



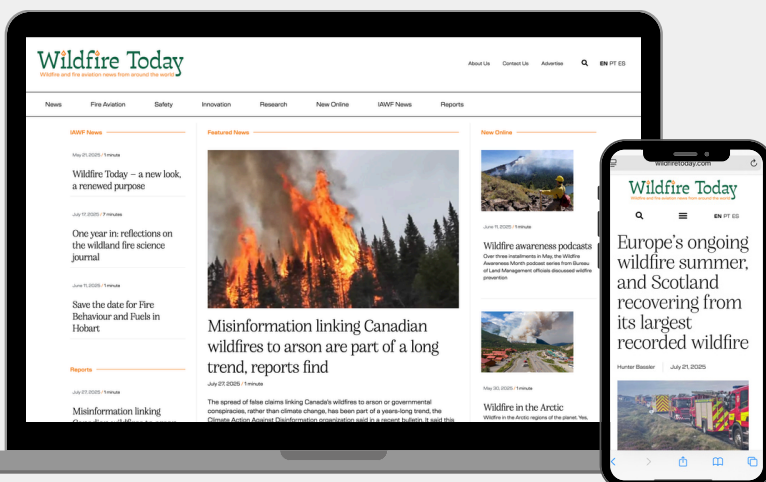
WILDFIRE MEDIA GUIDE

International Association
of Wildland Fire



Wildfire Today

Wildfire and fire aviation news from around the world



The International Association of Wildland Fire **unites, leads, and influences** international and regional wildland fire management through its global networks of **knowledge and learning**, its international partnerships, and its **community** of committed members.

ABOUT

WILDFIRE

Wildfire magazine is the quarterly digital magazine of the International Association of Wildland Fire. For 33 years Wildfire has been the journal that connects wildfire innovators with government, business and community leaders across topics common to all who require the knowledge and insights essential to wildland fire management.

Originally published as a members-only benefit, Wildfire has grown to achieve a far broader readership through distribution at wildfire conferences and exhibitions around the world, and as an online publication that is freely shared around wildfire groups of interest.



Knowledge and Learning

The magazine serves as a storytelling and network building platform, exemplifying the IAWF role as a supporter and unifier of fire professionals across the globe. Wildfire is the premier publication capturing wildland fire professional experience and applied science from around the globe. By sharing stories, challenges, research, setbacks, solutions, perspectives, and progress, we can connect with, learn from, and be inspired by each other – unifying the global wildland fire community in these increasingly challenging times.

Over the last year, Wildfire covered important stories from writers in Australia, Ireland, Canada, United States, Chile, Indonesia, Greece, the Arctic Circle and elsewhere.

2026 ADVERTISING INFORMATION

ADVERTISING SIZE	COST PER ISSUE (USD)	YEAR COMMITMENT (USD)
CENTERFOLD SPREAD	\$1500	\$1350
OUTSIDE BACK COVER	\$900	\$810
INSIDE BACK COVERS	\$850	\$765
INSIDE FRONT COVER	\$850	\$765
FULL PAGE	\$750	\$675
HALF PAGE (HORIZONTAL)	\$550	\$500

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 1 centerfold and 2 cover placements per year (centerfold, inside front cover, inside back cover, and back cover). Placements will be confirmed on a first-reserved, first-confirmed basis.



PUBLICATION DATES

Wildfire publishes 4 issues per year

MARCH | JUNE | SEPTEMBER | DECEMBER

Deadlines are 6 weeks before publication date.

