

A person wearing a high-visibility yellow safety vest over a dark, patterned shirt is working on a laptop. In the foreground, a bright yellow hard hat is prominently displayed, partially obscuring the laptop. The background is slightly blurred, suggesting an industrial or construction setting.

EHSToday[®]

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2023

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

REACH DECISION MAKERS

92%

of audience have purchasing authority



COMPANIES THAT ENGAGE



BAE SYSTEMS



SIEMENS

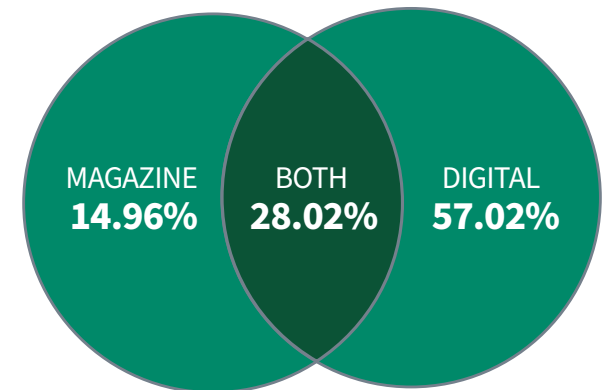
Safety Professionals Responsible for Variety of Job Functions Throughout Their Organization

	%
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.

JULY-DECEMBER 2023

AVERAGE MONTHLY SESSIONS



82,301

AVERAGE UNIQUE MONTHLY VISITORS



58,429

AVERAGE MONTHLY PAGE VIEWS



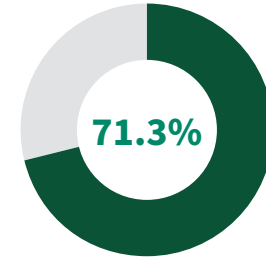
137,503

COMBINED SOCIAL REACH

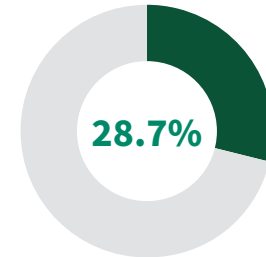


49,250

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



REGISTERED EHS TODAY SITE MEMBERS



12,595

MAGAZINE SUBSCRIBERS



74,001

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%

JULY-DECEMBER 2023

TOP TOPICS



Compliance with OSHA Regulations



Safety Leadership



The Convergence of ESG with EHS



The Latest in PPE



Training & Engagement

WEBINAR - ENGAGEMENT

	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

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

United States Postal Service		(Requester Publications Only)	
Statement of Ownership, Management, and Circulation			
1. Publication Title: EHS Today			
2. Publication Number: 905-040			
3. Filing Date: 9/21/2023			
4. Issue of Frequency: Bi-Monthly: Jan/Feb, Mar/Apr, May/Jun, July/Aug, Sept/Oct, Nov/Dec			
5. Number of Issues Published Annually: 6			
6. Annual Subscription Price: Free to Qualified			
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Jansenville Ave, Fort Atkinson, WI 53639			Contact Person: Debbie M Brady Telephone: 941-208-4402
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste. 185, Nashville, TN 37215			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: John DiPaola, Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215; Editor: Dave Blanchard, Endeavor Business Media, LLC, 30 Burton Hills Blvd., Ste 185, Nashville, TN 37215; Managing Editor: .			
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Resolute Capital partners Fund IV, LP, 30 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northbrook Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invegarry Holdings, LP, 4426 Hillsboro Pike, Nashville, TN 37215; EverSide Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; EverSide Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; EverSide Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; EverSide Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Sunup Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017.			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A			
13. Publication Title: EHS Today			
14. Issue Date for Circulation Data: July/August 2023		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
15. Extent and Nature of Circulation			
a. Total Number of Copies (Net press run)			
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		31,168	31,383
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)			
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®			
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)		0	0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))			
d. Nonrequested Distribution (By Mail and Outside the Mail)		21,533	22,221
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (Include Sample copies, Requests Over 3 years old, Requests Induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)			
(2) In-County Nonrequested Copies Stated on PS Form 3541 (Include Sample copies, Requests Over 3 years old, Requests Induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)			
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)		33	0
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))		9,149	8,525
f. Total Distribution (Sum of 15c and 15e)			
g. Copies not Distributed		30,682	30,746
h. Total (Sum of 15f and g)		486	637
i. Total (Sum of 15f and g)		31,168	31,383
j. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		70.18%	72.27%
16. Electronic Copy Circulation			
a. Requested and Paid Electronic Copies		2,153	2,222
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)		23,686	24,443
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)		32,835	32,968
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)		72.14%	74.14%
x. <input checked="" type="checkbox"/> 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: September/October 2023			
18. Debbie M Brady, Manager User Marketing			Date: 8/21/23
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			

PS Form 3526-R, July 2014

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

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	

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

