

Media Kit 2022

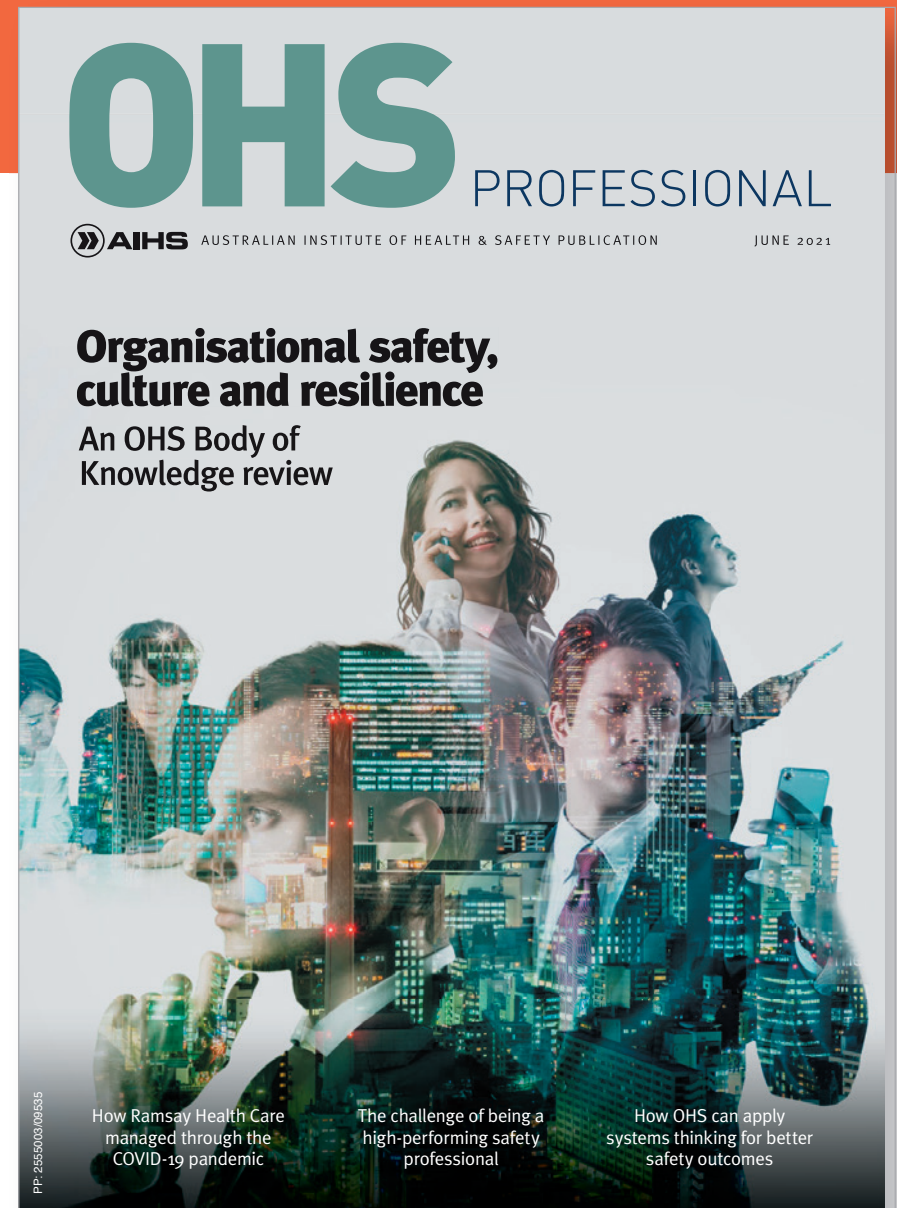
OHS Professional / OHS Professional eNews



The Australian Institute of Health & Safety is Australia's peak professional body for health and safety professionals. *OHS Professional* print edition and the fortnightly eNewsletter are important benefits to members as they provide the primary source of news, opinion and messages from the AIHS leadership along with valuable educational and new product content. Each title offers advertisers an excellent medium for brand and product promotion to a highly engaged and valuable audience. Established more than 60 years ago, the Australian Institute of Health & Safety has more than 4,500 members and remains committed to creating a profession that can deliver the highest standards of OHS

Why advertise with the AIHS publications

- No circulation wastage – *OHS Professional* is the official publication of Australia’s leading OHS member body, The Australian Institute of Health & Safety.
- As the flagship publication for the safety profession, *OHS Professional* is trusted, reputable and respected
- Paid readers – *OHS Professional* has a dedicated, loyal and highly engaged following.
- The Australian Institute of Health & Safety is experiencing strong and steady growth, which means an attentive and interested audience
- A focussed audience for better advertising investment value – readers are engaged with the magazine and actively read each issue
- With a focus on mid to senior level OHS professionals, you are reaching a key audience which is involved in both influencing and signing off OHS-related purchasing decisions



OHS Professional

Distribution and readership



Distribution by profession

65% OHSE professional
Includes national and state, health & safety manager, OHS manager, HSE manager, safety adviser, coordinator

16% Director & Executive management
Includes MD, OHS director, CEO, GM, owner, principal

