

2026

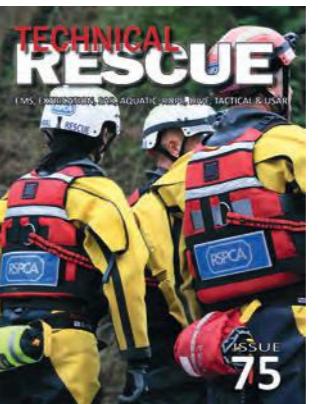
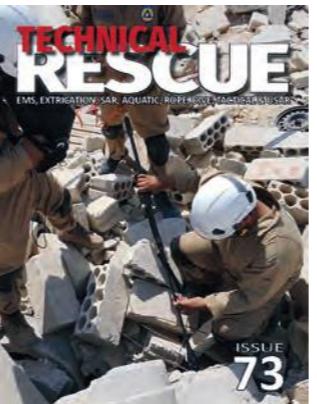
AD COPY deadlines below are approx 3 weeks
before the digital version is out and print
production begins.

TECHNICAL RESCUE#87: Jan 15th '26
TECHNICAL RESCUE#88: May 15th '26
TECHNICAL RESCUE#89: Sept 15th '26



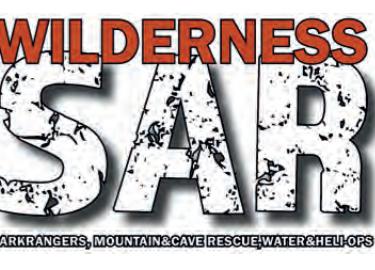
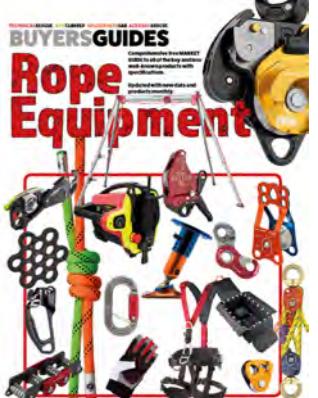
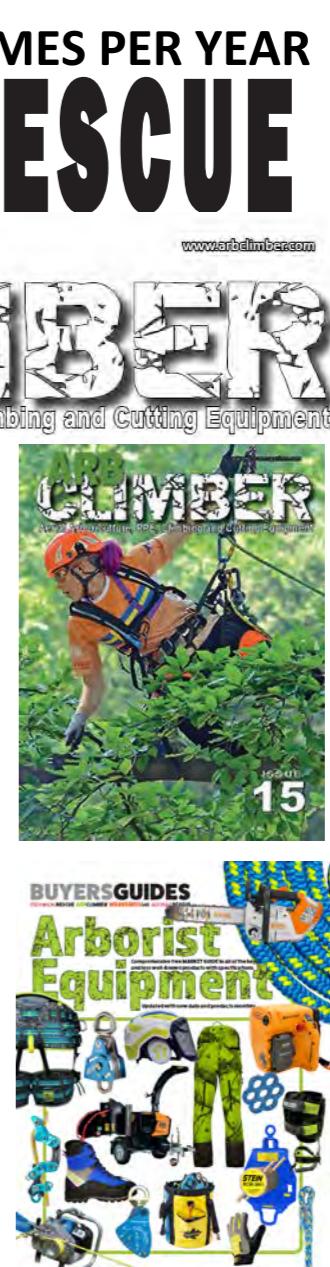
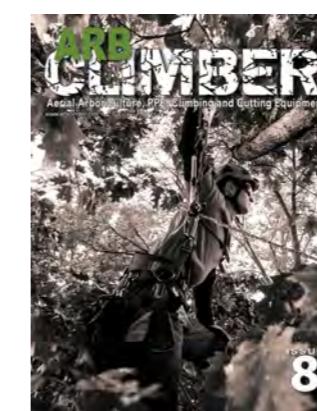
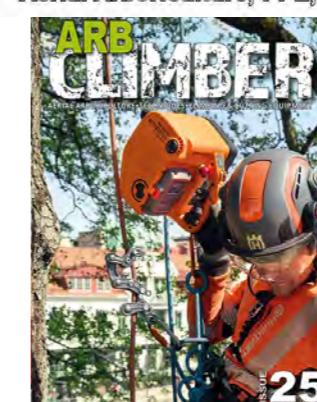
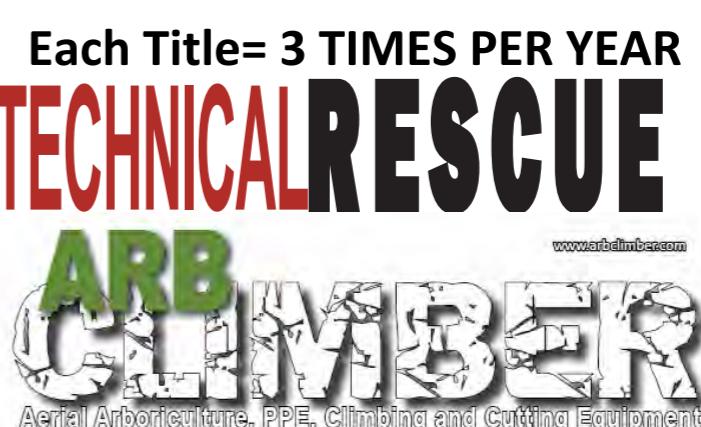
WILDERNESS SAR#15: Mar 15th '26
WILDERNESS SAR#16: July 15th '26
WILDERNESS SAR#17: Nov 15th '26

