

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Safety+Health

National Safety Council
1121 Spring Lake Drive
Itasca, IL 60143
Tel.: (630) 285-1121
Fax: (630) 285-1315

Official Publication of: National Safety Council
Established: 1919
Issues Per Year: 12

FIELD SERVED

SAFETY & HEALTH serves occupational safety, health and environment groups in manufacturing industries with additional coverage of establishments in agriculture/fishing/forestry, mining (except fuels), oil and gas extraction, construction, contracting, community/transportation/ utilities, electric/gas services, wholesale and retail trade, finance/insurance real estate, lodging/personal business services/ repair, repair/amusement/recreation services, medical and health services, legal/education/member organization/miscellaneous services, public administration/government and other allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members and non-members of National Safety Council who are engaged in the job functions of general management/administration, production/operations management, safety management/administration, health/hygiene administration, personnel management, purchasing, plant protection, first responders and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,245
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	492
All Other _____	2,493
TOTAL	5,230

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	58,489	76.0	41,486	53.9	17,003	22.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	17,861	23.2	-	-	17,861	23.2
Multi-Copy Same Addressee _____	651	0.8	22	-	629	0.8
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,001	100.0	41,508	53.9	35,493	46.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	1,417	536			74,000	April _____	8,041	13,107			80,000
February _____	2,372	1,980			74,000	May _____	4,987	4,502			80,000
March _____	2,477	2,862			74,000	June _____	207	5,761			80,000
						TOTAL	19,501	28,748			

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is 4.7% or 3,600 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Safety Health & Environmental Management (Note 1)	Executive Management (Note 2)	Human Resource Management (Note 3)	Training Management (Note 4)	Risk/Loss Control Management (Note 5)	General Management (Note 6)	First Responder (Note 7)	Other Titled and Non-Titled
Occupational safety, health and environmental groups (Note 8)	80,000	100.0	32,076	2,989	1,028	1,563	1,298	1,374	1,754	37,918
TOTAL QUALIFIED CIRCULATION	80,000	100.0	32,076	2,989	1,028	1,563	1,298	1,374	1,754	37,918
PERCENT	100.0	-	40.1	3.7	1.3	2.0	1.6	1.7	2.2	47.4

Note 1: Includes Directors, Assistant Directors, Vice Presidents, Administrators, Engineers, Managers, Coordinators, Supervisors, Superintendents, and Industrial Hygienists

Note 2: Includes Presidents, Vice Presidents, CEOs, CFOs, Principals, General Managers, Executive Directors and Directors of Purchasing

Note 3: Includes Directors and Managers

Note 4: Includes Directors, Coordinators, Managers and Trainers

Note 5: Includes Directors, Managers, Supervisors and Specialists

Note 6: Includes Plant Managers, Plant Supervisors, Production Managers, Operation Managers, and Operation Supervisors

Note 7: Includes Firefighter, Police, and EMT/Paramedics

Note 8: Groups included in manufacturing industries with additional coverage of establishments in agriculture/fishing/forestry, mining (except fuels), oil and gas extraction, construction, contracting, community/transportation/utilities, electric/gas services, wholesale and retail trade, finance/insurance real estate, lodging/personal business services/repair, repair/amusement/recreation services, medical and health services, legal/education/member organization/miscellaneous services, public administration/government and others allied to the field

