

EHS Today— Audience Engagement Report



JULY-DECEMBER 2023

EHS Today informs safety professionals on trends, management strategies, regulatory updates and daily news that help them provide safe and healthy work sites. Our core mission is to help safety leaders achieve world-class safety at their companies and create a safety culture that starts with the C-suite.

AVERAGE MONTHLY REACH



299,360

COMPANIES THAT ENGAGE



















SIEMENS

REACH DECISION MAKERS

92%

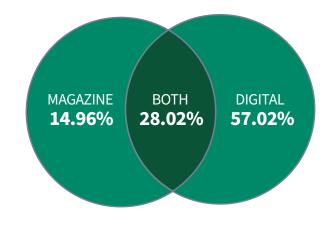
of audience have purchasing authority



Safety Professionals Responsible for Variety of Job Functions Throughout Their Organization	%
Safety Equipment/Worker Protection/PPE	62.86%
Training/HR	54.57%
Occupational Health	50.73%
Compliance	47.85%
Emergency Response	46.47%
Fire Protection	45.23%
Industrial Hygiene	44.85%
Construction Safety	43.79%
Ergonomics	43.49%

Top Industries Served	%
Primary/Fabricated Metal Mfg	8.88%
Construction	7.79%
Machinery/Medical Equip/Measuring Equip Mfg	6.90%
Professional/Scientific/Technical Services	6.36%
Electrical Equipment/Computers & Electronics Mfg	5.32%
Government/Public Administration	4.95%
Chemical & Pharmaceutical Mfg	4.50%

MAGAZINE/DIGITAL OVERLAP



The Audience Engagement Report provides an integrated view of the EHS Today community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

EHS Today — Digital Engagement & Insights



JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



82,301

AVERAGE MONTHLY PAGE VIEWS



137,503

AVERAGE UNIQUE MONTHLY VISITORS



58,429

COMBINED SOCIAL REACH







49,250

REGISTERED EHS TODAY SITE MEMBERS



12,595

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



74,001

EHS Today — eNewsletter Engagement & Insights



JULY-DECEMBER 2023

ENEWSLETTER REACH



93,808

▲ 1.8% vs Monthly Average for Previous 6 Months

AVERAGE TOTAL OPEN RATE



42.48%

AVERAGE TOTAL CTR



1.70%

▲ 4.1% vs Monthly Average for Previous 6 Months

	Monthly Average	Average Total Open Rate	Average Total CTR
EHS Today Update	49,311	38.56%	1.58%
EHS Sustainability	25,142	46.54%	1.27%
EHS Construction Safety	19,355	42.35%	2.24%

EHS Today — What's Trending in 2023



JULY-DECEMBER 2023

TOP TOPICS





Safety Leadership



The Convergence of ESG with EHS



Training & Engagement

WEBINAR - ENGAGEMENT

The Latest in PPE

	Average
Median Attendee Conversion Rate	47%
Estimated registrants from typical webinar	300-500+
Total webinar registrants YTD	32,139

TOP VIEWED ARTICLES

- Top 10 OSHA Violations of 2023
- Humanizing Safety: The 7 Traits that Define Successful Safety Professionals
- OSHA Requires Employers to Keep More Records
- If You Think It Can't Happen to You, Think Again: A Tornado Story
- Secrets of the Safety Leaders
- Regulatory Update: Is OSHA's New PPE Construction Rule Needed?
- The Biggest Challenges for Safety Professionals in 2023
- ESG Standards are Impacting EHS More Than Ever
- NIOSH Advice on Supporting an Aging Workforce
- Safety Leadership Resides in Every Employee's Hands

TOP WEBINARS OF 2023

- Become a Better Safety Leader in 2023
- Performing an Effective Job Safety Analysis (JSA) Using the Risk Scoring System
- 6 Steps to a Successful Hazard Communication Program
- You've Completed Root Cause Analysis on a Safety Incident, Now What?
- Elevating Workplace Safety by Leveraging the Hierarchy of Controls
- Revolutionizing Standard Operating Procedures: Harnessing Best Practices for Safety and Efficiency

