

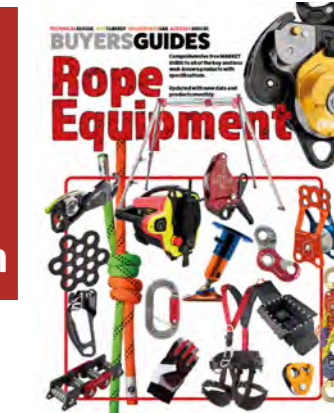


2026

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



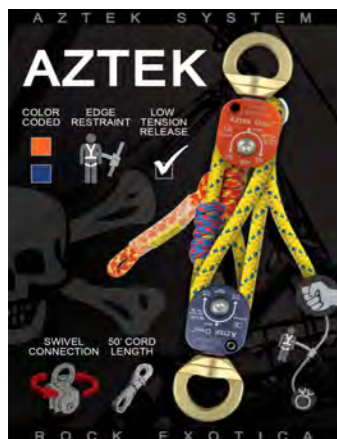
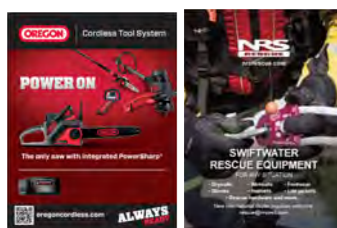
MEDIA INFORMATION 2026
 The world's highest quality magazines for Arborists & Emergency Services personnel
 QUARTERLY HARD COPY MAGAZINE & E-MAGAZINE
www.rescuemagazines.com



TECHNICAL RESCUE#87: Feb 15th '26
 TECHNICAL RESCUE#88: Jun 15th '26
 TECHNICAL RESCUE#89: Oct 15th '26

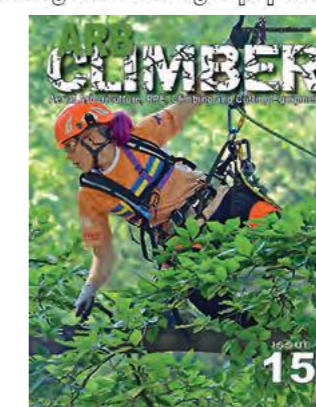
WILDERNESS SAR#15: May 15th '26
 WILDERNESS SAR#16: Sept 15th '26
 WILDERNESS SAR#17: Jan 15th '27

ARBCLIMBER #28: Mar 15th '26
 ARBCLIMBER#29: Jul 15th '26
 ARBCLIMBER#30: Nov 15th '26



Each Title= 3 TIMES PER YEAR
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. 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 magazine by 2027 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

AD RATES



FREQUENCY

3x per year

FORMAT

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

DISTRIBUTION

Free Digital, Print subscription and retail outlets

CORE MARKETS

USA/Canada, UK/Europe, Australia/NZ

RANGE

International- 85 countries

CORE MARKETS

USA/Canada, UK/Europe, Australia/NZ

ADVERTISEMENTS

4-page Centre Spread Pullout

RATES:

£2500/\$3400

SIZES H x W:

275 x 420mm*

spread +2pages*

Double Page spread (DPS)

£1500 /\$2000

275 x 420mm*

11" x 16.5"

Full Page Full Bleed

£900/\$1200

275 x 210mm*

11" x 8.25"

2/3 Banner (bottom of DPS)

£850/\$1000

160 x 395mm

6.5" x 15.5"

Half Page Vertical

£500/\$700

245 x 88mm

9.5" x 3.5"

Half Page Horizontal

£500/\$700

120 x 180mm

4.75" x 7"

Half Page Island

£600/\$800

180 x 120mm

7" x 4.75"

Quarter Page

£350/\$450

120 x 88mm

4.75" x 3.5"

Business Card (1/8th page)

£200/\$250

96 x 55mm

3.75" x 2.25"

SPECIAL POSITIONS

Inside Front Cover

£1200/\$1500

Back Cover

£1500/\$1800

Inside Back Cover

£1000/\$1200

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)

£1300/\$1600

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

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 Cull 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

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