

MEDIA

INFORMATION 2026

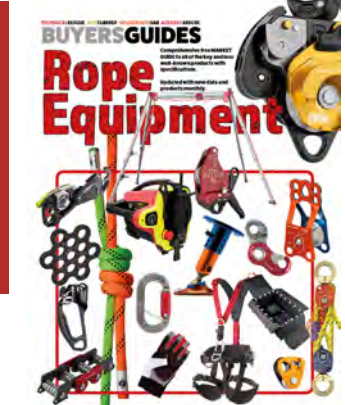
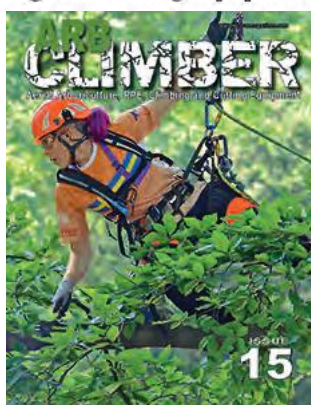
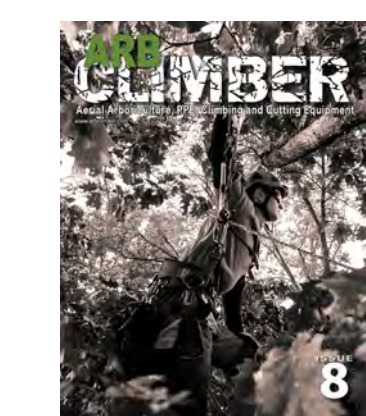
The world's highest quality magazines for Arborists & Emergency Services personnel
QUARTERLY HARD COPY MAGAZINE & E-MAGAZINE
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TECHNICAL RESCUE

ARB CLIMBER

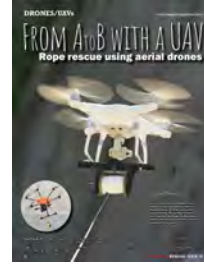
Aerial Arboriculture, PPE, Climbing and Cutting Equipment



WILDERNESS SAR

PARK RANGERS, MOUNTAIN & CAVE RESCUE, WATER & HELI OPS





THE WORLD'S OLDEST INTERNATIONAL
MAGAZINES for RESCUE PROFESSIONALS

DISTRIBUTION

TRm, WSAR and ARBCLIMBER have remarkably similar demographics's. 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

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 Curll 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.

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



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)

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*

275 x 420mm*

275 x 210mm*

160 x 395mm

245 x 88mm

120 x 180mm

180 x 120mm

120 x 88mm

96 x 55mm

spread +2pages*

11" x 16.5"*

11" x 8.25"*

6.5" x 15.5"

9.5" x 3.5"

4.75" x 7"

7" x 4.75"

4.75" x 3.5"

3.75" x 2.25"

DISCOUNTS

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

SPECIAL POSITIONS

Inside Front Cover

Back Cover

Inside Back Cover

£1200/\$1500

£1500/\$1800

£1000/\$1200

BUYERS GUIDES for 1 year (prepaid/proforma only)

1x Quarter Page

1x Half/2 Qtr Page

1x Full/2 Half Page

1x DPS (must be DPS)

£350/\$450

£500/\$700

£900/\$1200

£1300/\$1600

BUYERS GUIDE ads last for
one year

WEBSITE

Website Home Page Banner

Website Home Page Side Bar ad

£50/\$75 per quarter (1 of 3 rotating)

£30./\$50 per quarter

* Full bleed ads should include an additional 6mm bleed

TECHNICALRESCUE

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Read in 84 countries

Peer Reviewed Editorial

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