

The Synergist

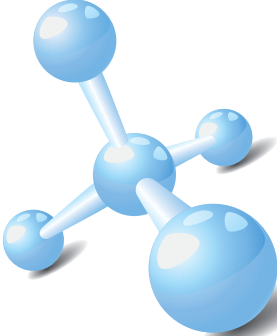


**An audience
unreachable
through any
other publication**
2012 Media Planner



The Synergist is the official monthly
publication of the American
Industrial Hygiene Association.

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Demographics

The *Synergist* is the number one member benefit of AIHA members. The 30,000* readers depend on the magazine as a key information resource in their day to day challenge of protecting their 30 million workers from short and long term health hazards. Whether it's chemical exposures, noise, radiation, heat stress, IAQ or another related risk exposure, the industrial hygiene profession depends on *The Synergist*.

With the hectic schedules of today's professionals, it's important that you choose an advertising vehicle not by the largest circulation, but by the ability to reach your intended audience.

What Industrial Hygienists Read and Find of Value...



- Professional Safety = 22%
- Occupational Health & Safety = 13%
- EHS Today = 5%
- ISHN = 4%
- Industrial Hygiene News = 2%
- IE Connections = 2%

Size of Company

24.6%
500 to 4,999 employees

42.6%
5,000 or more employees

73.4%

of Synergist readers either visited an advertisers site or contacted them directly.

From AIHA members...

"I thoroughly enjoy *The Synergist*."

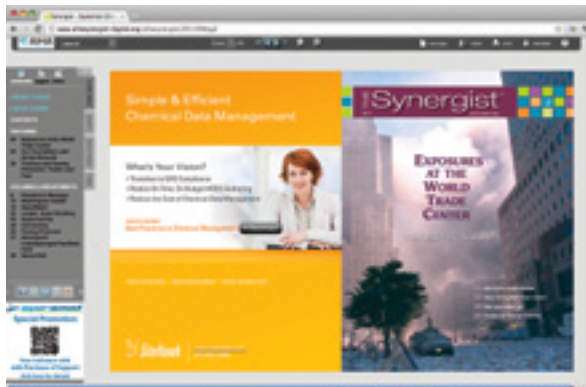
"A great magazine with interesting and informative articles covering all phases of IH."

"I read *The Synergist* cover-to-cover when I receive it."

"I like the format of *The Synergist*. One of the few publications that I actually read."

"Content is excellent and very informative."

"*The Synergist* contains a lot of practical information."



THE SYNERGIST DIGITAL EDITION

www.aihasynergist-digital.org

Not only do the members of AIHA receive the monthly publication in print, they also receive the digital edition as well. This contributes to the extended pass along of nearly 4 coworkers since members can simply forward to their colleagues at the push of a button. All media buys include the print and digital edition of *The Synergist*.

*30,000 readers comes from the 10,000 plus members of AIHA and their pass along rate of 3.2 readers.



Editorial Calendar

JANUARY 2012

PRODUCT FOCUS: CHEMICAL MANAGEMENT & GAS DETECTION/CONFINED SPACE

- The impact of GHS on IH
- AIHA's Z10 management systems standard
- OSHA's confined space in construction rule

Space Reservation: Nov. 16, 2011

Materials Deadline: Nov. 23, 2011

Mail Date: Jan. 6, 2012

FEBRUARY

PRODUCT FOCUS: RESPIRATORY PROTECTION & NANOTECHNOLOGY

- Respiratory protection training
- The IH as expert witness
- AIHA election

Space Reservation: Dec. 9, 2011

Materials Deadline: Dec. 19, 2011

Mail Date: Jan. 31, 2012

BONUS CIRCULATION: INDOOR AIR EXPO - LAS VEGAS

MARCH

PRODUCT FOCUS: VENTILATION SOLUTIONS, RADIATION INSTRUMENTATION AND SAMPLING

- Industrial ventilation successes
- Practical applications for portable radiation instruments
- The Role of Real-Time Detection Systems in Improved Exposure Assessments

