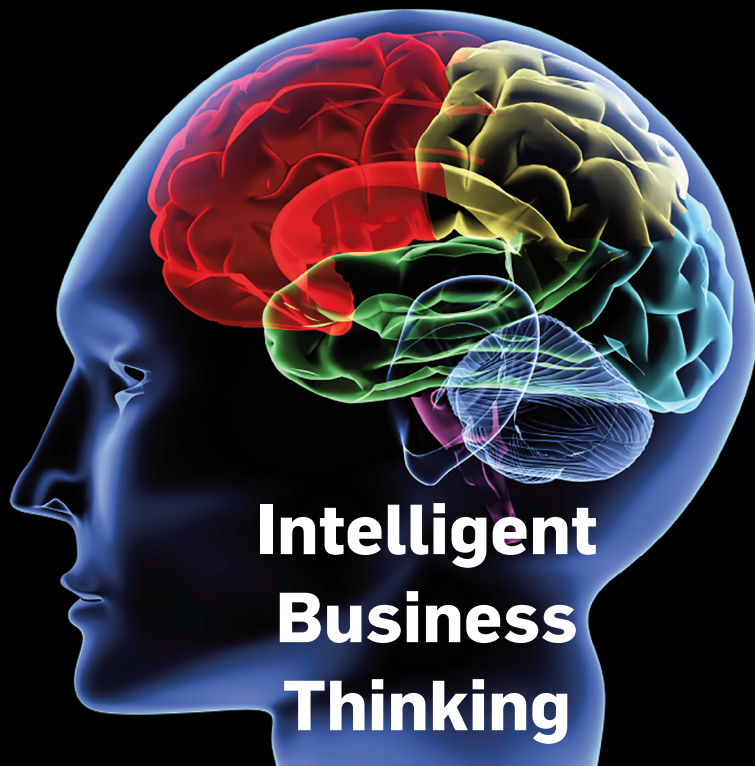


TYRE **TRADE** **NEWS**



**Intelligent
Business
Thinking**

MEDIA INFORMATION 2023

Tel: 01296 655833

Email: tyres@tyretradenews.co.uk

www.tyretradenews.co.uk

OVERVIEW

Tyre Trade News is a monthly publication with a circulation of 6000 printed copies with the majority distributed in the UK.

As a respected publication for the tyre industry, it is an essential read for professionals representing all sectors of the tyre, wheel, garage equipment and associated markets.

Established for 30 years, Tyre Trade News has evolved hugely to become a highly regarded business to business publication, providing the latest news, services, products and career moves within the tyre industry.

We have built a strong readership for both the printed magazine and the digital version which can be accessed from our website www.tyretradenews.co.uk. The digital magazine is available in full, hyperlinked and without subscription.

The website has the latest industry news and offers many advertising opportunities with an option to suit everyone, from rotating animated banner adverts and lead banners to an exclusive wallpaper.

In addition we distribute a weekly e-newsletter containing news of the week.

All website posts are synced across LinkedIn, Twitter and Facebook.



BUYERS GUIDE

Buyers Guide is a comprehensive annual directory published at the beginning of the year and distributed with the January issue of Tyre Trade News.

This exclusive listings journal provides the tyre and wheel industries with details of services and products within an ever expanding market. Listings can be enhanced with options including company logo, profile and images.

We aim to deliver advertising, marketing and promotional messages to a large, receptive and valuable trade audience.

