

Occupational Safety Asia

OSA

Media Information



OSA

You are attending shows in South East Asia, or planning to do so. Your sales people are travelling extensively in the area, or you have an office there. Some of your products may even be manufactured there.

Perhaps you are an Asian manufacturer and this is actually your home market.

Whatever your situation you all have something in common: for print media and display advertising, for building your brand awareness, you cannot find a quality magazine, in English, in a beautifully designed format that ties the region together.

We were alerted to this problem by several safety manufacturers, of which some had been selling to SE Asia for decades. After looking into magazines and media for the area we had to agree. And so **Occupational Safety Asia**, or **OSA Magazine**, was launched.

We can help you if you're looking to reach end users with your message, or want to recruit distributors. We can help you increase your brand's profile so your products are more desirable or more familiar in far-flung parts of the world. We will be educating the market as it matures and grows, and your advertising will be associated with that, in articles written by well-respected authors, on pages designed in a way that differentiates it from anything else out there.

If you can find it.

OSA

Occupational Safety Asia

Editorial Programme 2012

March 2012

Protective Coveralls
Hearing Protection
Gas Detection
Arm and Hand Protection
Safety Footwear
Height Safety
Breathing Apparatus and RPE

Safety in Action, Melbourne, 17-19 April
China Import and Export Fair (Canton Fair), April

Editorial Deadline 27 January 2012
Advertising Deadline 10 February 2012

June 2012

Gloves
Height Safety
Fire Retardant Protective Clothing
Safety Eyewear
Slips, Trips and Falls
Gas Detection
RPE

Editorial Deadline 27 April 2012
Advertising Deadline 11 May 2012

September 2012

Height Safety
Noise Monitoring
Gloves
Chemical Protection, Showers and Eyebaths
Confined Space
Protective Clothing
Dust - Respiratory and Fire Risk

WA Safety Show, Perth Convention & Exhibition Centre, 7-9 August
OS+H ASIA, Singapore, 12-14 September
COS+H China International Occupational Safety & Health Exhibition, September
China Import and Export Fair (Canton Fair), October
The Safety Show, Sydney, 23-25 October
OSEA 2012, 27-30 November

Editorial deadline 27 July 2012
Advertising deadline 10 August 2012

December 2012

Safety Footwear
Head Protection
Gas Detection
Occupational Noise Measurement
Height Safety
Eye Protection
Protective Clothing - Fabrics and Fibres

Editorial deadline 26 October 2012
Advertising deadline 9 November 2012

Press releases for the Products and Services section should be in by the editorial deadline. They should be 80 - 150 words in length, in a MS Word document and accompanied by a high resolution digital image (300dpi at A5). Please put us on your mailing list to ensure we receive PR every quarter.

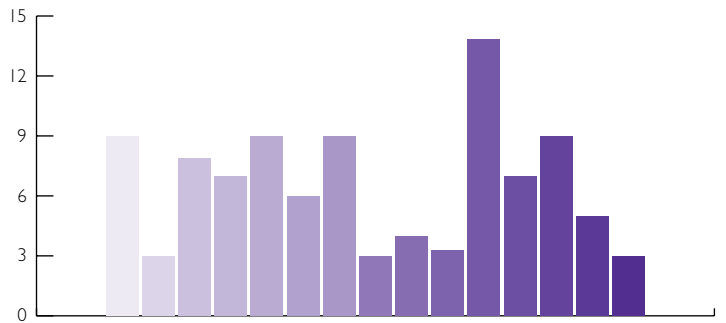
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Occupational Safety Asia

Circulation

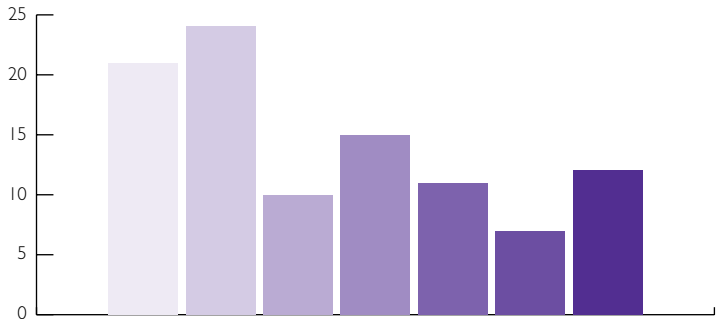
Australia	9%
Hong Kong	3%
India	8%
Indonesia	7%
Japan	9%
Korea (South)	6%
Malaysia	9%
New Zealand	3%
Pakistan	4%
Philippines	4%
P.R.China	14%
Singapore	7%
Taiwan	9%
Thailand	5%
Vietnam	3%

