

# MEDIA PACK

2026



**Safety  
Management**



# Media pack 2026

## Safety Management

[Safety Management](#) is British Safety Council's industry-leading magazine, which brings its readers the latest news, features, and stories on the health, safety and wellbeing topics that really matter.

Aimed at anyone responsible for protecting people at work, it helps our readers stay up to date with policy, legislation, best practice and wider issues such as sustainability, climate change and environmental management.

Safety Management is the official show guide of the [SHW Live](#) trade exhibitions at Manchester Central (February 2026) and London Olympia (July). These issues will include the official Event Guide and will be printed and distributed at the shows to an estimated audience of over 6,000 delegates.

We also publish [Safety Management India](#), a standalone publication for our growing membership base in India. It brings readers the latest news and stories from India.

You can contribute editorial, such as guidance features & opinion pieces. Please send a synopsis/details to:

E: [publications@britsafe.org](mailto:publications@britsafe.org)

### Advertising enquiries

Jas Singh, E: [jas@membertrade.co.uk](mailto:jas@membertrade.co.uk)

T: +44 (0)116 326 5533

### Subscriptions

E: [customer.service@britsafe.org](mailto:customer.service@britsafe.org)

### Membership

E: [membership@britsafe.org](mailto:membership@britsafe.org)

## British Safety Council social media



[X](#) followers  
**36,000**



[Facebook](#) followers  
**22,000**



[LinkedIn](#) followers  
**114,000**



[YouTube](#) subscribers  
**4,500**

## Safety Management Advertising Options

### Digital PDF magazine

The Safety Management 48-page online PDF magazine offers a variety of advertising slots. It is sent out in the monthly Safety Management e-newsletter to around 40,000 recipients. View the latest edition [here](#).

### Solus

These standalone emails can be sent directly from the advertiser to around 40,000 recipients. The recipients are readers of Safety Management magazine and British Safety Council members, customers, and contacts.

### Monthly guide

Our monthly guides provide advice on managing a variety of health, safety, wellbeing and sustainability risks at work. They are updated and re-published every two years. The guides are sent to British Safety Council members who subscribe to the Tools and Templates membership package.

### Safety Management e-newsletter:

The Safety Management monthly e-newsletter provides a round-up of the latest health, safety, wellbeing and sustainability news and includes some of the editorial features from the magazine. A very popular advertising space, it is sent monthly to over 40,000 recipients.

### Safety Management website

Safety Management is hosted on its own website, [britsafe.org/safety-management](https://britsafe.org/safety-management), which spotlights news, features and comment pieces about health, safety, wellbeing and sustainability issues affecting businesses in the UK and internationally.

It is regularly updated and has an average of 6,000 unique visitors per month. It features advertising.

### GCC and India Supplements

Throughout 2026, we'll be adding to our current publications offering with two new supplements, which will showcase the very best of innovation, development, and best practice in GCC countries and India, respectively.

Throughout 2026, we'll be adding to our current publications.

To discuss all advertising and sponsored content opportunities, please contact: [jas@membertrade.co.uk](mailto:jas@membertrade.co.uk)

### Podcast Advertising Options

Advertisers can sponsor the British Safety Council's [Health and Safety Uncut](#) podcast, which explores the hot topics in health, safety, wellbeing and environment. Each month the host, Dr. Shaun Davis, interviews an expert in health, safety, wellbeing and environment. There are also paid opportunities for an advertiser's experts to be featured in the podcast. For details, contact: [jas@membertrade.co.uk](mailto:jas@membertrade.co.uk)



# Safety Management Magazine

## 2026 themes

Subthemes are intended to give an idea of the expected content, if you'd like to submit editorial.

### February 2026

**Magazine theme: Future Risk**

- Pandemic preparedness
- Mental health & emerging stressors
- Urbanisation & mega-cities (India) and impacts on the workforce
- MSDs
- Silicosis
- New & developing risks
- Financial stress as a safety issue
- Managing change
- Resilience
- Global risk
- Role of regulation
- Noise and vibration

**Guide theme: Health & Safety Training**

*Magazine will be official show guide for SHW Live (Manchester) 10-11th February 2026*

### March 2026

**Magazine theme: Environmental, Social, Governance (ESG)**

- Environmental
- Sustainability
- Climate-resilience
- Community engagement
- Whistleblowing & safety culture
- Future standards/regulations
- ISO and ILO

**Guide theme: Environmental Management**

### April 2026

**Magazine theme: Harmful and Hazardous Substances**

- Asbestos
- Silicosis
- Wider preventative measures
- PPE
- Indoor/ambient air quality
- Forever chemicals/PFAS
- Cooksafe/kitchens

**Guide theme: Working with Hazardous Substances**

*The Health & Safety Event 2026, NEC Birmingham, Exhibition Preview*

### May 2026

**Magazine theme: Equality and Inclusion**

- Challenges faced by groups in the workplace
- Problems with PPE linked to equality issues
- Peri- and post-Menopause support
- Sexual harassment at work
- Family flexibility
- Flexible working
- Neurodiversity
- Disabled workers
- Evac planning

