

2018 Audience Report

EHSToday[®]

Report Summary

The 2018 Audience Report provides summarized audience data for the *EHS Today* brand. This report is a deeper dive into the online and print habits of the engaged audience including topics consumed, webinars they are attending and their eNewsletter subscriptions.

EHS Today is the Premier Worker & Workplace Protection Brand

EHS Today is the leading voice for environment, health and safety information, driving a dialogue for our readers -- who are *EHS* directors and VPs, risk managers, safety professionals, occupational health professionals, industrial hygienists and environmental managers -- about safety leadership, risk management, occupational safety, industrial hygiene, sustainability, employee health and wellness, productivity, environmental management, corporate responsibility and business continuity and how it all is interrelated.

Brand Reach Summary

Page Views (Monthly Average)	464,381
Website Visitors (Monthly Average)	214,511
Desktop Visitors (Monthly Average)	158,592
Mobile Visitors (Monthly Average)	55,919
eNewsletter Subscribers	73,967
Social Media Followers (Facebook, Twitter, LinkedIn)	25,582
Magazine Subscribers	72,579

Source Statement

The Audience Report provides an integrated view of the *EHS Today* community. The data provided within is obtained via internal and third party sources, including: Chartbeat, Google Analytics, Omniture, Eloqua and Omeda (Hallmark/Marketing Database) and postal print verification.

Top Companies Engaged with *EHS Today*





Top Read Articles

- The Effects of Depression on Workers' Compensation
- Expert Opinions about Hand Protection
- Seven Suggestions for a Successful Safety Incentives Program
- The Seven Deadly Lockout/Tagout Sins
- 13 Companies Named America's Safest 2017 by EHS Today
- Seeing Around Corners: Preventing Blind Spot Accidents
- Hand on This, Mind on That
- Safety vs. Productivity: If Either Wins, Both Lose
- 10 Health and Safety Tips for Safety Managers
- The Perfect Analogy for Electrical Safety Principles



Top Attended Webinars

- Navigating the Legal Requirements Under OSHA's Revised Walking-Working Surface Standard
- Machine Guarding-Back to Basics
- New 2017 Fall Protection Regulations for General Industry—Don't Fall Behind!
- Building Safety Programs That Last: The 9 Keys for Success
- Engaging Leaders to Effectively Manage Risk
- Ted-Style Talk: Thought Leaders and Their Take on Safety Transformation, Culture, Sustainability and Engagement
- Strategies to Gain Business Results with Ergonomics
- Contractor Safety Management
- Understanding Combustible Dust Hazards: Basic measures you can take to ensure the safety of Combustible Dust handling operations
- Managing Contractor Risks to Drive Down Incident Rates and Improve Safety Performance on Primary Business & Industry, switch the total and % line to the left side

EHS Today Sworn Publisher's Statement

EHS TODAY is a B2B brand for EHS professionals, including risk managers, industrial hygienists, environmental managers, safety directors and occupational health and safety practitioners who are committed to protecting workers and the workplace and training America's work force.

Qualified Circulation By Issue

IN THE LAST 6 MONTHS

2017 issues	Print	Digital	Total Qualified
July	39,968	32,406	72,374
August	39,923	32,193	72,116
September	40,009	33,049	73,058
October	40,012	32,551	72,737
November	40,123	32,253	72,543
December	39,752	32,141	72,089
Total Qualified Circulation	39,965	32,432	72,486

	Total Qualified Non-Paid Print	Both	Total Qualified Non-Paid Digital	Total Qualified Non-Paid	Total Paid	Total Subscribers
Qualified Circulation	39,965	179	36,738	76,792	93	76,884