ARBCLIMBER #28: Feb 15th '26
ARBCLIMBER#29: Jun 15th '26
ARBCLIMBER#30: Oct 15th '26



MEDIA INFORMATION 2026

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





AD RATES

FREQUENCY

FORMAT

DISTRIBUTION

CORE MARKETS

RANGE

CORE MARKETS

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)

SPECIAL POSITIONS

Inside Front Cover

Back Cover

Inside Back Cover

BUYERS GUIDES for 1 year (prepaid/proforma only)

1x Quarter Page

£350/\$450

1x Half/2 Qtr Page

£500/\$700

1x Full/2 Half Page

£900/\$1200

1x DPS (must be DPS)

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 6mm bleed

3x per year

US A4 11" by 8 1/4" / 275mm by 210mm

Free Digital, Print subscription and retail outlet s

USA/Canada, UK/Europe, Australia/NZ

International- 85 countries

USA/Canada, UK/Europe, Australia/NZ

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"

DISCOUNTS
10%-Series of 3 ads
a further 25% for
PrePayment
(pro forma)

BUYERS GUIDE ads last for
one year



BACKGROUND

TECHNICAL RESCUE (TRm) which has been the world's leading Rescue title since its launch 32 years ago. WILDERNESS SAR was divided off to better cater to the mountain, cave and wilderness teams. These are full colour, high quality 'glossies' with a high editorial to advertising ratio and 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 40 years, 15 of these as Head of Operations - Technical Rescue Unit. Unit personnel continue to provide training, testing and trialing of equipment for the magazines and because of the number of firefighters on the Unit also qualified as arborists it was a natural evolution to add ARBCLIMBER as the world's only truly international title concentrating on equipment and techniques. Our work is supported by an experienced team comprising full-time firefighters, coastguards, paramedics, arborists, doctors and water rescuers from around the world: Adam Jones is a full time firefighter and qualified arborist, Rich Hackwell qualified arborist and Asst Chief UK Coastguard, 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 by his co-conspirator in the evolution of swiftwater Dr Mike Croslin. In Oz we have Roland Curril of NSW Police Rescue, Mine's Rescue's Brian Robinson (Wales), Veteran London Fire Brigade officer and now Mountain Rescue instructor Darryl Ashford -Smith keeps us up to date on UK Mountain Rescue and drones while other London veterans Rich Denham and Nick Appleton cover extrication.

33rd Year of Publishing

- Read in 84 countries
- Peer Reviewed Editorial
- Large Visuals
- Double Page Spreads
- Warts 'n'all Reviews
- Hard Copy & Digital Versions

THE WORLD'S OLDEST INTERNATIONAL MAGAZINES for RESCUE PROFESSIONALS

DISTRIBUTION

TRm, WSAR and ARBCLIMBER have remarkably similar demographics. The primary market is the USA/Canada and the UK/ Europe with Australasia and the far east providing the next largest sectors. ARBCLIMBER has a differing spike of readers in Japan. All titles including the BUYERS GUIDES go to 10,000 -15,000 per issue but print copies are being reduced as much as possible - we're aiming to send no more than 3000 print copies per issue by 2026 with digital increasing due to being free of charge.

40% US& Canada
22% UK&Ire
21% Europe
8% ANZJap
7% Rest of World inc China & Brazil

Our **BUYERSGUIDES** are the most comprehensive guides to equipment ever compiled for the Access, Rescue and Arborists sectors. They are free-to-all in digital-only format and update continually on the same links. The links are available via our website and sent out 3or 4 times a year with each . magazine's digital version

Advertising costs and ad sizes are the same as the magazine except that each advert lasts for one year -instead of per . issue



TRm 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