

Proud to present



CANADIAN OCCUPATIONAL SAFETY

The Safety Standard

50 years

COS MAGAZINE ENGAGING
SAFETY EXECUTIVES FOR 50 YEARS!

2012 MARKETING PLANNER

IN PRINT, ONLINE AND IN PERSON, *Canadian Occupational Safety* offers the most efficient marketing and advertising solutions.

YOUR BRAND will leverage unequalled editorial quality. Your audience reach is more dynamic and impactful.

CROSS-PLATFORM MEDIA ensures unparalleled access to qualified buyers who actively engage in our content.



www.cos-mag.com • www.safestemployers.com

50 years

CONTENT MARKETING SERVICES

➔ E-blasts



Target readers with a specific message sponsored by your organization. We can customize your message and send it out to our subscribers. Promote events, new products and boost your web traffic with a custom e-blast. We provide a brief update of what's happening in the health and safety industry in a particular area.

➔ Webinars

Canadian Occupational Safety **Webinars** can be an informative, thought-provoking way to get your message across. COS editor Mari-Len De Guzman hosts, talking to industry experts for their take on the hottest issues and topics that matter most to safety professionals.



➔ Videos



Videos are a powerful marketing tool and we are helping customers rapidly build and distribute their video inventories. **Annex's Video-2-Business (V2B)** division produces everything from corporate profiles, new product demos and event coverage to video sales kits and feature documentaries. We can provide a free no-obligation quote and walk you through every step of the process. It's easy, affordable and effective. Check out some of our video portfolio at our V2B Studio website.

➔ Custom Events and COS Executive Roundtables

Get face-to-face with your customers and prospects at events. Annex can deliver high-impact and successful industry events such as seminars, workshops, conferences, focus groups and roundtables. Have an existing show that needs a boost? Work with us to create a show within your show to bring additional attendees and sponsors.



➔ Metrics and Analysis

Everything we do in print and electronic media is measured, analyzed and reported upon. Whether it's our print magazine circulation audits, website traffic reports, detailed e-news metrics reports, or sponsored marketing reports for events — if we do it, we measure it and report back to our customers.



Contact Martin McAnulty for details
1-888-599-2228 ext 252

WWW.COS-MAG.COM



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50 years

CANADIAN OCCUPATIONAL SAFETY

The Safety Standard



Mari-Len De Guzman • Editor

GOLDEN YEAR

Twenty-two is the year *Canadian Occupational Safety* turns 50 and we intend to celebrate this milestone with bigger and better ways to serve our audience. For half a century, COS has been the premier source of information for Canadian health and safety professionals, and as workplaces continuously evolve, so do we.

As a result, COS has been at the forefront of many leading edge initiatives within the health and safety industry. A case in point is Canada's first Safest Employers Award. In 2010, we launched this prestigious national awards program that recognizes outstanding Canadian companies that are doing an exemplary job in promoting the health and safety of their workers.

As with many great undertakings, Canada's Safest Employers began as a simple idea. Within the first year of launching this project, however, we knew we had to go bigger. What started out as a search for Canada's Safest Employers in the manufacturing industry now extends to more workplaces across Canada.

Beginning in 2012, the search for Canada's Safest Employers will be open to Canadian companies in various industries: manufacturing, construction, oil and gas, mining, natural resources and service industries. Every industry is faced with its own unique set of occupational safety challenges, and we want to hear from employers that are achieving success in facing up to these challenges and creating safer and healthier workplaces for their employees.

Canada's Safest Employers Award is just one of the many ways COS is reaching out to its audience. As the trusted resource for the health and safety community, we always strive to maintain connection with our audience — through our coverage of events happening in and around the health and safety world, in-depth features on the hottest topics, safety tip videos and editorial pieces on relevant issues affecting health and safety management.

As COS celebrates its golden anniversary in 2012, expect to see greater coverage, expanded programs and more ways to push valuable resources and information to our audience.

Best regards,
Mari-Len De Guzman

Meet the COS experts...



Goldie Bassi is an associate at Gowlings' Toronto office, working with the Employment and Occupational Health and Safety Law National Practice Groups. She represents employers, supervisors, and other workplace parties in defending against charges under OHS legislation and appealing inspectors' orders. Goldie writes for the **Compensation Watch** column.



Rob Cleveland is the Edmonton representative for the Christian Labour Association of Canada, a labour union representing 50,000 workers across a wide variety of sectors including construction, health-care, retail, service, transportation, mining and more. Rob is an online columnist for *COS*, covering labour relations and safety management.



