

## 2022 ADVERTISING INFORMATION

# WILDFIRE

*Wildfire* magazine, a publication of the International Association of Wildland Fire, is the only global magazine that connects fire researchers, government agencies, universities, non-governmental organizations, consultants, the fire business, fire-affected communities, and leaders in wildfire, bushfire and all-risk management.

### PUBLICATION DATES

*Wildfire* will publish quarterly in 2022 – January-March, April-June, July-September, and October-December.

### AD DIMENSIONS (in inches)

	Width	Height
Full-page bleed	8"	11"
Full page	7"	10"
1/2 page horizontal	7"	4.875"

*Alternate ad sizes will be considered on an individual basis*

*Trim size of book: 7.75" wide x 10.75" deep*

**All ads will run** in process full-color (CMYK) and should be submitted as such. Use only CMYK colors to build your ads and no spot colors. All images must be at least 300 dots per inch (dpi). Ink density should not exceed 300 percent.

**Preferred ad format** is a high-resolution PDF file. Use the "press quality" PDF setting or equivalent when making your PDF. (The press quality resolution setting in Adobe Acrobat should be 2,400 dpi and set the bleed to 1/8".) Please embed all fonts.

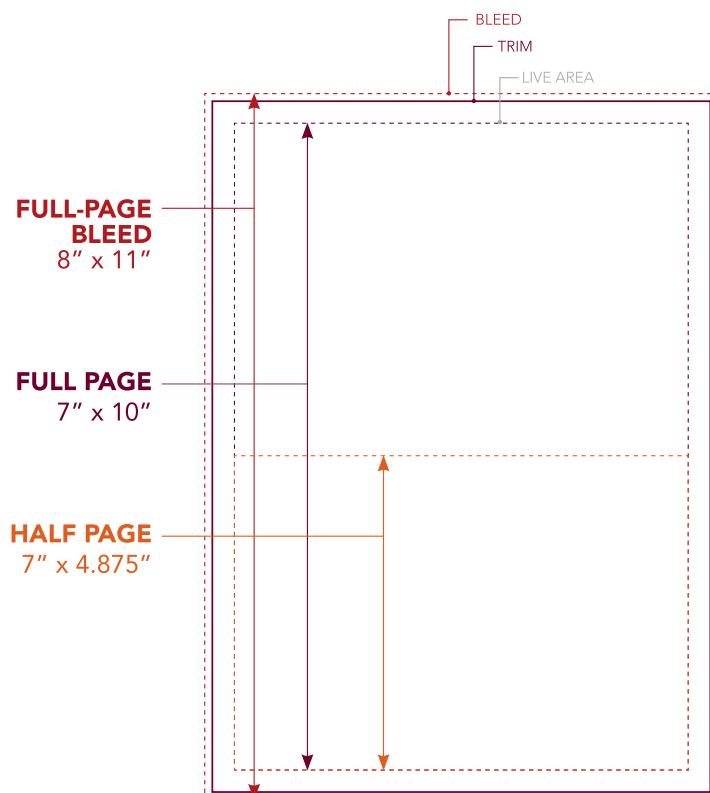
No text should appear in the trim or bleed zones.

**Full-page ads** with a bleed must include a 1/8" bleed area on all sides—outside of the trim size. It is best to keep copy 3/8" from the trim.

**If you plan** to build your ad completely in Photoshop, please contact us first for specific instructions.

### FOR MORE INFORMATION, CONTACT:

**Kim Skufca**, Advertising Associate, *Wildfire* Magazine  
406 625 7059 Kim@iawfonline.org



# WILDFIRE

## 2022 MEDIA PLANNER

*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](https://www.issuu.com/iawf).

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.

### PUBLICATION DATES

*Wildfire* will publish 4 print issue in 2022 - February, April, July, October. Deadlines are 6 weeks before publications date.

