

OSA

Occupational Safety Asia

Improving Health & Safety Practice in Asia

Media Information



OSA

You are attending shows in South East Asia, Australasia and the Pacific Rim, or planning to do so. Your sales people are travelling extensively in the area, or perhaps 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 and their distributors, some of whom had been selling to South East Asia for decades, and already using our other regional titles. And so in early 2010 **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 and with articles written by well respected authors, on pages designed in a way that differentiates OSA from anything else out there.

If you can find anything else out there!

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Editorial Programme 2014

March 2014

OS+H Asia –
Show Guide Edition

Height Safety
Gas Detection
Above the Neck Protection
Respiratory Protective Equipment
Protective Clothing/Chemical Protection
Arm and Hand Protection

Safety in Action, Darwin, Australia, 19-20 March
KIOSH, Astana, Kazakhstan, 24-25 April
OS+H Asia, Suntec City, Singapore, 7-9 May

Advertising Deadline 7 February 2014

June 2014

OS+H Asia –
Post Show Report

Protective Clothing
Fall Arrest Equipment
Safety Footwear
Chemical Protection, Showers and Eyebaths
Confined Space
Noise at Work

Safety in Action, Perth, Australia, 11-12 June

Advertising Deadline 9 May 2014

September 2014

Respiratory Protective Equipment
Working at Height
Gas Detection
Protective Clothing, Fabrics and Fibres
Arm and Hand Protection
Safety Eyewear

COS+H Exhibition – date to be confirmed
Safety in Action, Sydney, Australia, 2-4 September

Advertising Deadline 8 August 2014

December 2014

Procurement Guide

Safety Footwear
Noise at Work
Arm and Hand Protection
Fall Arrest Equipment
Above the Neck Protection
Procurement Guide

OSEA, Marina Bay Sands, Singapore, 2-5 December

Advertising Deadline 31 October 2014

Press releases for the Products and Services section should be in by the advertising deadline. They should be 80 - 100 words in length, in MS Word format and accompanied by a high resolution digital image (300 dpi at A5). Please put us on your mailing list to ensure we receive PR every issue.

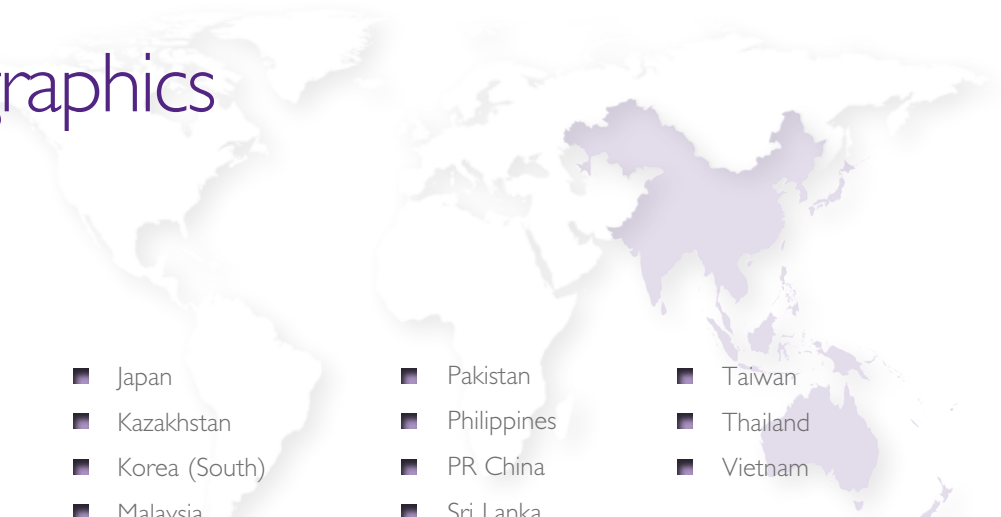


OSA

Occupational Safety Asia

Improving Health & Safety Practice in Asia

Demographics



- Australia
- Burma
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Korea (South)
- Malaysia
- New Zealand
- Pakistan
- Philippines
- PR China
- Sri Lanka
- Singapore
- Taiwan
- Thailand
- Vietnam

Total Circulation 5,500

- Director
- Facilities Manager
- Health and Safety Director
- Health and Safety Manager/Consultant
- Operating Officer
- Plant Manager
- Product/Purchasing/Procurement Manager
- Proprietor
- Risk and Compliance Manager
- Safety Engineer

- Automotive
- Chemical
- Construction
- Mining
- Oil and Gas
- Petrochemical
- Pharmaceuticals
- Power Generation
- PPE Distributors
- Smelting and Foundry
- Telecoms



Rates and Specifications

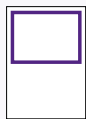
■ Front cover banner 216 x 50mm	£ 3,780	€5,670	US\$ 7,560
■ Cover position (Inside front cover, back cover or inside back cover)	£ 3,780	€5,670	US\$ 7,560
■ Double page spread	£ 4,500	€6,750	US\$ 9,000
■ Full page	£ 2,700	€4,050	US\$ 5,400
■ Half page	£ 1,900	€2,850	US\$ 3,800
■ Quarter page	£ 1,100	€1,650	US\$ 2,200
■ Company profile 800 words and several images over two pages	£ 4,725	€7,000	US\$ 9,450
■ Case study 800 words and several images over two pages	£ 4,725	€7,000	US\$ 9,450
■ Magazine wrap 90-110mm (Other sizes priced on application)		Price on application	
■ Double sided A4 250gsm hard card insert (Perforated if required)	£ 4,350	€6,525	US\$ 8,700
■ Gatefold, front cover two sides - Fig 1	£ 5,400	€8,100	US\$ 10,800
■ Gatefold, inside four sides - Fig 2	£ 5,600	€8,400	US\$ 11,200
■ Loose insert		Price on application	
■ Ribboned bookmark 63 x 180mm (Other sizes priced on application)		Price on application	
■ Website banner		Price on application	

Series discounts and agency commission available



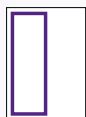
Full Page Advert

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



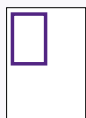
½ Page Advert

(Landscape)
Size - 180 x 132mm



½ Page Advert

(Portrait)
Size - 87 x 270mm



¼ Page Advert

(Portrait)
Size - 87 x 132mm



¼ Page Advert

(Landscape)
Size - 180 x 63mm

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 Tif or EPS files CMYK 600 dpi, without compression or transfer function

Fonts

All fonts should be converted to paths

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

Four issues per annum (February, May, August, November) UK £80

Folds inwards or outwards

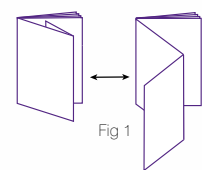


Fig 1

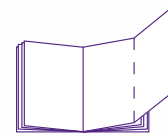


Fig 2





Occupational Safety Asia

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T: +44 (0)1305 785199 F: +44 (0)1305 772722 E: info@osamagazine.com W: www.osamagazine.com