**Guide theme: Vulnerable Workers**

### June 2026

**Magazine theme: Holistic Health**

- Wellbeing
- Physical health
- Psychological health
- Financial health
- Emotional health
- Virtuous circle

**Guide theme: Occupational Health**

### July 2026

**Magazine theme: The 'Big Tech' issue**

- AI
- New & developing technologies
- Technology & the future of work
- Software solutions
- Algorithmic bias & worker health (unseen challenges)
- Human-machine collaboration
- Tech-enabled job design
- Mental health in a tech-driven world
- Reskilling for the AI era
- Software & services

**Guide theme: Home & Hybrid Working**

*Magazine will be the official show guide for SHW Live (London) 1-2nd July 2026*

### August 2026

**Magazine theme: The Summer Review**

- Skin health (UV protection, outdoor hazards, skin cancer).
- Outdoors workers
- Air quality & pollution
- Temperature (Min-Max)
- Hydration & heat stress
- Allergies
- Heat-adaptive work schedules
- Heat & PPE
- Weather-related emergency planning
- Fire safety management

**Guide theme: Working at Height**

### September 2026

**Magazine theme: Education, training, and safety culture**

- Training innovations & solutions
- Celebrating learner success
- Safety culture
- Best practice
- Work at height
- Slips and trips

**Guide theme: Slips, Trips & Falls**

### October 2026

**Magazine theme: The Future of Work**

- Office, home & hybrid working
- Home & hybrid ergonomics
- Wearable technology & monitoring
- Training, upskilling, reskilling & adaptability
- Ageing workforce
- Impact of new & developing technologies

**Guide theme: Office Health & Safety**

### November 2026

**Magazine theme: Transport and logistics**

- E-bike and e-scooter batteries
- Work-provided vehicles
- Gig workers
- Plant and machinery
- Driver fatigue
- Substance use/identification/risks
- Fleet management & technologies
- Long-haul work & mental health
- Rail, Ports & Shipping

**Guide theme: Communicating the Safety Message**

### December 2026 – January 2027 (combined issue)

**Magazine theme: Leadership and culture**

- Leadership
- Innovation
- Culture & culture change

**Guide theme: Health & Safety Leadership by Directors**

# Rates

## Display Advertising Rates

DPS	£2,815
Full page	£1,595
Half page	£995
Quarter page	£635

## Special Position Rates

OBC	£2,055
IFC	£2,055
IBC	£2,055

## Recruitment Advertising Rates

Full page	£1,595
Half page	£995
Quarter page	£635
Website at 15% premium of the above rates	

## Safety Management Website Rates

Leaderboard (1 banner available)	£300 per month
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## A5 Guide Rates

Guide sponsorship inc. logo on front cover	£1,800
Outside back cover	£995
Inside front cover	£995
Inside back cover	£995

## E-newsletter Rates (monthly)

Banner (3 slots available)	£300
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<b>Solus Email Rates</b>	£1,995
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# Advertisement specifications

## Safety Management Advertisement Sizes

<b>Full page</b> bleed	h: 303mm x w: 216mm
Trimmed size	h: 297mm x w: 210mm
Text area	h: 275mm x w: 184mm
<b>DPS</b> bleed	h: 303mm x w: 426mm
Trimmed size	h: 297mm x w: 420mm
Text area	h: 265mm x w: 394mm
Half page horizontal	h: 126.5mm x w: 175mm
Half page vertical	h: 265mm x w: 89mm
Quarter page	h: 130mm x w: 89mm

## A5 Guide Advertisement Sizes

Full page bleed	h: 216mm x w: 154mm
Trimmed size	h: 210mm x w: 148mm

## Website Advertisement Sizes

Banner size, minimum 144 ppi	h: 60px x w: 468px
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## Newsletter Advertisement Sizes

Banner size, minimum 72 ppi	h: 60px x w: 468px
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<b>Solus Email specs</b>	HTML format, minimum 144 ppi
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## Further information:

Publication date: 1st of the month  
Cancellation: six weeks prior to publication date.

## Advertising material

Our production system is set up to receive your ads in the most popular and flexible hi-res formats.

Ensure artwork is converted to CMYK (no spot colours or RGB) and at least 300 dpi.

Combined colour ink density must not exceed 300%.

Supply material by email.

## File formats accepted

The preferred file format is a high resolution, press ready PDF (PDF/X-1a) with all fonts embedded. Please include crop marks and 3mm bleed but no colour bars. Web links and email addresses in PDFs must be clickable hyperlinks. For Newsletter advertisements, web links and email addresses must be clickable hyperlinks. Newsletter advertisements must be a minimum of 72 ppi. Solus and website advertisements must be a minimum of 144 ppi.

## If that is not possible, we also accept:

**InDesign** – Fonts converted to outlines, linked images included.

**Illustrator** – Fonts converted to outlines.

**FreeHand** – Fonts converted to paths.

**Photoshop** – Layers flattened, at least 300 dpi, high resolution.

Please ensure all files meet our specifications. Any additional editing, resizing or retouching of advertisements will incur an extra charge.

## Mechanical data

When printed twice yearly, this publication is printed offset litho and saddle-stitched.

## Currency

We can process your order in Euros, subject to the published conversion rate into GBP at the time of booking.