Primary Business & Industry

BUSINESS/OCCUPATION BREAKOUT OF MAGAZINE SUBSCRIBERS

Primary Business	Number of Employees					Grand Total	%
	1-49	50-99	100-249	250+			
Food, Beverage, Tobacco Product Mfg.	639	332	1,167	1,746	3,884	5.35%	
Textile Mills & Apparel Mfg.	256	143	378	416	1,193	1.64%	
Lumber & Wood Product Mfg.	456	183	228	276	1,143	1.58%	
Furniture & Fixtures Mfg. (excluding Lumber & Wood	198	88	371	284	941	1.30%	
Paper Mfg.	537	264	1,169	1,056	3,026	4.17%	
Chemical Mfg.	660	424	889	1,126	3,099	4.27%	
Pharmaceutical Mfg.	134	87	127	496	844	1.16%	
Petroleum & Refining Mfg.	127	82	137	244	590	0.81%	
Plastics & Rubber Mfg.	426	323	881	771	2,401	3.31%	
Non-Metallic Mineral Product Mfg.	181	81	122	132	516	0.71%	
Primary Metal Mfg.	681	331	724	1,017	2,753	3.79%	
Fabricated Metal Product Mfg.	1,390	674	1,498	1,257	4,819	6.64%	
Machinery Mfg.	1,118	475	1,205	1,174	3,972	5.48%	
Electrical Equipment, Appliance & Component Mfg.	682	277	877	1,218	3,054	4.21%	
Computer & Electronic Product Mfg.	356	130	153	545	1,184	1.63%	
Transportation Equip. Mfg. (Excluding Auto & Aeros	309	108	147	490	1,054	1.45%	
Automotive Mfg.	328	111	498	1,069	2,006	2.77%	
Aerospace Mfg.	137	89	156	596	978	1.35%	
Measuring Instruments Mfg.	76	36	49	73	234	0.32%	
Medical Equip. & Supplies Mfg.	226	99	592	805	1,722	2.37%	
Other Manufacturing	497	129	179	371	1,176	1.62%	
Subtotal MANufacturing Professionals	9,414	4,466	11,547	15,162	40,589	55.95%	
Construction	1,996	742	750	1,101	4,589	6.33%	
Agriculture, Forestry & Fishing	283	67	74	122	546	0.75%	
Utilities	457	236	324	699	1,716	2.37%	
Transportation & Warehousing	438	149	194	372	1,153	1.59%	
Oil & Gas Extraction, Mining	621	274	344	714	1,953	2.69%	
Subtotal Industry /Construction Professionals	3,795	1,468	1,686	3,008	9,957	13.73%	
Wholesaler or Distributor of Durable or Non-Durabl	1,647	421	457	725	3,250	4.48%	
Systems Integrator or Contractor/ 3rd Party Logistics Provider	1,121	263	258	274	2,216	3.06%	
Professional, Scientific & Technical Services	2,382	425	499	1,160	4,466	6.16%	
Repair & Maintenance Services	767	178	148	290	1,383	1.91%	
Retail	411	69	84	215	779	1.07%	
Finance, Insurance, Real Estate	245	65	92	222	624	0.86%	
Health Care & Social Assistance	323	136	175	798	1,432	1.97%	
Information	197	46	37	102	382	0.53%	
Educational Services	548	151	203	833	1,735	2.39%	
Government/Public Administration	767	325	379	1,163	2,634	3.63%	
Subtotal Service Industry Professionals	8,408	2,079	2,332	6,082	18,901	26.05%	
Other Non-Manufacturing	682	230	971	1,213	3,096	4.27%	
Subtotal of Non-Manufacturing Professionals	682	230	971	1,213	3,096	4.27%	
Grand Total	22,299	8,243	16,536	25,465	72,543	100.00%	
% Total	30.74%	11.36%	22.79%	35.10%			

Subscribers by State

STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Subscribers
Alabama	1,125
Arizona	882
Arkansas	628
California	6,153
Colorado	1,099
Connecticut	1,060
D. C.	158
Delaware	216
Florida	2,719
Georgia	2,055
Idaho	375
Illinois	4,004
Indiana	2,154
Iowa	1,203
Kansas	941
Kentucky	1,092
Louisiana	763
Maine	349
Maryland	1,038
Massachusetts	1,617
Michigan	2,888
Minnesota	1,967
Mississippi	545
Missouri	1,634
Montana	240
Nebraska	706
Nevada	360
New Hampshire	426
New Jersey	1,912
New Mexico	289
New York	3,575

State	Subscribers
North Carolina	2,449
North Dakota	267
Ohio	4,383
Oklahoma	722
Oregon	828
Pennsylvania	4,051
Rhode Island	279
South Carolina	1,131
South Dakota	251
Tennessee	1,545
Texas	4,910
Utah	622
Vermont	196
Virginia	1,527
Washington	1,272
West Virginia	412
Wisconsin	2,614
Wyoming	183
Total 48 U.S. Contiguous States	71,817