Space Reservation: Jan. 4, 2012

Materials Deadline: Jan. 12, 2012

Mail Date: March 2, 2012

APRIL AIHce Preview

PRODUCT FOCUS: NOISE & RISK ASSESSMENT/MANAGEMENT

Theme: AIHce preview

- Noise
- IH toolbox for conducting risk assessment and risk management without new regulations--control banding, hazard banding, traditional IH
- AIHce preview

Space Reservation: Feb. 3, 2012

Materials Deadline: Feb. 13, 2012

Mail Date: April 3, 2012

MAY AIHce Conference Issue

PRODUCT FOCUS: AIHCE EXHIBITORS

- Mining health and safety: NIOSH respiratory hazards, ventilation and hearing loss prevention research
- Art studio hazards
- AIHce expo

Space Reservation: March 7, 2012

Materials Deadline: March 15, 2012

Mail Date: May 4, 2012

BONUS CIRCULATION: AIHCE - INDIANAPOLIS
BONUS CIRCULATION: ASSE- DENVER

JUNE/JULY AIHce Wrap Up

PRODUCT FOCUS: INDOOR AIR QUALITY & NOISE

- Mobile Tech for the IH
- Basic Electrical Safety: 2012 edition of NFPA 70E
- AIHce wrap-up

Space Reservation: May 2, 2012

Materials Deadline: May 10, 2012

Mail Date: July 13, 2012

AUGUST

PRODUCT FOCUS: LABORATORIES & LAB SAFETY

- Aligning production and IH management systems
- Lab safety
- Management Roundtable: Lessons from Failure

Space Reservation: June 7, 2012

Materials Deadline: June 15, 2012

Mail Date: Aug. 6, 2012

SEPTEMBER

PRODUCT FOCUS: RENTAL EQUIPMENT & SAFETY PRODUCTS

- What brought them away: IH ex-pats
- OH in India
- Welding Health Hazards

Space Reservation: July 5, 2012

Materials Deadline: July 13, 2012

Mail Date: Sept. 6, 2012

OCTOBER

PRODUCT FOCUS: GAS DETECTION/ CONFINED SPACE

- Radiation safety in medical research
- Shift work in health care
- Job outlook for IHs

Space Reservation: Aug. 9, 2012

Materials Deadline: Aug. 17, 2012

Mail Date: Oct. 8, 2012

BONUS CIRCULATION: NSC - ORLANDO
BONUS CIRCULATION: PCIH - SAN ANTONIO

Buyers' Guide

- Annual Member Resource
- Print and online exposure
- Expanded listing included

Space Reservation: August 2012

Materials Deadline: August 2012

Mail Date: October 2012

NOVEMBER

PRODUCT FOCUS: IAQ & SAFETY SOLUTIONS

- Indoor Air Quality
- Fall protection in construction
- How to make OSHA training fun

Space Reservation: Sept. 6, 2012

Materials Deadline: Sept. 14, 2012

Mail Date: Nov. 5, 2012

DECEMBER

PRODUCT FOCUS: SAMPLING & TECHNOLOGY

- Technology
- Fracking fluids: effects on environment and occupational health and safety
- Managing IH vs. managing EHS

Space Reservation: Oct. 4, 2012

Materials Deadline: Oct. 12, 2012

Mail Date: Dec. 3, 2012

Rates and Specs

BLACK AND WHITE

Page Size	1x	3x	6x	9x	12x
Full Page	\$1,945	\$1,845	\$1,705	\$1,575	\$1,395
2/3 Page	\$1,650	\$1,570	\$1,450	\$1,335	\$1,190
1/2 Page Island	\$1,550	\$1,475	\$1,370	\$1,260	\$1,115
1/2 Page Horizontal	\$1,460	\$1,380	\$1,280	\$1,180	\$1,050
1/3 Page	\$1,260	\$1,195	\$1,110	\$1,025	\$905
1/4 Page	\$875	\$830	\$765	\$710	\$625
1/6 Page	\$620	\$590	\$545	\$500	\$445
Spread	\$3,295	\$3,130	\$2,900	\$2,675	\$2,375

