

2023

Every Issue of Wilderness SAR includes:
 Rope Rescue - Water Rescue - Mountain and/or Cave rescue - Drones and/or UAVs/ Helicopters, First Aid and trauma management, Survival, Clothing/footwear, Packs and lighting

AD COPY deadlines are approx 2 weeks before print starts

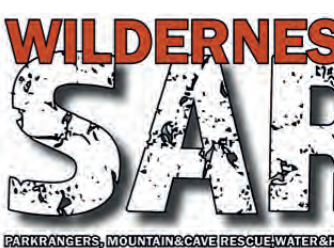
WSAR#12 - Ad Copy 29th Nov '22
 WSAR#13 - Ad Copy 15th Apr '23
 WSAR#14 - Ad Copy 15th July'23
 WSAR#15 - Ad Copy 30th Oct '23
 WSAR#16 -Ad Copy 15th Jan '23

TR#83-Ad Copy 15th Feb '23
 TR#84-Ad Copy 15th May '23
 TR#85-Ad Copy 15th Aug '23
 TR#86-Ad Copy 15th Nov '23



MEDIA

The world's highest quality magazine for professional Emergency Services personnel
 QUARTERLY HARD COPY MAGAZINE & E-MAGAZINE
www.rescuemagazines.com





THE WORLD'S OLDEST INTERNATIONAL
MAGAZINES for RESCUE PROFESSIONALS

READERSHIP PROFILE

All of our titles focus on equipment and techniques in a hands-on, instructional way and is therefore a retained reference source. With so many station, agency, library and team copies it has an exceptionally high readership - typically 6-22 persons per copy equating to a readership of 36,000 -220,000 per edition!

37% FIRE-RESCUE/TECHNICAL RESCUE
5% DEDICATED MEDICAL (exc. US fire EMS)
26% MOUNTAIN/CAVE/SAR
25% AQUATIC/COASTGUARD
7% POLICE & TACTICAL

2019 figures

DISTRIBUTION

TRm & WSAR's primary market is the USA/Canada and the UK with Europe and Australasia providing the next largest sectors . Circulation figures vary depending on special events and has been hugely increased from 2020 by free-to-all pdf versions meaning that circulation has risen from around from **6000 to well over 10,000** but with a readership highly targeted towards rescue teams, agencies and National Parks personnel the reader-per-issue figure is at least 3.5 per copy.

USA & Canada	47%
UK/Eire	30%
Australia & New Zealand	8%
Europe	12%
Rest of World	3%

PRINT and DIGITAL VERSIONs +BI-ANNUAL EMAG

Technical Rescue saw a large increase in certain specific markets from 2014, principally the USA and Europe. The E-magazine attracted over 26,103 downloads each issue. The greatest increase since then continued to be USA/Canada and European subscribers principally in Scandinavia, Germany and Benelux countries. Ireland, Italy and the Czech Republic are the next three largest European subscriber bases while in the rest of the world Japan, South Korea and China provide the largest spikes. The Emag is twice a year and is called **ACCESS&RESCUE** encompassing background, safety recalls and articles from **TECHNICALRESCUE**, **WSAR** and **ARBCLIMBER** magazines plus rope and tactical access.

READERS POLL INFORMATION

- More than **70%** of TRm's eMag readers recommend it to others
- More than **75%** of TRm's print edition readers recommend it to others
- More than **90%** of TRm's readers find the articles useful or very useful
- More than **80%** of TRm's readers visit advertiser's websites after seeing them in TRm
- More than **85%** of TRm's readers indicate that the content in TRm impacts their purchasing decisions

AD RATES

FREQUENCY FORMAT DISTRIBUTION CORE MARKETS RANGE CORE MARKETS

Quarterly
US A4 11" by 8 1/4" / 275mm by 210mm
Subscription, bulk subscription and retail outlets
USA/Canada, UK/Europe, Australia/NZ
International- 81 countries
USA/Canada, UK/Europe, Australia/NZ

ADVERTISEMENTS

4-page Centre Spread Pullout
Double Page spread (DPS)
Full Page Full Bleed
2/3 Banner (bottom of DPS)
Half Page Vertical
Half Page Horizontal
Half Page Island
Quarter Page
Business Card (1/8th page)

RATES:

£2500/\$3400
£1500 /\$2000
£900/\$1200
£850/\$1000
£500/\$700
£500/\$700
£600/\$800
£350/\$450
£200/\$250

SIZES H x W:

275 x 420mm* spread +2pages*
275 x 420mm* 11" x 16.5"*
275 x 210mm* 11" x 8.25"*
160 x 395mm 6.5" x 15.5"
245 x 88mm 9.5" x 3.5"
120 x 180mm 4.75" x 7"
180 x 120mm 7" x 4.75"
120 x 88mm 4.75" x 3.5"
96 x 55mm 3.75" x 2.25"

SPECIAL POSITIONS

Inside Front Cover **£1200/\$1500**
Back Cover **£1500/\$1800**
Inside Back Cover **£1000/\$1200**

ACCESS&RESCUE EMAG (prepaid/proforma only)

1x Quarter Page **£150/\$250** each
4x Quarter Page **£500/\$800** for all 4 ads
8x Quarter Page **£800/\$1400** for all 8 ads

WEBSITE

Website Home Page Banner **£50/\$75** per quarter (1 of 3 rotating)
Website Home Page Side Bar ad **£30./\$50** per quarter

* Full bleed ads should include an additional 3mm bleed

DISCOUNTS
10% - Series of 4 ads
a further
25% for PrePayment
(pro forma)



BACKGROUND

Wilderness SAR is our newest sister magazine to Technical Rescue (TRm) which has been the world's leading Rescue title since its launch 28 years ago. It is a full colour, high quality 'glossy' with a high editorial to advertising ratio and is owned, written, edited and peer reviewed by operational rescue services personnel. Editor Ade Scott has been a professional rope specialist and operational rescuer for over 30 years, 9 of these as Head of Operations - Technical Rescue Unit. This Fire Service coordinated Unit pioneered multi-discipline rescue in the UK and remained the UK's only such agency until the events of 9.11 catapulted technical rescue as a discipline into the mainstream. Unit personnel continue to provide training, testing and trialing of equipment for the magazine. Ade's work on TRm is supported by an experienced team comprising full-time firefighters, coastguards, paramedics, doctors and water rescuers from around the world: Rich Hackwell covers rope and water rescue. Reed Thorne is TRm's US Rope Rescue Editor while our sadly missed US Editor and water rescue guru the late Jim Segerstrom's work is taken on his co-conspirator in the evolution of swiftwater Dr Mike Crosslin. In Oz we have Roland Curll of NSW Police Rescue and Cameron Edgar of NSW Special Casualty Access Team. Mine's Rescue's Brian Robinson (Wales), Paramed and Heli-Rescuer Rob Keating in New Zealand and Rob Thomas our South African editor. Finally, veteran London Fire Brigade officer and now Mountain Rescue instructor Darryl Ashford -Smith keeps us up to date on UK Mountain Rescue and drones.

30th Year of Publishing

Read in 84 countries

Peer Reviewed Editorial

Large Visuals

Double Page Spreads

Warts 'n'all Reviews

Hard Copy & Digital Versions