

# National Safety



Since 1932

## Media Pack 2018

Published since 1932, **National Safety** is South Africa's premier and oldest occupational health and safety magazine

### About the Safety First Association and National Safety

The **Safety First Association** is the oldest occupational safety association in South Africa.

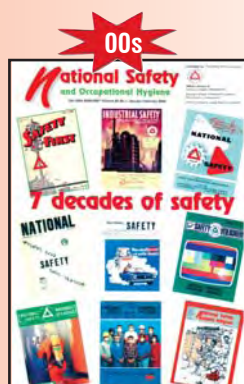
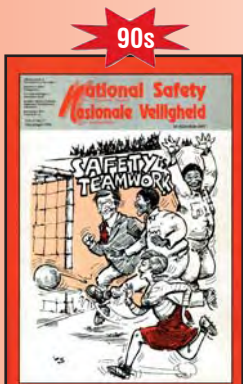
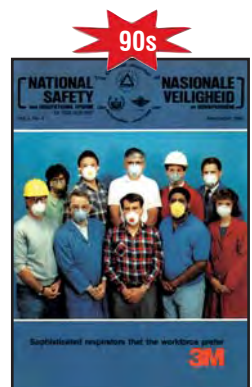
It was founded in 1932 by Sir Ernest Oppenheimer and the Mayor of Johannesburg when they realised the need to promote a healthy and safe working environment in the mining industry. Jan Smuts who was the Prime Minister of the Union of South Africa was the Association's first patron.

This fledgling association achieved their aims through various promotional activities as well as the launch of their magazine **National Safety**.

Soon **National Safety** expanded its content to include safety in the workplace, at home, in schools and on the roads.



**National Safety** published its first issue in 1932, and has been published without a break ever since.



**Circulation:** approx 10,000  
**Readership:** approx 15,000

**National Safety's circulation and readership includes:**

- Occupational safety practitioners
- Occupational health practitioners
- Risk assessment practitioners
- Suppliers, manufacturers and distributors of personal protective equipment
- Training personnel
- Procurement managers
- Emergency services and traffic personnel
- Students
- Loss control
- etc

**Our readers are employed in the following industries:**

- Mining
- Construction
- General manufacturing
- Motor
- Power stations
- Solar energy
- Farming
- Fishing
- Emergency services
- Municipalities
- Educational institutes
- Chemical, oil and gas
- Shipping
- etc

**Supporting associations**



**IOSM** (Institute of Safety Management)



**NOSHEBO** (National Occupational Safety Health and Environmental Board)



**SAIOH** (Southern Africa Institute of Occupational Hygiene)



**SAPEMA** (South African Protective Equipment Marketing Association)



**ACHASM** (Association of Construction Health and Safety Management)



**SAQCC GAS** (South African Qualifications and Certification Committee GAS)

Each issue of National Safety publishes articles related to the occupational health, safety and related industries.

We have regular contributors (both South African and international) who are professionals in the industry and keen to share their knowledge and experiences.

We keep our readers up-to-date on legislation with comments by market leaders.

Our supporting Associations keep us informed on what is happening in their organisations as well as changes that are anticipated.

SAPEMA members keep us informed on new products in the market.

National Safety is essential reading for anyone involved in Occupational Health and Safety, and related industries.

**Advertising and Editorial Enquiries:**

*Delinds Publications cc*

12 Delta Road Blairgowrie 2194 PO Box 72366 Parkview 2122

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E-mail: [delinds@mweb.co.za](mailto:delinds@mweb.co.za)

**Published by:** *The Safety First Association*

Tel: 011 701-5054 / Email: [admin@safety1st.co.za](mailto:admin@safety1st.co.za) / [www.safety1st.co.za](http://www.safety1st.co.za)

## ADVERTISING RATES

### FULL COLOUR RATES

	1-2 insertions	3-4 insertions	5-6 insertions
Full page	R10,800.00	R 9,850.00	R 9,300.00
Half page	R 7,900.00	R 7,100.00	R 6,800.00
Third page	R 6,300.00	R 5,900.00	R 5,450.00
Quarter page	R 5,200.00	R 4,950.00	R 4,600.00
DPS	R18,500.00	R17,000.00	R15,900.00
Outside front cover	R20,500.00	R18,500.00	R16,500.00
Outside back cover	R18,500.00	R16,500.00	R14,500.00
Inside front cover	R18,500.00	R16,500.00	R14,500.00
Inside back cover	R14,500.00	R13,500.00	R12,500.00
Insert	R 4,700.00		