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	21,984	9,369	328			31,681	39.7
a. Written _____	18,305	7,968	327			26,600	33.3
b. Telecommunication _____	5	1	-			6	0.1
c. Internet and E-Mail _____	3,674	1,400	1			5,075	6.3
II. TOTAL - Request from recipient's company: _____	788	248	40			1,076	1.3
a. Written _____	788	248	40			1,076	1.3
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	14,964	2,859	529			18,352	23.0
a. Individual _____	14,964	2,859	529			18,352	23.0
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	246	547	323			1,116	1.3
a. Written _____	246	547	323			1,116	1.3
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	23,693	4,082	-			27,775	34.7
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	23,693	4,082	-			27,775	34.7
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	61,675	17,105	1,220			80,000	100.0
*See Paragraph 11 PERCENT	77.1	21.4	1.5			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			58,949	73.7
Individuals by name only _____			19,131	24.0
Titles or functions only _____			429	0.5
Company names only _____			862	1.1
Multi-Copy Same Addressee copies _____			629	0.7
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			80,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	266	370	636	
030-038 New Hampshire _____	286	788	1,074	
050-059 Vermont _____	100	86	186	
010-027 Massachusetts _____	896	1,363	2,259	
028-029 Rhode Island _____	150	89	239	
060-069 Connecticut _____	577	351	928	
NEW ENGLAND	2,275	3,047	5,322	6.6
100-149 New York _____	1,902	2,462	4,364	
070-089 New Jersey _____	1,281	1,066	2,347	
150-196 Pennsylvania _____	2,262	1,419	3,681	
MIDDLE ATLANTIC	5,445	4,947	10,392	12.9
430-459 Ohio _____	2,259	1,182	3,441	
460-479 Indiana _____	1,199	553	1,752	
600-629 Illinois _____	2,656	1,568	4,224	
480-499 Michigan _____	1,563	622	2,185	
530-549 Wisconsin _____	1,273	887	2,160	
EAST NO. CENTRAL	8,950	4,812	13,762	17.2
550-567 Minnesota _____	961	490	1,451	
500-528 Iowa _____	713	773	1,486	
630-658 Missouri _____	1,018	692	1,710	
580-588 North Dakota _____	179	101	280	
570-577 South Dakota _____	139	53	192	
680-693 Nebraska _____	433	1,470	1,903	
660-679 Kansas _____	553	299	852	
WEST NO. CENTRAL	3,996	3,878	7,874	9.8
197-199 Delaware _____	173	98	271	
206-219 Maryland _____	683	1,184	1,867	
200-205 Washington, DC _____	146	108	254	
220-246 Virginia _____	1,088	886	1,974	
247-268 West Virginia _____	301	176	477	
270-289 North Carolina _____	1,405	1,236	2,641	
290-299 South Carolina _____	660	613	1,273	
300-319 Georgia _____	1,205	1,254	2,459	
320-349 Florida _____	1,776	1,292	3,068	
SOUTH ATLANTIC	7,437	6,847	14,284	17.8
400-427 Kentucky _____	753	518	1,271	
370-385 Tennessee _____	894	607	1,501	
350-369 Alabama _____	717	681	1,398	
386-397 Mississippi _____	311	217	528	
EAST SO. CENTRAL	2,675	2,023	4,698	5.8
716-729 Arkansas _____	360	193	553	
700-714 Louisiana _____	737	720	1,457	
730-749 Oklahoma _____	477	1,119	1,596	
750-799 Texas _____	2,890	2,407	5,297	
WEST SO. CENTRAL	4,464	4,439	8,903	11.1
590-599 Montana _____	146	91	237	
832-838 Idaho _____	230	183	413	
820-831 Wyoming _____	121	197	318	
800-816 Colorado _____	707	637	1,344	
870-884 New Mexico _____	330	557	887	
850-865 Arizona _____	631	759	1,390	
840-847 Utah _____	428	450	878	
889-898 Nevada _____	332	186	518	
MOUNTAIN	2,925	3,060	5,985	7.4
995-999 Alaska _____	88	94	182	
980-994 Washington _____	545	394	939	
970-979 Oregon _____	284	174	458	
900-961 California _____	4,108	1,806	5,914	
967-968 Hawaii _____	104	96	200	
PACIFIC	5,129	2,564	7,693	9.6
UNITED STATES	43,296	35,617	78,913	98.6
969 & 004-009 U.S. Territories _____	89	43	132	
Canada _____	-	248	248	
Mexico _____	-	30	30	
Other International _____	-	648	648	
APO/FPO _____	17	12	29	
TOTAL QUALIFIED CIRCULATION	43,402	36,598	80,000	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified _____	54,710	69,042	70,500	72,834	77,000
Qualified Paid Total _____	16,351	28,353	36,247	35,715	35,493
Qualified Non-Paid Total _____	38,359	40,689	34,253	37,119	41,507
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

*NOTE: 2007 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removal are not required for paid circulation.

PARAGRAPH 3b:

Other Sources include 8 sources of circulation for quantities of 2 copies or -% to 16,635 copies or 20.8%, including 2006 Congress & Expo attendees, CSP Membership list, NSC Member Locations, OSP Attendees list, USC&E & OSP Expo attendees, Florida Workers' Comp Forum attendees, Pinpoint Technologies list, Safescan list.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Suzanne Powills, Publisher

Sam Christensen, Circulation Manger

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 18, 2007

State Illinois

County DuPage

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