Cheryl A. Edwards is a former Ontario Ministry of Labour OHS prosecutor and now leads Heenan Blaikie's national OHS & Workers' Compensation Practice Group. She has over 20 years of experience in providing strategic, focused, practical advice and in-house training for public and private sector organizations. Cheryl is a columnist for **Legal Connection**.



Shawn M. Galloway is the president of ProAct Safety, an international safety excellence consulting firm. He is an author, speaker and expert business-safety strategist. Shawn writes an online column for *COS* and hosts the video series, *Culture Shock*.



Norm Keith is a partner in Gowlings' Toronto office and leader of the firm's National Occupational Health and Safety Group. His practice specializes in OHS law, wrongful dismissal litigation and workers' compensation. He was the first practising lawyer in Canada to achieve CRSP designation, and co-authors the **Legal Connection** column.



David Marchione is an OHS consultant and paralegal in Gowlings' Employment & Labour National Practice Group, and a member of the national OHS practice. David is a workers' compensation claims specialist and writes for the **Compensation Watch** column.



Spencer McDonald is the president and founder of Thinking Driver, a driver safety training firm in Surrey, B.C., and has over 25 years experience in driver training curriculum design and instructor development. Spencer's formal education is in psychology and motivation. Spencer writes an online column on road safety and driver attitude.



Don Patten is a Canadian Certified Professional Ergonomist (CCPE) and is the president of the Association of Canadian Ergonomists. Don writes for the **Human Factor** column.



Alan D. Quilley writes for the **Training** column in *COS* and is the author of the book, *The Emperor Has No Hard Hat — Achieving REAL Safety Results*, and the president of Safety Results Ltd., a Sherwood Park, Alberta OH&S consulting Company.



Jane Sleeth writes for the **Human Factor** column and is managing director and consultant with Optimal Performance Consultants, an ergonomic, accessibility and disability prevention firm located in Toronto and Vancouver.

COS Magazine delivers the right information to the best mix of professionals

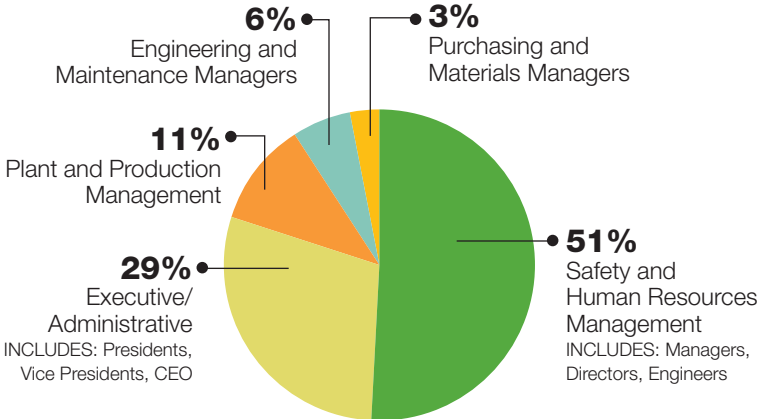
➔ Engage safety professionals in print, and online and in person:

- Integrated Solutions
- COS magazine
- COS weekly e-Updates
- OHS Legal Updates
- Video Documentaries/ Safety Tip videos
- Educational Webinars
- Safety Posters
- COS Connects e-flyers
- www.cos-mag.com

In person:

- Industry events, tradeshows and seminars
- Partners in Prevention
- Canadian Society of Safety Engineers
- Western Conference on Safety
- Acklands-Grainger, The Works
- Alberta Health and Safety Conference Society
- 2012 Canada's Safest Employers dinner gala

➔ Job Function



➔ Geographical Distribution:

Atlantic Provinces (NF, PEI, NS, NB)	920	7.3%
Quebec	1,401	11.1%
Ontario	6,475	51.3%
Prairie Provinces (MB, SK)	946	7.5%
Alberta, N.W.T. and Nunavut	1,675	13.3%
B.C. and Yukon	1,195	9.5%

TOTAL Print Audience 12,612

➔ Fast Facts About COS magazine...

- 100%** of copies are personal direct request from the recipient.
- 100%** of copies are addressed to individuals by name or job title and function.
- 53%** of readers say they have made or recommended a purchase because of something they read in COS.
- 66%** of readers are directly involved in the buying process.