### 2022 MEDIA PLANNER

#### ISSUE SCHEDULE

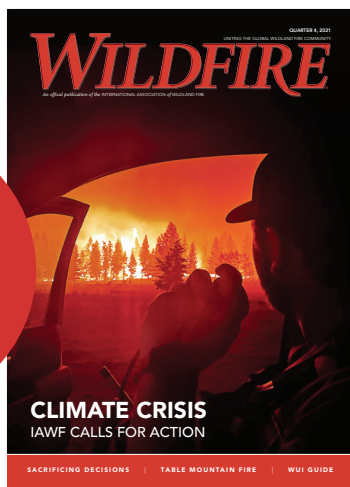
Vol. 31.1 QUARTER ONE

Vol. 31.2 QUARTER TWO

Vol. 31.3 QUARTER THREE

Vol. 31.4 QUARTER FOUR

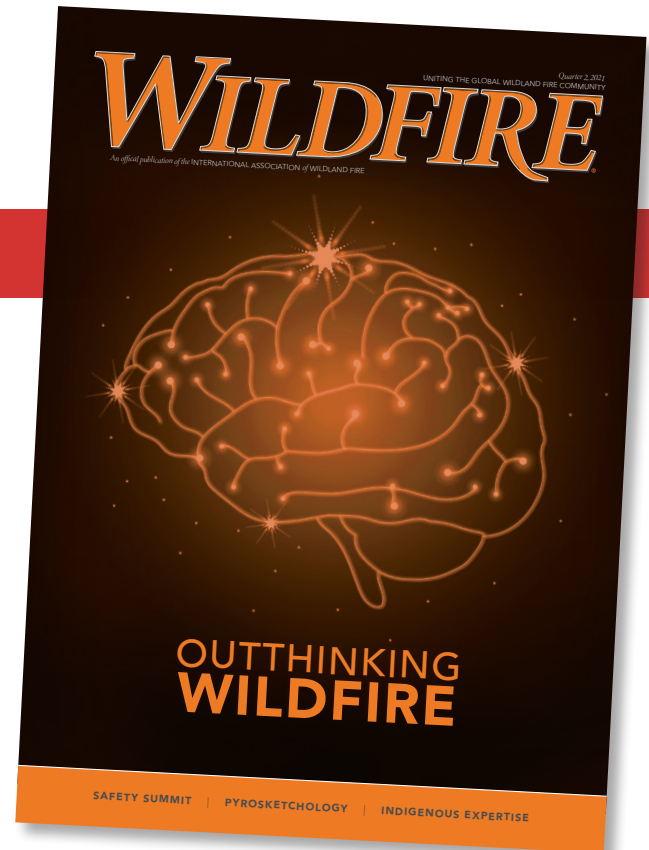
Browse  
a recent  
edition on  
[issuu.com](https://www.issuu.com/iawf)



### FOR MORE INFORMATION, CONTACT:

**Mikel Robinson** - Executive Director  
01-406-625-7059 | [execdir@iawfonline.org](mailto:execdir@iawfonline.org)

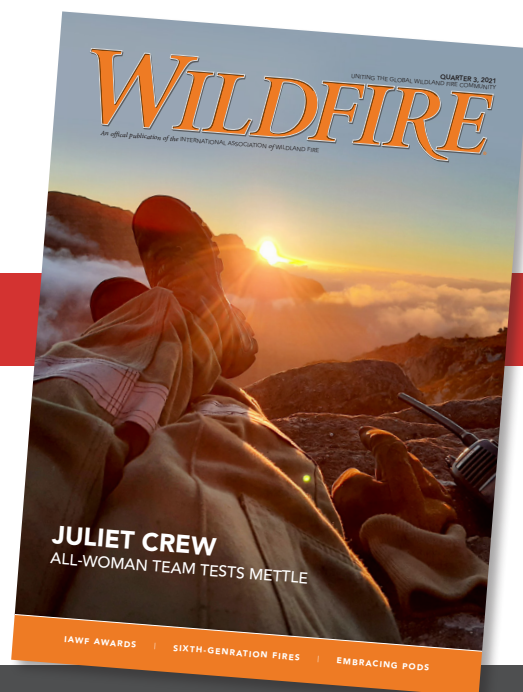
**Kim Skufca** - Advertising Associate  
01-406-625-7059 | [kim@iawfonline.org](mailto:kim@iawfonline.org)



In our 31st 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 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 2022 and beyond.

# WILDFIRE

## 2022 MEDIA PLANNER



### ADVERTISING SIZE

### COST PER ISSUE (USD)

1/2 PAGE (HORIZONTAL)	\$500
FULL PAGE	\$700
INSIDE FRONT AND BACKCOVER	\$800
BACK COVER	\$850

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

To accommodate all our advertisers and remain inclusive, advertisers will be limited to 2 (two) cover placements per year (inside front cover, inside back cover, and back cover). Placements will be confirmed on a first reserved first confirmed bases.

### ADVERTISING SIZE

### 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)
- May 23-27, 2022, Fire & Climate, Pasadena, CA USA
- June 6-10, 2022, Fire & Climate, Melbourne, Australia
- Oct. 31 - Nov. 4, 2022, Wildland Fire Canada, Edmonton, Alberta, Canada
- Nov. 14-18, 2022, 5th National Cohesive Wildland Fire Management Strategy Workshop, Asheville, NC USA

## 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.

### 2022 CALENDAR

### RESERVE AD

### SUBMIT AD PDF

### DISTRIBUTION PERIOD

QUARTER 1	January 3	January 24	January through March
QUARTER 2	March 14	March 28	April through June
QUARTER 3	May 30	June 13	July through September
QUARTER 4	August 29	September 12	October through December

### INTEGRATED DISTRIBUTION

Request at the "Reserve Ad Space" Deadline.  
Additional charge for international shipping.

### BULK MAIL

Sent bulk to Advertiser/  
Sponsor or Conference

### DIRECT MAIL

We mail copies directly to a  
client-provided mailing list.

100 COPIES  
500 COPIES

\$250  
\$950

CONTACT US FOR A QUOTE