

# WILDFIRE

Wildfire magazine connects wildfire innovators and businesses with professionals and community influencers.

To support this mission, the International Association of Wildland Fire (publisher of **Wildfire**) focuses on four print/online editions of **Wildfire**, offered in print and via [issuu.com](http://issuu.com).

The impact? We deliver your message with monthly updates as we promote each edition using IAWF branded

- social media channels
- affinity-interest e-news alerts to our mailing lists
- and direct to readers of the print/online versions of **Wildfire** magazine.

Please join us in sharing global stories of wildland fire.

## ISSUE SCHEDULE

**Vol 29.1, January-March**

**Vol 29.2, April-June**

**Vol 29.3, July-September**

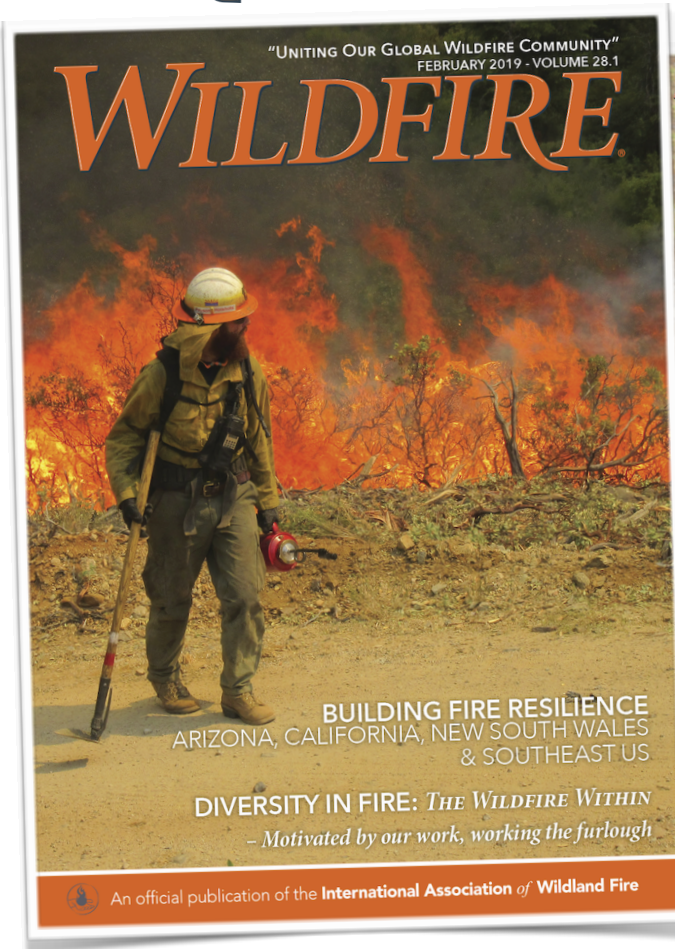
**Vol 29.4, October-December**



Browse a recent edition on [issuu.com](http://issuu.com).

## 2020 Media Planner

The magazine that unites our global wildland fire community.  
[wildfiremagazine.org](http://wildfiremagazine.org)



In our 29th year, **Wildfire** magazine connects wildfire professionals with the tools, products and innovations that are essential for fire management today. We serve the leaders in incident command, wildland fire management and wildfire/bushfire science – in the United States, Australia, Canada, Europe and globally.

Our audience includes members of the International Association of Wildland Fire and a diverse and collaborative range of professionals who work in government, research, business, and non-governmental organizations. Collectively we are the

leading managers of wildfires, bushfires and all-risk incidents.

Our success relies on our partnership with business leaders who serve professional wildfire managers. Our advertisers and sponsors connect their products and services with **Wildfire** readers, who are the leaders in the field. We distribute to IAWF members and partners, and to wildland fire conferences.

Please join us in publishing the knowledge and tools so urgently needed to manage our wildfire challenge for 2020 and beyond.

## Advertising & Business

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Advertising Size	Cost Per Issue (USD)
1/2 Page (horizontal)	\$450
Full Page	\$650
Inside Front Cover	<del>\$750</del> (committed)
Inside Back Cover	<del>\$750</del> (committed)
Back Cover	<del>\$800</del> (committed)

**Commit to a full year of advertising for a 10% discount.**  
**Advertisers receive 25 copies of each issue.**

Advertising Sizes	Width vs Depth
Full-page bleed	8" x 11"
Full Page	7" x 10"
1/2 Page (horizontal)	7.75" x 4.875"

**Trim size of book: 7.75" wide x 10.75" deep.**  
**Alternate ad sizes considered on an individual basis.**

## Distribution includes

- 1000+ core members and affiliates of IAWF (print)
- 5000+ email news-alert readers (online, via [issuu.com](http://issuu.com))
- April 2020: 3<sup>rd</sup> International Smoke Symposium
- September 2020: AFAC Australia
- October 2020: 4<sup>th</sup> Cohesive Strategy Workshop

The global magazine connecting

- Wildfire industry and innovators
- Government agencies
- Non-governmental organizations
- Fire researchers & universities
- Consultants
- Leaders in wildfire, bushfire, prescribed fire & all-risk management
- Reader-members who manage wildfires or work as wildland firefighters.
- Plus all who are concerned with the wildfire challenge and solutions.

2020 Calendar	Reserve Ad Space	Submit PDF	Print Magazine Distribution Period
Vol 29.1, January-March	November 20, 2019	December 6, 2019	January through March
Vol 29.2, April-June	February 1	February 20	April through June
Vol 29.3, July-September	May 1	May 20	July through September
Vol 29.4, October-December	August 1	August 20	October through December

Integrated Distribution	Bulk Mail	Direct Mail
Request at the "Reserve Ad Space" Deadline. Additional charge for international shipping.	Sent bulk to Advertiser/ Sponsor or Conference	We mail copies directly to a client-provided mailing list.
100 copies	\$250	Contact us for a quote
500 copies	\$950	