2023 Features List**Editorial Deadline**

JANUARY	TYRE WHOLESALE ENVIRONMENTAL / END OF LIFE TYRES AIR TOOLS & COMPRESSORS TYRE TRADE BUYERS GUIDE	02/12/2022
FEBRUARY	4X4 TYRES ELECTRIC / HYBRID VEHICLE TYRE TECHNOLOGY LIFTING & TYRE CHANGING EQUIPMENT	09/01/2023
MARCH	COMMERCIAL VEHICLE TYRES WHEEL BALANCING & ALIGNMENT WORKSHOP TOOLS	02/02/2023
APRIL	HIGH PERFORMANCE TYRES TPMS MOTORBIKE / LEISURE TYRES	02/03/2023
MAY	WINTER & ALL SEASON TYRES EARTHMOVER / INDUSTRIAL / AGRICULTURAL TYRES ECOMMERCE / BUSINESS TO BUSINESS	30/03/2023
JUNE	VINTAGE VEHICLE TYRES RUN FLAT TYRES TRAINING & CPD WHEELS	27/04/2023
JULY	TYRE WHOLESALE TYRE DISPOSAL / RECYCLING BATTERIES, BRAKES, EXHAUSTS & SUSPENSION	25/05/2023
AUGUST	COMMERCIAL VEHICLE TYRES LIFTS & TYRE CHANGING EQUIPMENT RETREADERS & RETREADING EQUIPMENT	26/06/2023
SEPTEMBER	4X4 TYRES WHEEL BALANCING & ALIGNMENT MOT & TEST LANES	24/07/2023
OCTOBER	ELECTRIC VEHICLE TYRES PRIVATE BRAND TYRES MOBILE TYRE FITTING EQUIPMENT WORKSHOP TOOLS	24/08/2023
NOVEMBER	HIGH PERFORMANCE TYRES TECHNOLOGY & INNOVATION TYRE SHOP / GARAGE COMSUMABLES ADAS & SENSOR TECHNOLOGIES	25/09/2023
DECEMBER	AGRICULTURAL TYRES TRUCK, BUS & COMMERCIAL TYRES CAR TYRES	23/10/2023

Advertising Mechanics

Front Cover	240 x 210mm + 3mm bleed (246 x 216) with cut marks & registration
Full page	297 x 210mm + 3mm bleed with cut marks & registration
DPS	297 x 420mm + 3mm bleed with cut marks & registration. Each page offset 5mm to allow for perfect bound
1/2 page (portrait)	252 x 85mm
1/2 page (landscape)	123 x 175mm
1/4 (portrait)	123 x 85mm
1/4 (landscape)	58 x 175mm

Advert Specifications

- Artwork to be supplied as PDF with 3mm bleed, cut marks & registration
- DPS files to be supplied as separate pages
- TTN cannot guarantee reproduction of supplied material if not to specification.

Image Specifications

- Images to be high resolution (300dpi)
- Images to be saved as a single file in JPEG, PNG or GIF format

Invoicing

Payments are due within thirty days of invoice date. If payment is not received in accordance, an automated late payment fee of £75 will apply per invoice, per month.

Please email copy to: tyres@tyretradenews.co.uk

Advertising Cancellation

Advertising cancellations cannot be accepted after editorial deadline date.

Front Cover cancellations require a minimum of 3 months notice

Advertising Rates - 2023

Display

Page	£1325
Half Page	£735
Quarter Page	£395
Eighth	£210
Double Page Spread	£2370
Front Cover	£2735
Back Cover	£1600
Inside Front Cover	£1600
Inserts	POA
Belly Bands	POA
Paper Wrap	POA

Additional Options are available POA

Series Discounts: 6 insertions 5%, 12 insertions 10%

Web Ads and Links:

Banners Adverts 100 x 500 pixels

1 month - £335

2 months - £615

3 months - £900

6 months - £1635

12 months - £3040

Double Size Web Banner 200 x 500 pixels

1 month - £510

2 months - £885

3 months - £1350

6 months - £2255

12 months - £3945

Lead Banner on Website

2 months Single - £1410 (100 X 500 Pixels)

2 months Double - £2115 (200 X 500 Pixels)

Lead Banner on E-newsletter

2 months Single - £1015 (100 X 500 Pixels)

2 months Double - £1525 (200 X 500Pixels)

Wallpaper

1 month - £1350

2 month - £2025

Premium Advert 220 X 183 pixels (animated)

1 month - £560

2 month - £960