DIMENSIONS (IN INCHES)	WIDTH	HEIGHT
TRIM SIZE OF BOOK	7.75"	10.75"
FULL-PAGE BLEED	7.875"	10.875"
1/2 PAGE HORIZONTAL	7"	4.875"
CENTERFOLD	15.5"	10.75"
(0.125 Bleed)		

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

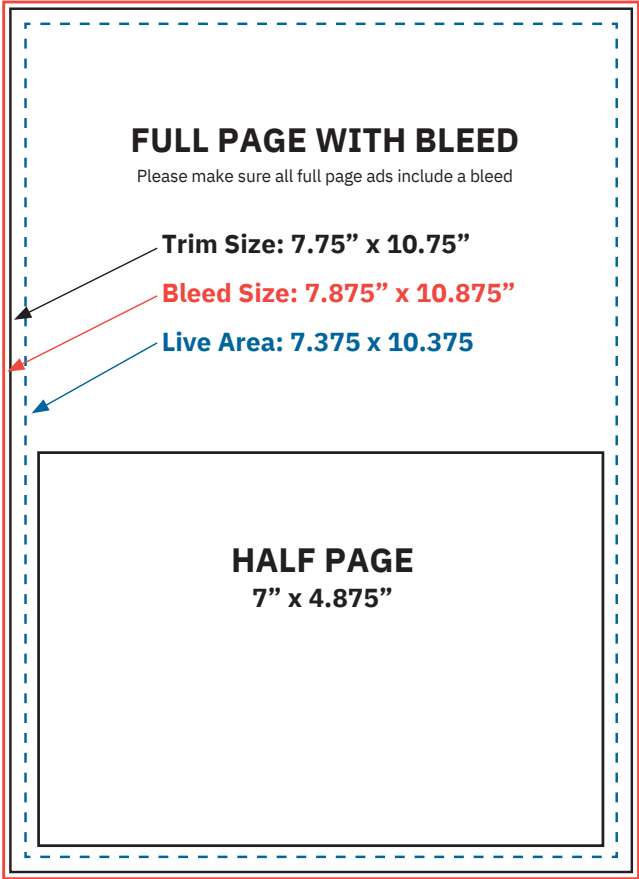
AD GUIDELINES

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.

The 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 must include a bleed. Please export pdf with 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.

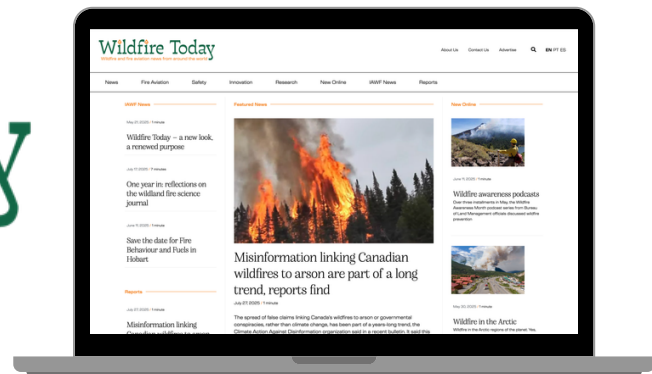


ABOUT

Wildfire Today

Wildfire and fire aviation news from around the world

Wildfire Today (incorporating Fire Aviation) is an online global news site dedicated to wildland fire and aerial firefighting.



This includes insights into:

- Major wildfires
- Firefighter health and safety
- Community safety
- Indigenous and cultural burning
- Land management
- Science and technology innovations
- Funding, resourcing and maintaining of wildland fire operations across the globe.
- Prescribed fire



The sites began in 2008 as a blog for Bill Gabbert, a long-serving and dedicated United States fire manager, who handed them to the IAWF before his death in 2023 to continue them with a new future.

The original blog sites served us well over many years but, like all forms of modern communication, we need to ensure they are stable and secure, and more flexible for a range of content types, including articles, videos, photos, social media and advertising.

The IAWF has rebuilt and refreshed **Wildfire Today and Fire Aviation** into a single site to better suit our current and growing readership around the world.

Advertisements display better on the new site and are better integrated into the flow of editorial copy.

