

OHS

CANADA

2016 MEDIA PLANNER



Setting New Standards
in Media Performance
GUARANTEED

DETAILS INSIDE 





2016 EDITORIAL CALENDAR

OHS Canada Magazine continues to be the leading provider of occupational health & safety information by delivering comprehensive, relevant and timely information to those responsible for decisions about workplace health & safety.

HERE'S OUR STRATEGY FOR 2016

JANUARY/FEBRUARY

Feature – Lockout/Tagout: Isolating energy devices to prevent the accidental activation of a machinery, equipment or process that could maim or kill a worker is an important safety precaution across industries. But time and again, reports of worker injuries and fatalities stemming from the failure to lockout/tagout continue to surface. Why are we not getting it right?

Focus on Protective Clothing: The clothes on our back do more than just shelter us from the elements. Donning the proper protective clothing can make a difference between life and death by shielding workers against injuries from exposure to chemicals, steam or fire.

Ad Closing: January 22, 2016 **Material:** January 29, 2016

MARCH/APRIL

Feature – The Rise of the Drones: As drones become increasingly used for various commercial applications, concerns regarding the safety of these high-tech devices have arose. But can drones also help boost worker safety by deploying them in high-risk operations instead of sending in a human being?

Focus on Confined Space/Gas Detection: Working in confined spaces is inevitable in many professions, but worker safety does not need to take a back seat. Using the right instrumentation devices to test air quality and detect the presence of combustible or toxic gases enable workers take the necessary precautions by warning them of the potential dangers prior to entry.

Ad Closing: March 11, 2016 **Material:** March 18, 2016

MAY/JUNE

Feature – Transportation Safety: Distraction, fatigue and human errors have been cited as the cause of numerous collisions in the transportation sector. For trucking companies and businesses that operate fleets of vehicles, what role can semi-autonomous technology play in enhancing the safety of those who spend hours behind the wheel?

Focus on Fall Protection: Fall from heights is one of the most common and preventable workplace hazards. The market offers a wide array of fall-protection equipment that leverages on technology to protect workers from the forces of gravity.

Ad Closing: May 20, 2016 **Material:** May 27, 2016

JULY/AUGUST

Feature – A Global Workplace: The global economy has created an increasingly diverse workforce and workplaces that pose numerous safety challenges. How can that safety gap be bridged, and what guiding hand can help employers identify cultural hazards that have a profound effect on safety and productivity?

Focus on First Aid: Injury prevention is key in every workplace, but being prepared also means having the ability to quickly and effectively respond to a job-related injury or medical emergency that has already occurred.

Ad Closing: July 22, 2016 **Material:** July 29, 2016

SEPTEMBER/OCTOBER

Feature – Occupational Hygiene: For many healthcare workers, handling chemicals and disinfectants to keep infections at bay is a necessary precaution. But chemical disinfectants that protect seek to protect also present health hazards. How can healthcare institutions develop programs that balance staff and patient safety?

Focus on Eye Protection: An eye for an eye – for every job task that exposes a worker to welding fumes, flying fragments, corrosive chemicals and blinding dust, there is a safety eyewear that can protect our windows to the soul from irreversible harm.

Ad Closing: September 9, 2016 **Material:** September 16, 2016

NOVEMBER/DECEMBER

Feature – Beating the Blues: Shorter daylight hours, sub-zero temperatures and limited physical outdoor activities during the winter season present not only physical hazards to those who work outdoors. Seasonal affected disorder can also dampen spirits and productivity. How can workers keep their spirits and productivity up during the darkest months of the year?

Focus on Eyewash/Emergency Showers: Water is the source of life. In cases when a worker has sustained chemical exposure to their bodies or eyes, on-the-spot decontamination to flush away hazardous substances is the next line of defence when engineering and administrative controls fail to prevent a workplace incident.

Ad Closing: November 11, 2016 **Material:** November 18, 2016

CANADA'S OIL AND GAS SAFETY MAGAZINE

PIPELINE

2016 EDITORIAL CALENDAR

Pipeline Magazine is Canada's first, and only, safety publication dedicated to Canada's Oil & Gas industry. Pipeline Magazine delivers timely, relevant and comprehensive information to those responsible for making decisions about workplace safety and health.

HERE'S OUR STRATEGY FOR 2016

SPRING 2016

FEATURE: The World of Fracking: The vast amounts of hydrocarbons released from hydraulic fracturing presents fire and explosion risks to oil and gas workers. How can we tap on the earth's energy deep underground and effectively manage the corresponding risks?

PRODUCT SPOTLIGHT: Instrumentation/Gas Detection: For those who work in confined spaces, using the right instrumentation devices to test air quality and detect the presence of combustible or toxic gases enable workers take the necessary precautions by warning them of the potential dangers prior to entry.

Ad Closing: May 20, 2016 **Material:** May 27, 2016