Total Circulation **6500**



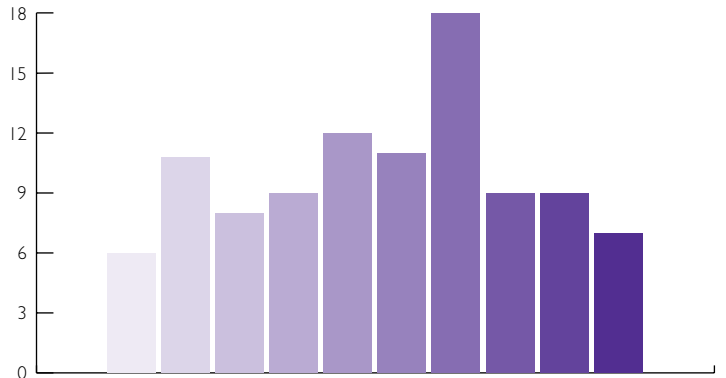
Job Titles

Health & Safety Director/Manager	21%
Safety Engineers	24%
Health & Safety Consultants	10%
Facilities Managers	15%
Plant Managers	11%
Public Sector Groups	7%
Managing Directors	12%



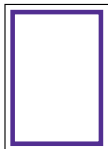
Industries

Automotive	6%
Construction	11%
Telecoms	8%
Petrochemical	9%
Oil & Gas	12%
PPE Distributors	11%
Smelting & Foundry	18%
Mining	9%
Power Generation	9%
Pharmaceuticals	7%



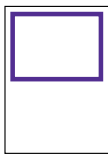
Double Page Spread	£ 4725	€ 7000	US\$ 9450
Cover Position	£ 3780	€ 5670	US\$ 7560
Full Page 4 Colour	£ 2700	€ 4050	US\$ 5400
Half Page 4 Colour	£ 1900	€ 2850	US\$ 3800
Quarter Page 4 Colour	£ 1100	€ 1650	US\$ 2200
Gate-fold, front/back cover (2 sides) - Fig 1	£ 5400	€ 8100	US\$ 10800
Gate-fold, inside (4 sides) - Fig 2	£ 5600	€ 8400	US\$ 11200
Double sided A4 250gsm insert (Perforated if required)	£ 4350	€ 6525	US\$ 8700
Bellyband 90-110mm (Other sizes priced on application)	£ 3400	€ 5100	US\$ 6800
Loose insert	Price on application		
Ribboned bookmark 63 x 180mm	£ 3600	€ 5400	US\$ 7200
Company Profile 800 words and several images over 2 pages	£ 4500	€ 6750	US\$ 9000
Case Study 800 words and several images over 2 pages	£ 4500	€ 6750	US\$ 9000

Series discounts and Agency Commission available



Full Page Advert

Bleed Size - 216 x 303mm
Trim Size - 210 x 297mm
Type Size - 180 x 270mm



½ Page Advert

(Landscape)
Size - 180 x 132mm



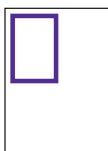
½ Page Advert

(Portrait)
Size - 87 x 270mm



¼ Page Advert

(Landscape)
Size - 180 x 63mm



¼ Page Advert

(Portrait)
Size - 87 x 132mm

Artwork Specifications

All artwork files supplied to **OSA Magazine** must be Mac format and print four colour process.

File Formats Accepted

High Resolution Adobe Acrobat PDF or Adobe Indesign CS

Digital Images

All scans and pictures should be saved as Tiff or EPS files
CMYK 600dpi, without compression or transfer function

Fonts

All fonts should be converted to paths

Proofs

All files must be accompanied by a colour proof

Disks Accepted

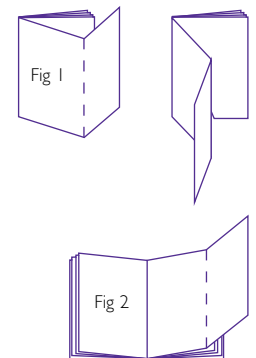
CD or DVD. We do not accept film

Advertisement Design

Our In-house design studio can create your advertisement for you
Design cost - £ 150, € 225, US\$ 300

Subscriptions

4 issues per annum (March, June, September, December)
UK £ 80, Europe € 122 and the rest of the world US\$ 163





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