➔ Fast Facts About COS weekly E-Updates...

- 89%** of readers say they are a useful source of information.
- 86%** of readers spend between 5 – 6 minutes reading each edition.
- 97%** of readers say COS is a good or one of their best information sources for workplace safety.

➔ Fast Facts About www.cos-mag.com...

Audited by BPA Interactive, the COS website was recently named one the Top 15 Canadian B2B websites in terms of growth in unique browsers for March 2011 *

- 33%** of readers visit cos-mag.com at least once per week.
- 99 %** of readers visit a minimum of once per month.
- 74%** of readers spend about 5-10 minutes on each occasion.

Source: June 2011 COS Reader Survey
 *As reported by www.mastheadOnline.com , April 12th, 2011



PRINT AND ONLINE CALENDAR 2012



COS continues to strengthen its print and online presence through greater integration between these two media. Look for more opportunities to market in our weekly e-newsletter offering!

	PRINT AND E-UPDATE SCHEDULE	GO LIVE DATES	EDITORIAL LINE-UP	PRODUCT FOCUS	CLOSING DATES
JANUARY	January e-updates Week 1 Week 2 Week 3 Week 4	5-Jan 12-Jan 19-Jan 26-Jan	Asbestos Training Fall Protection OHS Legal Update	Fall Protection / Software	1 week prior 1 week prior 1 week prior 1 week prior
	February/March Print		FEATURES Construction Safety Technology Special Focus: COS 50th Anniversary!	Fall Protection / Software Products	Space: Jan 26 Materials: Feb 2
FEBRUARY	February e-updates Week 1 Week 2 Week 3 Week 4	2-Feb 9-Feb 16-Feb 23-Feb	Transportation Healthy Workplace Chemical safety OHS Legal Update	EAP / Cleaning Products	1 week prior 1 week prior 1 week prior 1 week prior
	March e-updates Week 1 Week 2 Week 3 Week 4 Week 5	1-Mar 8-Mar 15-Mar 22-Mar 29-Mar	Occupational Disease Slips, Trips and Falls Hearing Protection OHS Legal Update Chemical handling	Respirators / Anti-slip mats	1 week prior 1 week prior 1 week prior 1 week prior 1 week prior
MARCH	April / May Print		FEATURES Manufacturing Safety Fire Safety Special Focus: Training	Machine Guarding / Fire Safety	Space: Feb 10 Materials: Feb 17
	Partners in Prevention Western Conference on Safety				
APRIL	April e-updates Week 1 Week 2 Week 3 Week 4	5-Apr 12-Apr 19-Apr 26-Apr	Ergonomics Warehouse Safety Vulnerable Workers OHS Legal Update	Machine Guards / Ergonomics	1 week prior 1 week prior 1 week prior 1 week prior
	May e-updates Week 1 Week 2 Week 3 Week 4 Week 5	3-May 10-May 17-May 24-May 31-May	Manual Material Handling Emergency Management Hand Protection OHS Legal Update Repetitive Strain Injuries	Material Handling / Signs and Labels / Gloves	1 week prior 1 week prior 1 week prior 1 week prior 1 week prior
MAY	June / July Print		FEATURES Safety in the Service Industry Electrical Safety Roundtable: Safety and Immigrant Workers	Anti-slip footwear / Electrical safety	Space: Apr 23 Materials: Apr 30
JUNE					