14% OHSE Consultant
Includes occupational health, safety, risk adviser, consultant, senior & principal consultant, team leader

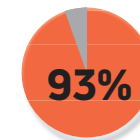
4% Training & Education
Includes training manager, safety manager, lecturer

1% Other
Analyst, commercial manager

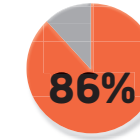
Distribution by State

29.83% Victoria
26.04% NSW/ACT
20.34% Queensland
15.77% Western Australia
5.58% SA/NT
1.60% Tasmania
0.84% Overseas

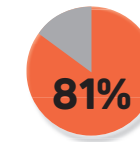
Reader Research



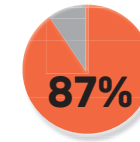
would recommend *OHS Professional* to others



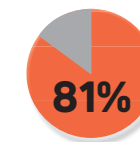
think *OHS Professional* is practical and relevant



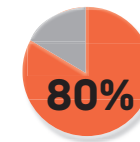
think *OHS Professional* is credible and respected



think *OHS Professional* reflects current issues



read every edition of *OHS Professional*



would read *OHS Professional* if there was only one safety magazine

Safety Institute of Australia *OHS Professional* readership survey results June 2011 and 2018



Page Rates

Size (mm)	(width x height)	Casual	x2	x3	x4
DPS	420 x 297	\$5000	\$4800	\$4500	\$4350
type	400 x 277				
bleed	440 x 307				
Full page	210 x 297	\$2600	\$2500	\$2400	\$2300
type	195 x 277				
bleed	220 x 307				
1/2 Horiz	185 x 122.5 no bleed	\$1300	\$1250	\$1200	\$1150
1/2 Vert	90 x 250 no bleed	\$1300	\$1250	\$1200	\$1150
1/3 Horiz	185 x 80 no bleed	\$1200	\$1150	\$1100	\$1050
1/3 Vert	60 x 250 no bleed	\$1200	\$1150	\$1100	\$1050
1/4	90 x 122.5 no bleed	\$800	\$750	\$700	\$675

Advertising booking deadlines

March 2022 Ad Material 11th Feb

June 2022 Ad Material 13th May

September 2022 Ad Material 12th Aug

December 2022 Ad Material 8th Nov

The publisher reserves the right to alter deadlines

Insert and onsert rate

Inserts and Onserts also available. Pricing to be advised according to weight and distribution. We can distribute your insert or onsert by state or nationally. Please provide weight, size and number of pages to receive a personalised quote.

Preferred position loadings

- +25%** Outside back cover
- +20%** DPS inside front cover
- +15%** First full page
- +15%** First half page
- +10%** Double page centre spread



OHS Professional eNews is The Australian Institute of Health & Safety's fortnightly email newsletter for members. It provides messages from AIHS leadership to a highly engaged audience of OHS professionals. Advertising options appear with the latest industry news within the newsletter. *OHS Professional eNews* is a key membership benefit and achieves high opening rates for each edition.

Rates – per insertion Ex GST

Type	(width x height)	Casual	x2	x3	x6	x8	x12
Tile	150 x 202 px	\$350	\$300	\$250	\$200	150	100

eNews Artwork specifications

We accept: JPGs no larger than 45K per file. We do not accept swf artwork. Please note: All creative must be supplied with a URL Microsoft Outlook 2007 users will only see frame one on animated GIF files. To ensure you gain maximum exposure from your advertisement, we recommend frame one of your artwork includes all contact details.

Deadline

Friday before the commencing week. All materials must be delivered on time to ensure that quality checking procedures can be carried out. Late material may incur additional production costs. It is important to note that AIHS cannot take responsibility for the reproduction of advertisements if material has been supplied

Delivery

Email files to: mediavisionaust@outlook.com with the subject heading of 'your company name advertising tile'.



Artwork specifications:

PDFs generated by Adobe Acrobat Distiller and not produced directly by a PDF writer. Produce your PDF using Acrobat Distiller. PDFs must be press optimised. We recommend when creating print ready PDF media files you use Adobe Creative Suite software. For a more comprehensive guide on how transparency affects output, please refer to Achieving Reliable Print Output from Adobe Applications with transparency at www.adobe.com/studio/print.

Fonts

Use Postscript fonts, or outline fonts. We do not accept embedded TrueType or CID fonts.

Colour

CMYK only for both colour images and illustrations. Please do not use PMS colours without separating them out to CMYK before supply. When saving files in Photoshop EPS format, please do not include halftone screen, transfer and do not embed colour profiles.

Resolution

Four colour CMYK 300dpi at 100% print size. Please ensure that all images are properly cropped and scaled to as near 100% of the final advertisement size as possible.

Deadlines

All materials must be delivered on time to ensure that quality checking procedures can be carried out. Late material may incur additional production costs. It is important to note that AIHS cannot take responsibility for the reproduction of advertisements if material has been supplied beyond deadline.

Delivery

Email high-res PDF artwork to Anthony Vandenberg
av@anthonyvdesign.com

Advertising enquiries

Advertising Manager, Robbie O'Rourke
Ph: 0411 886 631
E: robbie@ibookitin.com.au