



2020/21

Every Issue of Technical Rescue features articles on: Rope Rescue - Trauma - Aquatic & Dive Rescue -Extrication - Tactical - USAR - Disaster Response - Storm-relief -Con-Space & Industrial Rescue

> AD COPY deadlines are approx 4 weeks before print starts and may be subject to Covid'19 delays

> > TR78 Ad Copy 30th Aug '20

TR79 Ad Copy 30 Nov '20

TR80 Ad Copy 30th Feb '20

TR81 Ad Copy 30th May '20







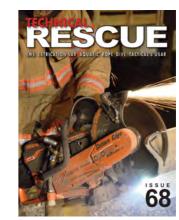




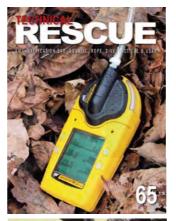










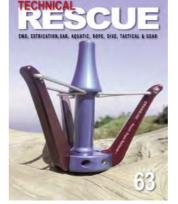


MEDIA

INFORMATION2019/20





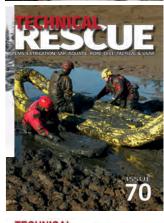


The world's highest quality magazine for professional Emergency Services personnel QUARTERLY HARD COPY MAGAZINE & E-MAGAZINE www.rescuemagazines.com























RATES

FREQUENCY
FORMAT
DISTRIBUTION
CORE MARKETS
RANGE
CORE MARKETS

Quarterly

RATES:

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

SIZES H x W:

ADVERTISEMENTS

ADVERTICEMENTS	IVAI EUI	OIZEO II X W.	
4-page Centre Spread Pullout	£2500/\$3400	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

DISCOUNTS

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

Web: www.rescuemagazines.com

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

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BACKGROUND to TRm

Technical Rescue magazine (TRm) 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 23 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 Chris Walker in the UK and Shawn Alladio in California take over the reigns from our sadly missed US Editor and water rescue guru the late Jim Segerstrom.

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 instructors Rich Denham and Nick Appleton oversee our extrication and USAR with Eric Rickenbach helping out from the US.

28th Year of Publishing
Read in 84 countries
Peer Reviewed Editorial
Large Visuals
Double Page Spreads
Warts 'n'all Reviews
Hard Copy & Digital Versions

email: admin@rescuemagazines.com

TECHNICAL RESCUE IS THE WORLD'S OLDEST INTERNATIONAL RESCUE MAGAZINE

READERSHIP PROFILE

TRm focuses 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.

41% FIRE-RESCUE/TECHNICAL RESCUE
5% DEDICATED MEDICAL (exc. US fire EMS)
19% MOUNTAIN/CAVE/SAR
26% AQUATIC/COASTGUARD
9% POLICE & TACTICAL

2014 figures

DISTRIBUTION

HARD COPY

TRm'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 from **6000 to 10,000** but our readership is very highly targeted towards technical disciplines <u>other</u> than fighting fires.

JSA & Canada	39%
JK/Eire	38%
Australia & New Zealand	8%
urope	12%
Rest of World	3%

PRINT and DIGITAL VERSIONS +BI-MONTHLY EMAG

Technical Rescue saw a large increase in certain specific markets in 2014, principally the USA and Europe. The Emagazine attracted over 26,103 downloads each issue. The greatest increase since then continues to be USA/Canada and European subscribers principally Scandinavian, German and Benelux subscribers. Ireland, Italy and the Czech Republic are the next three largest European subscriber bases while in the rest of the world South Africa, South Korea and Taiwan provide the largest spikes. The Emag is quarterly 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

Web: www.rescuemagazines.com

^{*} Full bleed ads should include an additional 3mm bleed