10% reduction for black and white adverts

**PRICES EXCLUDE VAT AND AGENCY DISCOUNT**

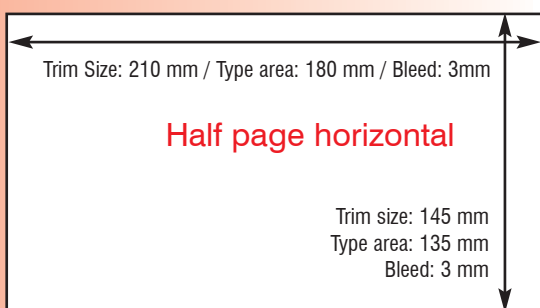
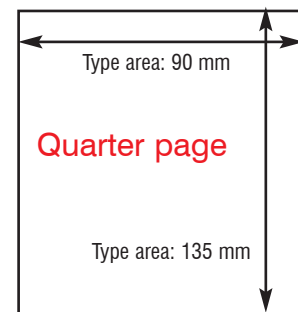
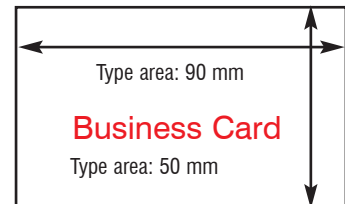
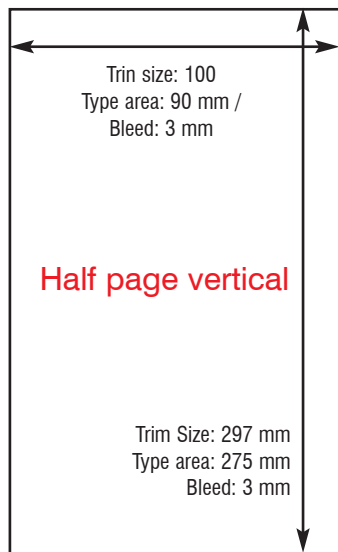
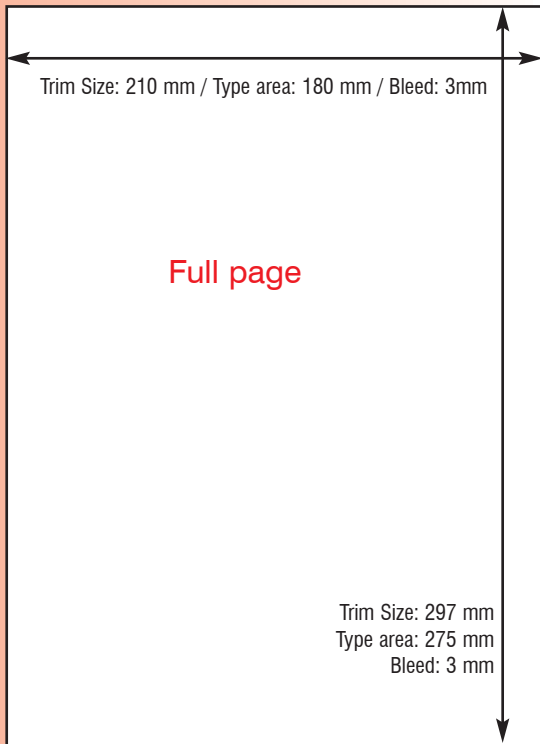
There are 6 issues per year. Book in all 6 issues and we will place your logo on our website with a link to your website at no additional cost.

**March/April** issue is the **A-OSH Expo** issue  
(We print an additional 3000 copies of this issue to insert into visitor/delegate bags)

The **November/December** issue is the popular annual **Directory of Safety Products and Services**

Advertisers are invited to submit editorials to accompany their adverts.

## Sizes of adverts



## PPE FEATURES 2017

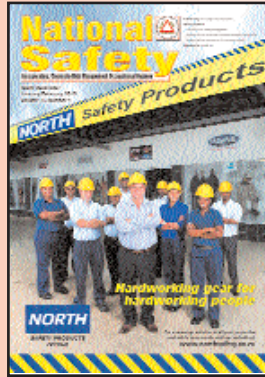
- January/February** - **Hearing and Respiratory**
- March/April** - **Head Protection and Height Safety**
- May/June** - **Safety Apparel and Workwear**
- July/August** - **Hand Protection and Safety Footwear**
- September/October** - **Eye and Face protection**
- November/December** - **Product and Services Directory**

## NATIONAL SAFETY OUTSIDE FRONT COVER POSITIONS

Outside front cover adverts include a cover story.

Contact Debbie to find out how to book this special position: 083 266 6662 / +27 11 8865985

We will also supply an additional 20 copies of the magazine to companies who advertise on the outside front cover, for them to distribute to clients / employees.

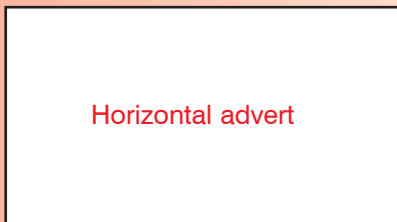


## WEBSITE ADVERTISING

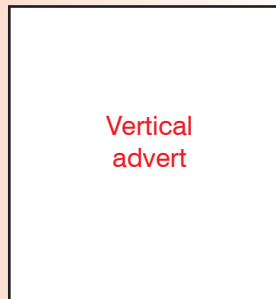
### Rates

1-3 months	4-6 months	7-12 months
R4,000.00	R5,000.00	R6,000.00

(Above rates exclude vat)



Horizontal advert



Vertical advert



Banner advert

- Advertise your new products
- Advertise your company
- Advertise your event on our events page
- Place a link to one of your YouTube demos
- etc

### Material requirements

- JPG, GIF, PNG or PDF

All website advertise includes a free link to your website

### Distribution at conferences

We have partnered with various conference organisers during the year where we distribute copies of the magazine.

Conferences include occupational health and safety in general, or speciality fields such as road safety, mining safety, fire safety.

### Material requirements:

High Resolution - PDF, TIFF, JPG

### Frequency:

Alternate monthly

### Publication dates:

10th February, 10th April, 10th June, 10th August, 10th October.

### Directory publication date:

20th January

### Advertising material deadline:

1st of month of publication

### Advertising and Editorial Enquiries:

Contact: Delinds Publications cc

Debbie: Tel (011) 886-5985 / Cell 083-266 6662

E-mail: delinds@mweb.co.za / www.safety1st.co.za