

A great new way to tell the industry about your products

MY safety

Spring 2012

A publication for workers by workers

If It Looks Dangerous,
It Probably Is
Kina Repp's Story
page 8

A Note from Publisher Eric Giguere2
Safety Pro4
OSHA Update5
Safety on the Job6
Safety off the Job11
New Products13

Reach thousands of workers in the field for less than 6 cents per copy!

Special Offer!

Reserve your ad in the premier issue by January 27 and receive free editorial about your product, service or company. **PLUS** your advertisement will also be included in the publication's digital version, available at MySafetyMagazine.com, complete with a link to your company's website.

Full-color Advertising Rates

Ad Size	1x	2x	3x	4x
1/4	325	315	305	295
1/2	465	450	435	425
Full-Page	675	655	635	615
Inside Front	750	730	710	690
Inside Back	725	705	685	665
Back Cover	775	755	735	715



1/4 PAGE

3-1/4" x 4-3/4"
(WxH)



1/2 PAGE

Horizontal
7" x 5"
(WxH)



FULL PAGE - bleed

8-3/8" x 11-1/8"
(WxH)
Trim Size:
8-1/8" x 10-7/8"

Circulation-5,000

Mails to safety engineers, project managers, building contractors, construction and factory workers, and more. In addition, thousands of copies will be distributed this spring at safety seminars and trade shows, including:

- **CGA Excavation Conference & Expo**
March 6-8, Las Vegas
- **2012 Dig Safely New York Excavator Safety Seminars**
March 13 in Buffalo
March 14 in Rochester
March 15 in Watkins Glen
March 20 in Malone
March 21 in Utica
March 22 in Liverpool
March 27 in Middletown
March 28 in Fishkill
March 29 in Albany
- **DiVal Safety Summit**,
May, Buffalo

Ad Materials: High Resolution (300 dpi), flatten, CMYK PDF.

Upload via www.fwpi.com, due one week from closing date.

Contact: Tim Braden • mysafety@fwpi.com • (800) 344-0559 • (315) 789-0458



MY Safety newsletter is the brainchild of safety advocate Eric Giguere, the victim of a horrific – but preventable – workplace accident in 2002. Today, Eric travels around the U.S. and Canada talking to workers about his own experience and the critical importance of safety in our daily lives. *MY Safety* is dedicated to people on the front line, where safety awareness is the difference between making it home each day in good shape or suffering a life-changing injury. To learn more about him, visit SafetyAwarenessSolutions.com.

To receive a complete advertising proposal

contact Tim Braden • mysafety@fwpi.com



**FAHY-WILLIAMS
PUBLISHING**

171 Reed St, PO Box 1080 • Geneva, NY 14456
(800) 344-0559 • fax (315) 789-4263 • www.fwpi.com