2012 PRINT AND ONLINE CALENDAR

	PRINT AND E-UPDATE SCHEDULE	MAIL / WEB DATES	EDITORIAL LINE-UP	PRODUCT FOCUS	CLOSING DATES
JUNE	June e-updates Week 1 Week 2 Week 3 Week 4	7-Jun 14-Jun 21-Jun 28-Jun	Summer Hazards Driver Training Office Safety OHS Legal Update	Training Programs / Alarm System	1 week prior 1 week prior 1 week prior 1 week prior
	July e-updates Week 1 Week 2 Week 3 Week 4	5-Jul 12-Jul 19-Jul 26-Jul	Working Alone Young Workers Gas Detection OHS Legal Update	Gas Monitors / Safety eyewear	1 week prior 1 week prior 1 week prior 1 week prior
	August / September Print CSSE- Canadian Society of Safety Engineers		FEATURES Healthcare Safety Eye and Face protection Special Focus: Canada's Safest Employers	Face masks / Hearing Protection	Space: Jun 25 Materials: Jul 02
	August e-updates Week 1 Week 2 Week 3 Week 4 Week 5	2-Aug 9-Aug 16-Aug 23-Aug 30-Aug	Eye Safety Construction Safety Lockout/Tagout OHS Legal Update Fire Safety	Safety Eyewear / Lockout/Tagout Fire Safety	1 week prior 1 week prior 1 week prior 1 week prior 1 week prior
AUGUST	September e-updates Week 1 Week 2 Week 3 Week 4	6-Sep 13-Sep 20-Sep 27-Sep	Pandemic Planning Confined Space Employee Assistance Program OHS Legal Update		1 week prior 1 week prior 1 week prior 1 week prior
	October / November Print Health and Safety Conference Society of Alberta CSST - Quebec		FEATURES Safety in Oil and Gas PPE Special Focus: Environmental Safety	Gas Detection / Hard hats / Protective Apparel	Space: Aug 23 Materials: Aug 30
	October e-updates Week 1 Week 2 Week 3 Week 4	4-Oct 11-Oct 18-Oct 25-Oct	Electrical Safety Indoor Air Quality Machine Safety OHS Legal Update	Electrical Safety / Air Quality Monitor	1 week prior 1 week prior 1 week prior 1 week prior
	November e-updates Week 1 Week 2 Week 3 Week 4 Week 5	1-Nov 8-Nov 15-Nov 22-Nov 29-Nov	First Aid Workplace Violence Respiratory Protection OHS Legal Update Business of Health & Safety	First Aid / PPE / Emergency Showers	1 week prior 1 week prior 1 week prior 1 week prior 1 week prior
SEPTEMBER	December / January Print The Works 2012		FEATURES Transportation Safety Materials Handling Special Focus: Safety Leader of the Year	Manual Material Handling Driver Safety Training	Space: Oct 25 Materials: Nov 01
	December e-updates Week 1 Week 2 Week 3	6-Dec 13-Dec 20-Dec	Health and Safety Outlook Mobile Workers Working at Heights	Fall Protection / PPE	1 week prior 1 week prior 1 week prior
OCTOBER					
NOVEMBER					
DECEMBER					

50 years

MARKETING OPPORTUNITIES

Web site: www.cos-mag.com

The COS website, www.cos-mag.com provides timely information to health and safety professionals and delivers exclusive online content, breaking news and up-to-date product information, integrated with our print product, for maximum audience reach. Our visitors enjoy exclusive web articles and our popular COS Video Documentary series 24/7.

September 2011 Online snapshot:
Unique Visitors 10,339 • Page Views 31,643

Ad positions for 2012 Run of site

Ad size	Dimensions	Net Cost per thousand Ad Views
Leaderboard	728 x 90 pixels	\$85 CPM
Skyscraper	120 x 600 pixels	\$85 CPM
Big Box	300 x 250 pixels	\$85 CPM
Banner	468 x 60 pixels	\$65 CPM
Tile/Button	120 x 90 pixels	\$50 CPM



E-Newsletters: COS e-Updates



Now there are weekly opportunities for marketers to reach our audience through our e-Updates, produced by COS Editor Mari-Len De Guzman. Response is measurable and immediate. **E-Updates** are an integral part of our editorial coverage as 89% of our readers say COS e-Updates are a useful source of information.* Each issue is archived on www.cos-mag.com.

*Source: 2011 COS Audience Survey – 600 respondents

Ad size	Dimensions	Net Rates
Leaderboard	728 x 90 pixels	\$1,000
Skyscraper	120 x 600 pixels	\$1,000
Banner	468 x 60 pixels	\$750
Tile/Button	120 x 90 pixels	\$550
Product Showcase	custom size	\$850

Product Bulletins: COS connects



COS offers an effective and cost-effective way to get your new product information, digital brochures and videos into the hands of our readers – your customers who buy, recommend and specify health and safety products in Canada.

Rates: \$595 net per ad Includes:
 • Logo • Product photo • URL link
 • 25-word product description

COS custom E-news Exclusives

Promote events, new products and boost your web traffic. Deliver an important editorial update and your unique advertising message to health and safety professionals.

Banner: 468 x 60 pixels
Feature ad: 705 x 290 pixels
Rate: \$2,000 net each.



