

Reader profile

By industry

Professional Safety reaches top-level SH&E professionals in a broad range of industries

| Standard industry classification | Total |
|-----------------------------------|---------------|
| Agriculture/forestry/food | 822 |
| Chemical and allied products | 1,422 |
| Computer/electrical/mechanical | 817 |
| Construction | 4,382 |
| Governmental | 1,179 |
| Health/risk services | 603 |
| Insurance | 3,395 |
| Manufacturing | 1,246 |
| Metal and fabrication | 859 |
| Mining | 1,978 |
| Paper/publishing/allied products | 344 |
| Petroleum/plastic/allied products | 1,289 |
| Retail services | 238 |
| Services | 4,375 |
| Textile/lumber/furniture | 226 |
| Transportation/communication | 1,320 |
| Utilities | 1,107 |
| Wholesale trades | 240 |
| Unspecified (qualified) | 4,713 |
| Unspecified (nonqualified) | 350 |
| Total circulation | 30,905 |

By region

Professional Safety reaches top-level professionals across the country and abroad

| Geographical breakout of circulation | Total |
|---|---------------|
| New England (ME, NH, VT, MA, RI, CT) | 1,171 |
| Middle Atlantic (NY, NJ, PA) | 3,420 |
| East North Central (OH, IN, IL, MI, WI) | 3,960 |
| West North Central (MN, IA, MO, ND, SD, NE, KS) | 1,986 |
| South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL) | 4,644 |
| East South Central (KY, TN, AL, MS) | 1,639 |
| West South Central (AR, LA, OK, TX) | 4,682 |
| Mountain (MT, ID, WY, CO, NM, AZ, UT, NV) | 2,410 |
| Pacific (AK, WA, OR, CA, HI) | 4,207 |
| United States | 28,119 |
| U.S. territories | 89 |
| Canada | 317 |
| Mexico | 25 |
| Other international | 1,398 |
| Digital subscribers | 607 |
| Nonqualified circulation | 350 |
| Total circulation | 30,905 |

Counts are approximate, based on the June 2011 label run.

