



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

TECHNICAL RESCUE magazine

MEDIA

INFORMATION 2019/20

A word cloud featuring various search and rescue terms. The words are arranged in a dynamic, overlapping layout. 'SAR' is the largest word, positioned on the right side in a bold, dark blue font. Other prominent words include 'Tactical' in a large, bold, black font, and 'ROPE RESCUE' in a bold, red font. Other words in different colors and sizes include 'AQUATIC RESCUE' (black), 'USAR' (white with a black outline), 'DIVE' (white with a black outline), 'confined space rescue' (white with a black outline), 'Trauma Life Support' (red), and 'ROPE RESCUE' (red). The background is a light blue gradient.

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



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

TECHNICALRESCUE

eemail: admin@rescuemagazines.com

Web: www.rescuemagazines.com



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

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 other than fighting fires.

USA & Canada	39%
UK/Eire	38%
Australia & New Zealand	8%
Europe	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 E-magazine 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

TECHNICALRESCUE

email: admin@rescuemagazines.com

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