➔ COS Video Safety Tips

A weekly dose of safety tips, tools and strategies help maintain health and safety in the workplace. Hosted by COS Editor Mari-Len De Guzman, the COS Safety Tip of the Week is a popular feature among visitors to the COS website. Your company can sponsor editorial driven content or choose up to 3 topics for sponsorship. Safety Tips are online at cos-mag.com and are circulated through our weekly e-newsletters. Full metrics are available. Package includes a 7-second mini-commercial that runs before each Safety Tip.

Sponsorship Net Rates:

3 weeks – \$750 • 6 weeks – \$1,350 • 12 Weeks – \$2,400

➔ COS Safety Posters

Each issue of COS features a high-quality pull-out safety poster. A different topic is featured in each issue. Exclusive sponsors will have an opportunity to marry relevant content with a targeted marketing message. Posters are reserved on a first come, first served basis.

Ad rate: \$5,000 net each



➔ Editorial Video Sponsorships

As our video library continues to grow – our editors and writers are constantly covering industry news and events – consider the benefits of sponsorship of some of the most highly-viewed videos in the market.



Sponsorship Package includes:

- 7-second video commercial to run before the video.
- Promotion of video on www.cos-mag.com for two months.
- Promotion of video in print publication house ad.
- Sponsorship of invitation email to 10,000 email recipients.
- Pre-roll with video to be archived on the cos-mag.com video library for minimum of 12 months.
- Only \$1,500 net per video including print, e-news and online sponsor recognition!

➔ Safety Trade Show Advertising Packages

Let COS magazine help you reach out to delegates at some of the largest health and safety conferences in Canada. We will provide bonus circulation at the show. Our editorial team is also onsite for editorial coverage.

APRIL/MAY ISSUE

- Western Conference on Safety

April 23-24, Vancouver, BC

- Partners in Prevention

May 1-2, Mississauga, ON

AUGUST/SEPTEMBER ISSUE

- Canadian Society of Safety Engineers (CSSE)

Sept. 9-12, Niagara Falls, ON

- Alberta Health, Safety Conference

Nov. 19-21, Edmonton, AB

DECEMBER/JANUARY ISSUE

- The Works Acklands-Grainger

Jan. 18-20, Toronto, ON

Here are some packages to promote your business before the conference:

¼ page + COS Connects + banner ad in e-Update = \$2,660 net (a \$3,130 value)

½ page + COS Connects + leaderboard in e-Update = \$3,984 net (\$4,700 value)

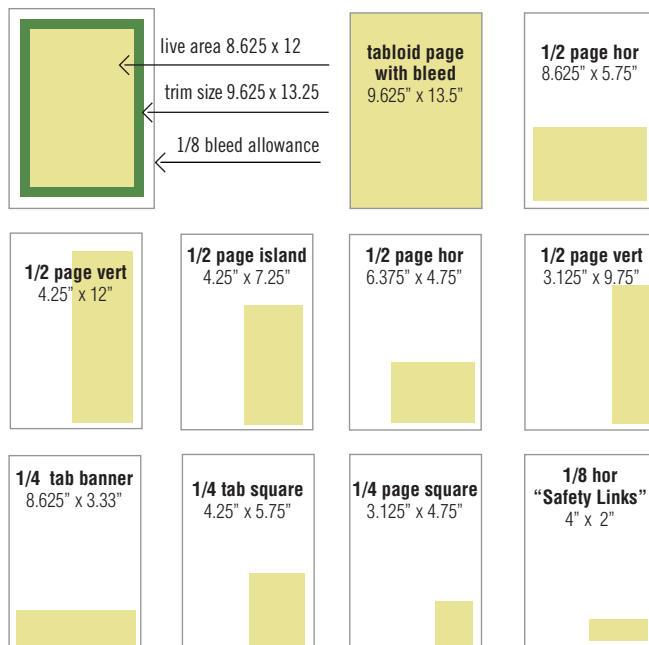


2012 RATES AND SPECS Junior Tabloid Size

Publication trim size 9-5/8" x 13-1/4" or 9.625" x 13.25"
Bleed allowance 1/8" allowance on each side