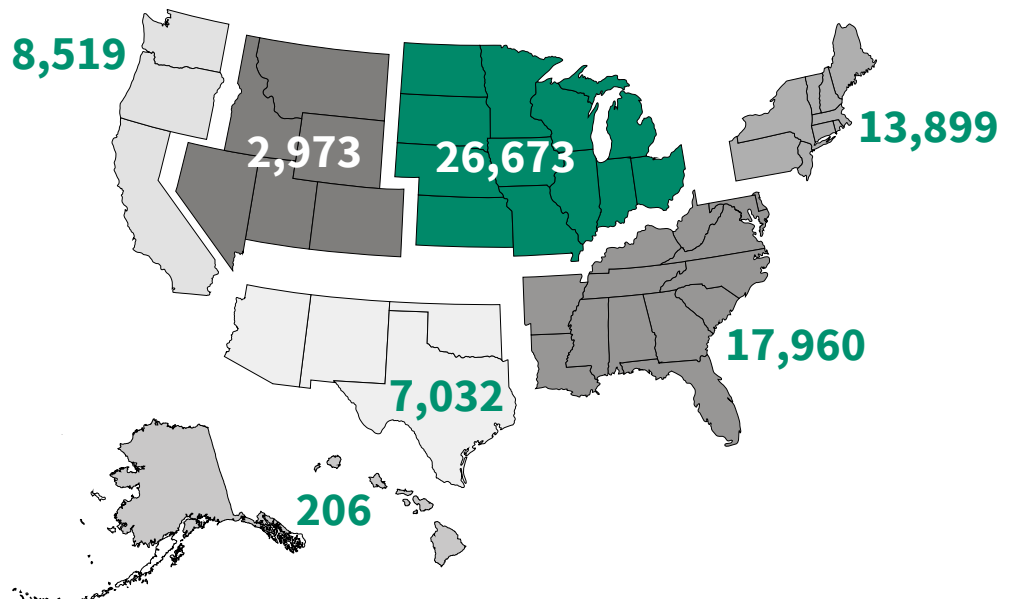
State	Subscribers
Alaska	80
Hawaii	118
Total Alaska & Hawaii	198

Possessions & Other Areas	189
Total U.S. Possessions	189

Circulation Outside the U.S.	
Canada	313
International	11
Military/Civilian Overseas, APO/FPO	13
Total International	338
Grand Total	72,543

Subscribers by Region

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



U.S. Postal Statement of Ownership, Management, and Circulation

United States Postal Service		(Requester Publications Only)	
Statement of Ownership, Management, and Circulation			
1. Publication Title: EHS Today			
2. Publication Number: 905040			
3. Filing Date: 9/29/17			
4. Issue of Frequency: Monthly			
5. Number of Issues Published Annually: 12			
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7. Complete Mailing Address of Known Office of Publication (Not Printer): Penton, Media, Inc., 9800 Metcalf Ave., Overland Park, Johnson County, KS 66212-2216		Contact Person: Desiree Torres Telephone: 646-374-3928	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Penton Media, Inc., 1166 Avenue of Americas 10th Floor New York, NY 10036			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Jacquie Niemeck, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518; Editor: Sandy Smith, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518; Managing Editor: Karen Field, Penton Media, Inc., 1100 Superior Ave E, Cleveland, OH 44114-2518			
10. Owner - Full name and complete mailing address: Penton Media, Inc., 1166 Avenue of the Americas, New York, NY 10036; Penton Operating Holdings, Inc. (owns 100% of the stock of Penton Media, Inc.), 1166 Avenue of the Americas, New York, NY 10036			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A			
13. Publication Title: EHS Today			
14. Issue Date for Circulation Data: August 2017		Average No. Copies Each Issue During Preceding 12 Months	
15. Extent and Nature of Circulation		No. Copies of Single Issue Published Nearest to Filing Date	
a. Total Number of Copies (Net press run)		41,965	41,362
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)			
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		32,097	29,775
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®		151	86
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)		0	0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))		32,248	29,861
d. Nonrequested Distribution (By Mail and Outside the Mail)			
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		8,783	10,894
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)		0	0
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)		24	0
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))		8,808	10,894
f. Total Distribution (Sum of 15c and 15e)		41,056	40,755
g. Copies not Distributed		909	607
h. Total (Sum of 15f and g)		41,965	41,362
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		78.55%	73.27%
16. Electronic Copy Circulation			
a. Requested and Paid Electronic Copies		-	-
b. Total Requested and Paid Print Copies (Line 15c)+ Requested/Paid Electronic Copies (Line 16a)		32,248	29,861
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)		41,056	40,755
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)		78.55%	73.27%
<input type="checkbox"/> I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:			
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:		issue of this publication.	
18		Date	Nov-17
Desiree Torres		9/29/17	
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			

PS Form 3526-R, July 2014

We hereby make oath and say that all data set forth in this statement are true.

Signed: January 31, 2018

David Blaza, Sales Director

Frank Chloupek, Director, User Marketing