

# mountain rescue

## Media information

Mountain Rescue Magazine is the official magazine for Mountain Rescue England and Wales. This quarterly publication – January, April, July and October – combines thought provoking comment and features with news and humour and encourages the exchange of ideas and opinions. As a source of information and entertainment, interest in the magazine is growing fast and, consequently, the demand for distribution to a wider market.

### Readership

Current readership is in the region of 10,500, comprising mountain search and rescue team members, and cave rescue team members, across the UK and Ireland; representatives of mountain rescue in Europe, Canada and the United States; senior executives of the police, fire and ambulance services; and a fast growing support membership of outdoor enthusiasts who receive the magazine through annual subscription.

Our support organisation, Basecamp currently has 450+ members across the UK, and continues to grow. Basecamp members tend to be active outdoor people, though not at the highly technical level of mountain rescue, thus opening up a new marketplace for potential advertisers.

Mountain rescue in the UK is entirely voluntary to those who receive it. All rescue teams, and the national coordinating body, are independent charities. Typical readership includes men and women, from 18 to 60+, whose common bond is a deep love of anything remotely outdoor – fells, crags, caves or mountains, rain, sun, snow or ice. This highly focused group presents a perfect target market for advertisers – technical equipment, clothing, footwear, bunk houses, hotels or holidays, four wheel drive vehicles, books and maps... they are all interested, all have a more than average interest in any new developments in the 'gear market', and more to the point, they all buy.

### Rates

#### Colour/mono per issue.

<b>Full page</b>	<b>£600</b>
Bleed	303mm deep x 216mm wide
Trim	297mm deep x 210mm wide
Type	270mm deep x 190mm wide

<b>Quarter page</b>	<b>£250</b>
Standard	133mm deep x 93mm wide
Horizontal	65mm deep x 190mm wide
Vertical	270mm deep x 45mm wide

<b>Half page</b>	<b>£400</b>
Vertical	270mm deep x 93mm wide
Horizontal	133mm deep x 190mm wide

<b>Eighth page</b>	<b>£150</b>
Horizontal	65mm deep x 93mm wide
Vertical	133mm deep x 45mm wide

**Back cover/inside front cover**  
**£700**

**Inserts**  
**1000\*** **£175 per**

**Inside back** **£650**

*\*Plus cost of postage if item over 50gms. Price on application.*

#### Series discount

10% for 2 issues  
12.5% for 4 issues

#### Cancellation

See our Terms and Conditions for details

**To advertise, call Pat Starkie**  
**01204 888 151**  
**pat@vintagechikz.co.uk**

# Terms & conditions

## 1. Advertising artwork.

Artwork should be supplied on CD or via email as high resolution font embedded pdf file/eps or tiff file OR as Quark XPress file, collected for output to include all relevant fonts, logos and images. All images should be supplied at 300dpi minimum.

Artwork supplied as Microsoft Word documents is **NOT** appropriate for publication as it does not fulfil the high resolution requirements to maintain a quality reproduction. As such this may be reproduced at the Editor's discretion as faithfully as possible to the original with reference to fonts etc but, where a font is not available on our system, this will be substituted with the closest possible match (this may attract an extra charge, over and above the cost of the ad, depending on the complexity of the artwork).

## 2. Copy date.

The copy date is stated in order that we can plan the layout of the magazine and allow sufficient time to collect artwork in. Press releases should be with the Editor by the stated copy date as these are integral to the editorial and may be inserted at the Editor's discretion wherever is appropriate in the magazine.

Advertising space will be allocated by the stated copy date and completed artwork must be received no later than seven days after the stated copy date.

Where an ad is booked as a series, or if an ad is booked where we hold existing artwork from a previous issue, it will be presumed that the copy will be repeated unless otherwise stated. If copy is to change, new artwork must be received no later than seven days after the stated copy date.

We will make every effort to contact you regarding artwork if we hold no copy. However, if artwork is not received by seven days after the stated copy date we will run with a blank space of the appropriate size, containing your name and contact details. Please note, **you will still be liable to pay for the space at the rate agreed at the time of booking and will be invoiced accordingly** (see 'cancellation').

## 3. Creation of artwork.

Where artwork is not available, the Editor can provide this service **but there will be a charge**, to be agreed with the Editor, and this will be charged separately by the Editor and not by Mountain Rescue England and Wales. Simple text (in a font readily available to the Editor) and logo dropped in will attract a minimum charge of £15. Anything more complex, price on application and in agreement with the Editor.

Otherwise, any information supplied without existing artwork will be formatted in the 'house style' using the Swiss family of fonts.

## 4. Rates of advertising.

Bookings will be made at the rate agreed (confirmed via email) and space allocated accordingly. A discount will apply for series bookings, as detailed on the rate card.

## 5. Position of advertising.

Apart from 'inside front cover', 'inside back cover' and 'back cover' positions, which attract full page premium rates, the position of ads **cannot** be guaranteed as space is limited, although we will make every effort to accommodate an advertiser's wishes if these are noted in writing at the time of booking.

## 6. Press release copy/articles.

Press releases should be supplied as Microsoft Word documents or as the body of an email. Logos should be supplied as high resolution pdf/jpeg files (300dpi).

If a press release is submitted, these should be 150-200 words, and may be edited and shortened at the Editor's discretion. Images/logos will be included wherever possible, space permitting.

We guarantee to publish press releases where a booking fee has been agreed. Otherwise they will be included only at the Editor's discretion and space permitting. Our policy is to charge for press releases because, as a charity, we are obliged to account for and maximise the potential of all advertising space and recover sufficient revenue to cover the cost of producing the magazine.

Where a full length article is submitted by advertisers, these will be included at the Editor's discretion and may be edited and shortened.

## 7. Cancellation.

Advertising/press release bookings must be cancelled in writing (via email). An administration charge will apply if an ad/press release is cancelled after the stated copy date. This will be levied at 50% of the agreed booking fee for the space allocated.

**Please note, we regret having to introduce this levy, but would ask advertisers to understand that we are a registered charity, not a commercial enterprise, and as such every penny raised in advertising goes towards producing and publishing this magazine. This is not a profit-making enterprise but a valuable communication tool between Mountain Rescue England and Wales, its members and the general public.**

## 8. Payment.

You will be invoiced by Mountain Rescue England and Wales and will receive one voucher copy of the appropriate issue. Payment is possible by cheque or BACS.

Our payment terms are 30 days from the date of invoice. After this we reserve the right to refer any outstanding debts to our legal department.

As we are currently not VAT registered, VAT does not apply and our invoices are zero rated.

# mountain rescue