Ad Size	Width	Height	1x	3x	6x
Double page tab spread	19.75"	13.5"	\$11,555	\$10,980	\$10,430
Tabloid page w/bleed	9.875"	13.5"	\$6,970	\$6,625	\$6,290
1/2 tab horizontal	8.625"	5.75"	\$5,245	\$4,980	\$4,730
1/2 tab vertical	4.25"	12.00"	\$5,245	\$4,980	\$4,730
1/2 page island	4.25"	7.25"	\$3,105	\$2,950	\$2,805
1/2 page horizontal	6.375"	4.75"	\$3,105	\$2,950	\$2,805
1/2 page vertical	3.125"	9.75"	\$3,105	\$2,950	\$2,805
1/4 tab banner	8.625"	3.33"	\$2,343	\$2,272	\$2,203
1/4 tab square	4.25"	5.75"	\$2,130	\$2,020	\$1,920
1/4 page square	3.125"	4.75"	\$1,785	\$1,695	\$1,610
Classified "Safety Links" An affordable way to promote literature, new products, website, business card or job postings.					
1/8 horizontal - Safety Links	4.00"	2.00"	\$535	\$515	\$495
Covers	Width	Height	1x	3x	6x
OBC	9.875"	13.5"	\$8,015	\$7,615	\$7,235
IFC/IBC	9.875"	13.5"	\$7,670	\$7,285	\$6,925
Safety poster	12"	3.75"	\$5,000 each		

POLYBAG INSERTS, TIP-ONS, STITCH-INS, COVER WRAPS, BELLY-BANDS RATES AVAILABLE UPON REQUEST



Digital Requirements

- We accept digital files which meet the following criteria:
- Software: Quark Xpress, Photoshop, InDesign, Adobe Illustrator, high-resolution PDFs (2400 dpi-150 line screen, all fonts embedded, CMYK and no spot colours).
 - Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
 - Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction.
 - Black and white ads must be supplied with a laser proof.

PLEASE NOTE: We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files. For further information, please contact our production department. Mail and courier packages should be sent to: Annex Publishing and Printing Inc. 222 Edward Street, Aurora, ON, L4G 1W6 Attention: Alice Chen

Uploading information:

FTP: <http://annexnorth.loadingdock.ca>

Contact your account coordinator for details:

Alice Chen • 905-713-4369 • achen@annexweb.com

WEB RATES: COS-MAG.COM

Ad Positions

Ad size	Dimensions	Net cost per thousand Ad Views
Leaderboard	728 x 90 pixels	\$85 CPM
Skyscraper	120 x 600 pixels	\$85 CPM
Big Box	300 x 250 pixels	\$85 CPM
Banner	468 x 60 pixels	\$65 CPM
Tile/Button	120 x 90 pixels	\$50 CPM

E-NEWSLETTERS: e-Updates

Ad size	Dimensions	Net rates
Leaderboard	728 x 90 pixels	\$1000
Skyscraper	120 x 600 pixels	\$1000
Banner	468 x 60 pixels	\$750
Tile/Button	120 x 90 pixels	\$550
Product Showcase	custom size	\$750

CUSTOM E-BLASTS:

Ad size	Dimensions	Net rates
Banner	468 x 60 pixels	\$2,524
Feature ad	705 x 290 pixels	\$2,524

Web Specifications

Image Dimensions: 300w x 250 pixels, 728w x 90 pixels, 468w x 60 pixels, 120w x 600 pixels, 120 x 90 pixels

Image Type: .gif, .jpg, or Flash
(Must be regular Flash with embedded url to set tracking - no swish files.)

Image Animation (Gif): Single to infinitely looping banners accepted.

Note: Flash files are not acceptable for e-products.

Image File Size:
50K maximum for static or animated GIF.
50k for Button Flash
80k for Banner Flash

Linking URL: An active URL must be provided.

Testing: All creatives must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Internet Explorer, and Safari.

➔ Safety Trade Show Advertising Packages

1/4 page + COS-Connects + banner ad

in e-Update: \$2,660 net
(a \$3,130 value)

1/2 page + COS-Connects + leaderboard

in e-Update: \$3,984 net
(a \$4,450 value)

➔ Product Bulletins: COS connects

Rate: \$595 net per ad.

A great way to generate leads for your business.

➔ COS Pull-Out Safety Posters

Ad size: 12" x 3.75 "

Rate: \$5,000

➔ COS Video Safety Tips

Sponsorship net rates:

3 weeks	\$750
6 weeks	\$1,500
12 Weeks	\$2,400

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We are one of Canada's largest B2B publishers, producing 40+ B2B magazines and directories, 40+ websites and e-news products, and numerous conferences and events. But we are much more than just publishers – we also provide a full range of custom printing and publishing services, custom digital media and video production services and event and sponsorship services. We would appreciate the opportunity to discuss how we can provide solutions for any of your marketing needs.

www.annexweb.com