Importantly, all the original content is still here – all **13,420 articles** since 2008, plus photos and comments. Two decades of content is a **valuable resource to attract readers with an interest in wildfire.**



For Wildfire Today we will continue to draw from the breadth of knowledge and resources of the global wildfire community, including the IAWF membership and the expertise gained from publishing Wildfire magazine and the International Journal of Wildland Fire.



wildfiretoday.com

Since 2008

13,430 articles

46,500 comments

Wildfire Today Rates - \$USD

Location	3 months	6 months	12 months
Premium Banner wide 970 x 250 pixels	\$6,000	\$10,000	\$12,000
Standard Banner wide 970 x 250 pixels	\$5,000	\$8,000	\$10,000
Banner half 480 x 250 pixels	\$3,000	\$4,800	\$6,000
Square 250 x 250 pixels	\$3,000	\$3,200	\$4,000

Placement of your ad

- **Premium Banner wide** ads are placed singularly the full width of the page. The Premium placement sits under the Featured Articles on the Front page AND across the top of each Section page.
- **Standard Banner wide** ads are placed singularly following the Premium ad. Ads appear on Front and Section pages.
- **Banner half** ads are placed in pairs following the wide ads. Ads appear on Front and Section pages.
- **Square** ads are placed in multiples across the width of the page following the wide ads. Ads appear on Front and Section pages.

Rotating Ads

- Have up to five advertisements that rotate on a given time schedule over the year. Each can have the same or a unique link to draw traffic to your website.

Opportunities to Support

Wildfire magazine and Wildfire Today offer advertisers an opportunity to promote your brand, your product or your service, to this targeted demographic of readers, in print and online.

Special offer - advertise in both and you get a **25% discount** off the combined cost.



OUR READERS

Wildfire and **Wildfire Today** attract a wide range of readers:

- ✓ Fire management personnel, from firefighters to decision-makers in regional and national offices, both staff and volunteer
- ✓ Structural firefighters
- ✓ Aviation personnel
- ✓ Researchers and students in wildfire science, weather and climate, social sciences, and communications.
- ✓ Community leaders and residents in wildfire prone regions
- ✓ Equipment suppliers to the fire sector
- ✓ Government, NGO and other policy making personnel

Reader interests

- Fire suppression tools, pumps, hoses, clothing and other equipment
- Fire management vehicles and off-road accessories
- Fire aviation aircraft and equipment
- Outdoor clothing, boots and camping equipment
- Vegetation management equipment
- Communications and technology – cameras, telecommunications, simulation modelling software.
- Resident protection equipment – fire resistant building materials, hoses, sprinklers, pumps, generators.



Global Readership

Wildfire and Wildfire Today readers are located around the world.

Most are based in the United States, where the IAWF and Wildfire Today have a long history of promoting wildfire knowledge and of providing a news service. But the growth is in other regions where wildland fire is just as prevalent either as wildfire or as controlled and intentional fire, for safety, cultural and land management reasons. This includes Canada, Australia, New Zealand, Europe and the UK, Asia and Africa.

OUR TEAM

Wildfire and Wildfire Today are produced by a group of **professional editorial and advertising staff** with a long history of wildfire involvement.

- ↓ **Laura King**, editor of Wildfire magazine, is an experienced writer and editor of fire publications. Based in Canada, Laura also works closely with the National Fire Protection Association and FireSmart Canada on household fire resilience, and wildfire prevention.
- ↓ **David Bruce**, editor of Wildfire Today, is the Program Manager at the IAWF with expertise in writing, editing and communications strategy. Based in Australia, David has worked as a daily news journalist and editor, and as a science communicator in fire and natural hazards research.
- ↓ Key support is provided by **Mikel Robinson**, Executive Director
- ↓ **Hunter Bassler**, writer for Wildfire Today, is based in the United States.



Contact us to tailor your advertising needs for Wildfire magazine and/or Wildfire Today. We offer a range of options in size and placement and are happy to discuss what is best for your business.

Contact Mikel Robinson, Executive Director, execdir@iawfonline.org