNIT DISPLAY LISTING



INVESTMENT:	\$100 per unit per month
SPECIAL 12 MONTH PURCHASE:	\$999 per unit

Safety & Training E-Bulletin

Safety & Training E-Bulletin is the NSCA's fortnightly email bulletin and newsletter. Delivery in HTML format means that editorial is graphically enhanced, navigation is easy and advertising is dynamic. Every second Thursday morning Safety & Training E-Bulletin reaches over 13,000 direct subscribers' desktops.

Booking and material deadline: Midday on the Monday prior to transmission

CAREER WATCH

Recruitment advertisers can book fortnightly for single advertisements in quarter page, or blocks of four. Regular recruitment advertisers also have the option of taking 26 issues in any of these formats, or several full pages, using a template with company branding. Each advertisement opens a window and email link and we monitor and report click numbers.

Size	Per issue
Quarter page	\$250
Half page	\$450
Full page	\$850

ADVERTISING BUTTONS

The e-bulletin is broadcast as an html email, with links to pages on each story and section. On the email and on each of the pages there are 4, colour, interactive advertising tiles, which can be bought and linked to your website. The 4 advertising tiles on the email are sold at the rates (when available) of:

6 issues*	13 issues*	26 issues*
\$1,000	\$2,000	\$4,000

The 4 tiles on Aust News, or World News, or Training & Announcements are:

6 issues*	13 issues*	26 issues*
\$500	\$1,000	\$2,000

Each tile is 240 pixels deep x 180 pixels wide supplied as a jpg static file



*All prices are GST exclusive.