EHS Today — Sworn Publisher's Statement



JULY-DECEMBER 2023

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2023 Issues	Print	Digital	Both	Total Qualified	Total Paid	Total Subscribers
July/August	28,870	43,980	1,073	73,923	78	74,001
September/October	28,932	43,979	1,011	73,922	79	74,001
November/December	29,342	43,980	600	73,922	80	74,002
Total Qualified Circulation	29,048	43,980	895	73,922	79	74,001

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Both	Total Qualified Non-Paid	Total Paid	Total Subscribers
Average for 6-month period	29,048	43,980	895	73,922	79	74,001

U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

Jamesville Ave. Fort Albinson, WILSSSSS Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC.30 Burton Hills Bin Nashville, TN 37215 Nashville, TN 37215 Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher. John DiPada, Endeavor Business Media, LLC.30 Nashville, TN 37215, Editor: Dave Blanchard, Endeavor Business Media, LLC.30 Burton Hills Bilvd, Ste 165, Nashville, TN 37215, Managing Editor Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC. 905 Tower Place, Nashville, TN 37215, Pendeavor Media Holdings Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC. 905 Tower Place, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Pendeavor, Inc., 20 Burton Hills ST215, Nashville, TN 37215, Nashvill	20 Burton Hills Blvd., Ste 185, ; js II, LLC, 905 Tower Place, Blvd, Suite 430, Nashville, TN TN 37215Everside Fund II, dd Central, New York, NY t, LP, 155 East 44th St, Suite 210
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employer requests, advertiser's proof copies, and exchange copies.)	21,968
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(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other 33 Sources)	0
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Total Distribution (Sum of 15c and 15e) 30,682	30.746
Copies not Distributed 486	637
. Total (Sum of 15f and g) 31,168	31,383
Percent Paid and/or Requested Circulation (15c divided by 15f times 100) 70.18%	72.27%
6 Electronic Copy Circulation	
Requested and Paid Electronic Copies 2,153	2,222
Total Requested and Paid Print Copies (Line 15c)+ Requested/Paid Electronic Copies (Line 16a) 23,686	24,443
. Total Requested Copy Distribution Distribution (Line 15f) + Requested Paid Electronic Copies 32,835	32,968
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x certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies: 17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the:	
issue of this publication. Se	ptember/October 2023
18 Da	
Debbie M Brady, Manager User Marketing	8/21/23
centify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form formation respected on the form may be subject to criminal sanctions (including fines and imprisorment) and/or civil sanctions (including civil penalties) SForm 3506 R, July 2014	

PS Form 3526-R, July 2014

United States Postal Service

We hereby make oath and say that all data set forth in this statement are true. | January 2024 | John DiPaola, Vice President, Manufacturing | Frank Chloupek, Director, User Marketing

