

# WILDFIRE

UNITING THE GLOBAL WILDLAND FIRE COMMUNITY

An official publication of the INTERNATIONAL ASSOCIATION OF WILDLAND FIRE

## MEDIA PLANNER 2025

### ABOUT

In our 34th 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. Our success relies on our partnerships 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. Please join us in publishing the knowledge and tools so urgently needed to manage our wildfire challenge for 2025 and beyond.

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#### FOR MORE INFORMATION, CONTACT:

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# WILDFIRE

## UNITING THE GLOBAL WILDLAND FIRE COMMUNITY

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

- ✓ Wildfire industry and innovators
- ✓ Government agencies
- ✓ Non-governmental organizations
- ✓ Fire researchers and Universities
- ✓ Consultants
- ✓ Leaders in wildfire, bushfire, prescribed fire, and all-risk management
- ✓ Reader/members who manage wildfires or work as wildland firefighters
- ✓ Anyone connected with wildland fire challenges and solutions

The International Association of Wildland Fire 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 version of *Wildfire* magazine

### PUBLICATION DATES

*Wildfire* publishes 4 issues per year

**MARCH | JUNE | SEPTEMBER | DECEMBER**

### ISSUE SCHEDULE

Vol. 34.1 ISSUE ONE

Vol. 34.2 ISSUE TWO

Vol. 34.3 ISSUE THREE

Vol. 34.4 ISSUE FOUR

## DISTRIBUTION INCLUDES

All IAWF international and domestic conference delegates

### 2025 CALENDAR

ISSUE 1  
ISSUE 2  
ISSUE 3  
ISSUE 4

### RESERVE AD

Jan. 13  
April 14  
July 14  
Oct. 13

### SUBMIT AD PDF

Jan. 22  
April 21  
July 28  
Oct. 27

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# WE CONNECT



**WILDFIRE  
INNOVATORS**

**BUSINESSES**

**PROFESSIONALS**

**COMMUNITY  
INFLUENCERS**

# 2025 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.



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**Deadlines are 6 weeks before publication date.**

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

**\*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.

## FULL PAGE WITH BLEED

Please make sure all full page ads include a bleed

Trim Size: 7.75" x 10.75"

Bleed Size: 7.875" x 10.875"

Live Area: 7.375 x 10.375

**HALF PAGE**  
**7" x 4.875"**

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