

VPPPA'S AWARD-WINNING MAGAZINE, THE LEADER



EDITORIAL CONTENT

The *Leader* is VPPPA's official award-winning magazine, written for safety professionals by safety professionals. The *Leader* has been recognized by Association Media & Publishing as one of the most innovative and enlightening publications among associations. It has also been recognized by the Folio Awards for Editorial Excellence.

Readers consistently look to the *Leader* to find articles on the latest regulatory developments in the field of occupational safety and health, best practices, association activities, educational and networking opportunities, as well as the latest VPP approvals. The *Leader* is the national information source for VPP and safety and health excellence.

READERSHIP

The *Leader* is read by a diverse group of safety leaders, comprised of executive management, safety and plant managers, hourly workers, government officials, union leaders, and safety committee members.

LEADER READERSHIP STUDY RESULTS

81% of readers look for more information on a product or company after seeing an ad in the *Leader*

88% have purchasing or influencing power within their company

82% read the *Leader* to learn more about the latest personal protective equipment and best practices

ADVERTISING OPPORTUNITIES DEADLINES

**Deadlines and topics subject to change*

The *Leader* is a quarterly publication distributed every February, May, August and November. Space reservations and ad materials are due by the following dates:

2025 editorial calendar to be announced soon.

Issue	Topic	Reservation	Artwork
February	Safety as a Core Value	1/8/25	1/15/25
May	Safety & Health Culture / Construction	3/25/25	4/1/25
July (Safety+ Issue)	VPPPA40: Celebrating the Past, Creating the Future	5/23/25	5/30/25
September	The Pillars of VPP: Putting it All Together	8/8/25	8/15/25
January...	Journey Towards Safety Excellence	11/24/25	12/02/26



LEADER RATES AND SPECS

CIRCULATION

More than 80,000 hard copy and digital distribution recipients per quarter. This includes all VPPPA member sites, members of Congress, and publication subscribers.

ISSUANCE

Quarterly, four times per year + distribution at the VPPPA national event

VPPPA SHOW ISSUE

Distributed in the bags of all attendees on top of standard issue distribution

VPPPA SHOW ISSUE CIRCULATION

More than 13,000 copies distributed

PUBLICATION SPECS

Trim Size 8.5" x 11"
Bleed Size 8.75" x 11.25"
Binding Saddle Stitch
Color CMYK

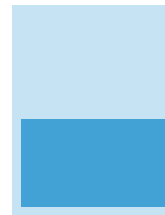
AD SIZES

(width x height)

Full Page, no bleed 7.5" x 10"
Full Page, bleed
Live Area 7.5" x 10"
Trim 8.5" x 11"
Bleed 8.75" x 11.25"
½ Horizontal 7.375" x 4.575"
¼ Vertical 3.5625" x 4.8125"
Back Cover, no bleed 7.5" x 5"
Back Cover, bleed
Live Area 7.5" x 5"
Trim 8.5" x 5.5"
Bleed 8.75" x 5.75"



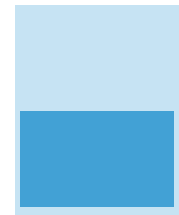
Full Page



Half Page



Quarter Page



Back Cover

ADVERTISING RATES

Advertising rates for specialty pages include full-color processing. Please convert all artwork, linked files and embedded files to CMYK process colors.

New advertisers receive a 10 percent discount off regular rates. VPPPA members receive a 15 percent discount off regular rates. This excludes any "Special Section" placements.

Frequency Rates	Show Issue 1X	1X	2x	3x	4x
Spread	\$11,865	\$8,900	\$8,300	\$7,800	\$7,450
Full Page Color	\$5,935	\$4,450	\$3,850	\$3,350	\$3,000
1/2 Page Color	\$3,850	\$2,900	\$2,600	\$2,300	\$2,000
1/4 Page Color	\$2,335	\$1,750	\$1,550	\$1,400	\$1,250

Premium Positions	Show Issue 1X	1X	2x	3x	4x
Cover II	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400
Cover III	\$6,000	\$4,500	\$3,900	\$3,400	\$3,050
Cover IV (Half Page)	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400