EHS Today — Primary Business & Industry



JULY-DECEMBER 2023

	EHS: Number of Employees					
	1-49	50-99	100-249	250+	Grand Total	% of Total
Food, Beverage, Tobacco Product Mfg.	621	251	667	1,231	2,770	3.74%
Textile Mills & Apparel Mfg.	214	101	166	243	724	0.98%
Lumber & Wood Product Mfg.	542	158	218	312	1,230	1.66%
Furniture & Fixtures Mfg. (excluding Lumber & Wood	218	73	155	212	658	0.89%
Paper Mfg.	462	189	414	598	1,663	2.25%
Chemical Mfg.	548	354	460	794	2,156	2.91%
Pharmaceutical Mfg.	121	63	113	395	692	0.94%
Petroleum & Refining Mfg.	106	53	73	199	431	0.58%
Plastics & Rubber Mfg.	402	246	459	585	1,692	2.29%
Non-Metallic Mineral Product Mfg.	139	57	78	101	375	0.51%
Primary Metal Mfg.	611	246	360	640	1,857	2.51%
Fabricated Metal Product Mfg.	1,174	465	664	819	3,122	4.22%
Machinery Mfg.	956	282	484	705	2,427	3.28%
Electrical Equipment, Appliance & Component Mfg.	501	161	347	692	1,701	2.30%
Computer & Electronic Product Mfg.	309	126	105	395	935	1.26%
Transportation Equip. Mfg. (Excluding Auto & Aerospace)	251	78	122	393	844	1.14%
Automotive Mfg.	280	76	189	588	1,133	1.53%
Aerospace Mfg.	139	65	113	391	708	0.96%
Measuring Instruments Mfg.	56	26	35	50	167	0.23%
Medical Equip. & Supplies Mfg.	173	68	190	443	874	1.18%
Other Manufacturing	576	113	144	330	1,163	1.57%
Subtotal Manufacturing Professionals	8,399	3,251	5,556	10,116	27,322	36.92%
Construction	2,264	677	756	1,352	5,049	6.82%
Agriculture, Forestry & Fishing	374	74	64	162	674	0.91%
Utilities	605	237	315	769	1,926	2.60%
Transportation & Warehousing	490	165	175	476	1,306	1.76%
Oil & Gas Extraction, Mining	600	201	284	723	1,808	2.44%
Subtotal Industry /Construction Professionals	4,333	1,354	1,594	3,482	10,763	14.54%
Wholesaler or Distributor of Durable or Non-Durable Goods	1,558	300	306	695	2,859	3.86%
Systems Integrator or Contractor	574	118	104	242	1,038	1.40%
3rd Party Logistics Provider	297	74	60	172	603	0.81%
Professional, Scientific & Technical Services	2,103	334	369	891	3,697	5.00%
Repair & Maintenance Services	1,062	166	135	329	1,692	2.29%
Retail	656	80	96	323	1,155	1.56%
Finance, Insurance, Real Estate	338	78	110	295	821	1.11%
Health Care & Social Assistance	506	163	207	978	1,854	2.51%
Information	284	61	40	141	526	0.71%
Educational Services	606	163	197	982	1,948	2.63%
Government/Public Administration	1,193	375	461	1,652	3,681	4.97%
Other Non-Manufacturing Professionals	1,864	600	1,077	12,502	16,043	21.68%
Subtotal Non-Manufacturing	11,041	2,512	3,162	19,202	35,917	48.54%
Grand Total	23,773	7,117	10,312	32,800	74,002	

EHS Today — Subscribers by State



JULY-DECEMBER 2023

MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	1,184
Arizona	1,018
Arkansas	617
California	6,291
Colorado	1,201
Connecticut	771
D. C.	163
Delaware	217
Florida	2,894
Georgia	1,974
Idaho	429
Illinois	3,514
Indiana	1,957
Iowa	1,081
Kansas	963
Kentucky	1,047
Louisiana	842
Maine	347
Maryland	1,094
Massachusetts	1,430
Michigan	2,525
Minnesota	1,631
Mississippi	590
Missouri	1,675
Montana	268
Nebraska	679
Nevada	414
New Hampshire	367

State	Total
New Jersey	1,723
New Mexico	406
New York	3,018
North Carolina	2,370
North Dakota	349
Ohio	3,735
Oklahoma	791
Oregon	865
Pennsylvania	3,513
Rhode Island	227
South Carolina	1,175
South Dakota	237
Tennessee	1,625
Texas	5,225
Utah	621
Vermont	155
Virginia	1,545
Washington	1,360
West Virginia	384
Wisconsin	2,354
Wyoming	211
Total 48 Contiguous States	69,072
Alaska	100
Hawaii	170
Total U.S. Possessions	250
Total USA	69,592

Circulation Outside the U.S.	Total
Total Canada	1,413
Total Mexico	135
Total Foreign	2,862
Grand Total	74,002

MAGAZINE SUBSCRIBERS BY REGION