Spot Color (CMYK): Add \$500 to above rates

4-COLOR

Page Size	1x	3x	6x	9x	12x
Full Page	\$2,945	\$2,845	\$2,705	\$2,575	\$2,395
2/3 Page	\$2,650	\$2,570	\$2,450	\$2,335	\$2,190
1/2 Page Island	\$2,550	\$2,475	\$2,370	\$2,260	\$2,115
1/2 Page Horizontal	\$2,460	\$2,380	\$2,280	\$2,180	\$2,050
1/3 Page	\$2,260	\$2,195	\$2,110	\$2,025	\$1,905
1/4 Page	\$1,875	\$1,830	\$1,765	\$1,710	\$1,625
1/6 Page	\$1,620	\$1,590	\$1,545	\$1,500	\$1,445
Spread	\$4,295	\$4,130	\$3,900	\$3,675	\$3,375

COVERS

Page Size	1x	3x	6x	9x	12x
Cover 2	\$3,995	\$3,800	\$3,520	\$3,445	\$3,200
Cover 3	\$3,755	\$3,570	\$3,305	\$3,230	\$3,010
Cover 4	\$4,240	\$4,030	\$3,735	\$3,650	\$3,395

*Other guaranteed positions available at 10% premium

*Attention Laboratory Advertisers — visit http://www.aihaaccreditedlabs.org/PolicyModules/Documents/Policy%20Module%207%20Advertising_R7.pdf for policy guidelines

Discounts: 15% discount for recognized agencies, net 30 days.

Guaranteed Positions: Special position guaranteed at a 10% premium on a non-cancelable basis.

Ad Preparation Charges: If you would like assistance in producing your ad, please ask your account executive for current rates. If electronic files are not submitted correctly, any necessary changes will be billed to advertiser.

Issuance and Closing Dates: 12 issues are published each year; see editorial calendar for mailing dates.

FILE REQUIREMENTS

	width	x	height
Full Page (bleed)*	8-5/8"	x	11-1/8"
Full Page (no bleed)	7"	x	10"
2/3 Vertical	4-5/8"	x	10"
1/2 Island	4-7/8"	x	7-1/2"
1/2 Horizontal	7-3/8"	x	4-7/8"
1/3 Square	4-5/8"	x	4-7/8"
1/3 Vertical	2-1/4"	x	10"
1/4 Vertical	3-3/8"	x	4-7/8"
1/6 Vertical	2-1/4"	x	4-7/8"

*NOTE: Trim size of publication is 8 3/8" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.

INSERTS

Advertiser supplies inserts completed, printed and ready for binding in sufficient quantity to match press run for scheduled issue. A paper and insert sample must be submitted to the editor for approval 10 days prior to the materials due date.

Inserts billed as follows:

- Two-page inserts: Two times the earned frequency black-and-white rate plus \$950 commissionable bind-in rate.
- Four-page inserts: Three times the earned frequency black-and-white rate plus \$950 commissionable bind-in rate.
- Business-reply cards: One time earned frequency black-and-white rate plus \$950 commissionable bind-in rate.

ELECTRONIC FILE REQUIREMENTS

- **A printed proof should accompany all submitted artwork.**
- **Do NOT include printer's marks** (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly.
- Do NOT include a bleed with fractional ads.
- **Please supply only a print-ready PDF file.** We cannot accept any native application file formats (no Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.
- Color: Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- 2-color ads should be built from CMYK process. Do not use Pantone/spot colors. We cannot guarantee an exact color match for spot colors.
- The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size. Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

SUBMITTING FILES:

Go to www.NetworkMediaPartners.com/upload to submit files.

You may also upload to our FTP at ftp://network:*submit*@ftp.networkmediapartners.com, or submit a CD. Submitted media will not be returned unless requested.

Send hard copy proof (and disk, if submitting by CD) to:

Meredith Targarona
Network Media Partners, Inc.
Executive Plaza 1, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031



Contact:

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VIEW FULL
2012 MEDIA PLANNER

