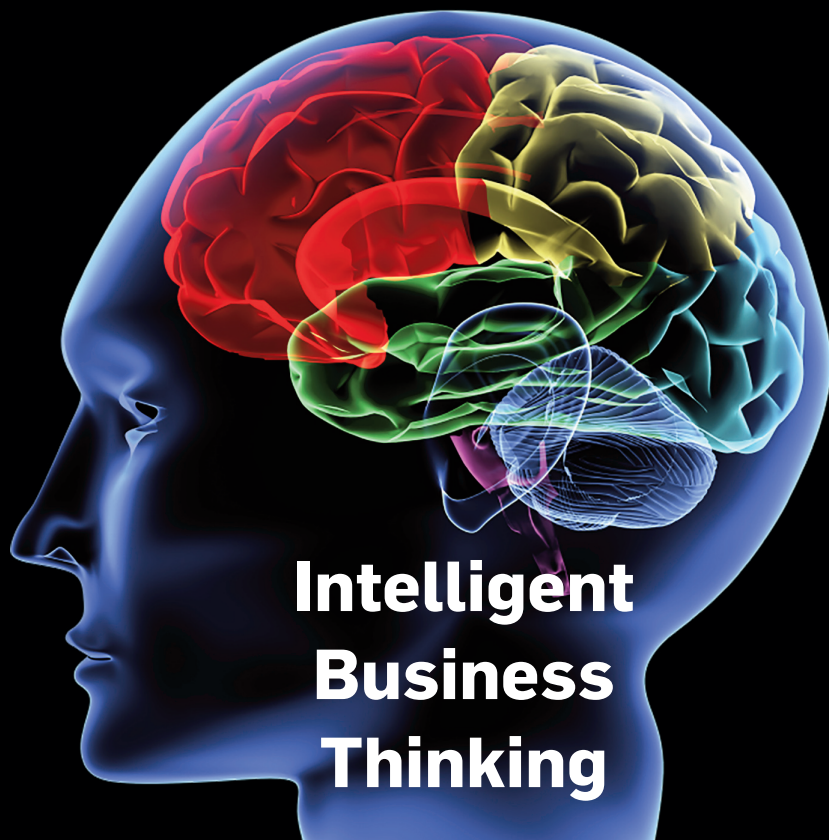


# TYRE **TRADE** **NEWS**

**THE MAGAZINE FOR THE TYRE INDUSTRY**



## **MEDIA INFORMATION 2024**

*Tel: 01296 655833*

*Email: [tyres@tyretradenews.co.uk](mailto:tyres@tyretradenews.co.uk)*

*[www.tyretradenews.co.uk](http://www.tyretradenews.co.uk)*

## OVERVIEW

Tyre Trade News is a monthly publication with a circulation of **6000** printed copies, the majority distributed in the UK. Additionally the digital edition, available in full, hyperlinked and without subscription has an average **12000** views each month.

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 over 30 years, Tyre Trade News has evolved 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 and magazine and the digital version which can be accessed from our website [www.tyretradenews.co.uk](http://www.tyretradenews.co.uk).

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.

All website posts are synced across LinkedIn and Facebook.

## BUYERS GUIDE

Buyers Guide is a comprehensive annual directory published in January 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.

## WEEKLY NEWSLETTER

We distribute a weekly e-newsletter containing current news highlights.

**Sign up for the newsletter at: [www.tyretradenews.co.uk](http://www.tyretradenews.co.uk).**

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



**2024 Features List****Feature Editorial Deadline**

JANUARY	TYRE WHOLESALE END OF LIFE TYRES/ENVIRONMENTAL/ SUSTAINABILITY AIR TOOLS & COMPRESSORS TYRE TRADE BUYERS GUIDE	01/12/2023
FEBRUARY	4X4 TYRES ELECTRIC / HYBRID VEHICLE TYRE TECHNOLOGY LIFTING & TYRE CHANGING EQUIPMENT	05/01/2024
MARCH	COMMERCIAL VEHICLE TYRES WHEEL BALANCING & ALIGNMENT WORKSHOP TOOLS	02/02/2024
APRIL	HIGH PERFORMANCE TYRES TPMS & CONNECTIVITY MOTORBIKE / LEISURE TYRES	01/03/2024
MAY	WINTER & ALL SEASON TYRES EARTHMOVER / INDUSTRIAL / AGRICULTURAL TYRES ECOMMERCE / BUSINESS TO BUSINESS	29/03/2024
JUNE	VINTAGE VEHICLE TYRES RUN FLAT TYRES TRAINING & CPD WHEELS	26/04/2024
JULY	TYRE WHOLESALE TYRE DISPOSAL / RECYCLING BATTERIES, BRAKES, EXHAUSTS & SUSPENSION	24/05/2024
AUGUST	COMMERCIAL VEHICLE TYRES LIFTS & TYRE CHANGING EQUIPMENT RETREADERS & RETREADING EQUIPMENT	28/06/2024
SEPTEMBER	4X4 TYRES WHEEL BALANCING & ALIGNMENT MOT & TEST LANES	26/07/2024
OCTOBER	ELECTRIC VEHICLE TYRES PRIVATE BRAND TYRES MOBILE TYRE FITTING EQUIPMENT WORKSHOP TOOLS	23/08/2024
NOVEMBER	HIGH PERFORMANCE TYRES TECHNOLOGY & INNOVATION TYRE SHOP / GARAGE COMSUMABLES ADAS & SENSOR TECHNOLOGIES	20/09/2024
DECEMBER	AGRICULTURAL TYRES TRUCK, BUS & COMMERCIAL TYRES CAR TYRES	18/10/2024

FEATURES MAY BE SUBJECT TO CHANGE

## Advertising Mechanics

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

## 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 to be made in sterling (GBP) and are due thirty days from 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](mailto:tyres@tyretradenews.co.uk)

Feature editorial submissions to be received by the deadline detailed on feature list.  
News, people and motorsport editorial contributions always accepted.

## 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	£1380
Half Page	£765
Quarter Page	£410
Eighth	£220
Double Page Spread	£2465
Front Cover	£2845
Back Cover	£1665
Inside Front Cover	£1665
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(h) x 500(w) pixels

1 month - £350

2 months - £640

3 months - £936

6 months - £1700

12 months - £3165

Double Size Web Banner 200(h) x 500(w) pixels

1 month - £530

2 months - £920

3 months - £1405

6 months - £2345

12 months - £4105

### **Lead Banner - Website**

2 months Single - £1465 (100(h) X 500(w) Pixels)

2 months Double - £2200 (200(h) X 500(w) Pixels)

### **Lead Banner - E-newsletter**

2 months Single - £1055 (100(h) X 500(w) Pixels)

2 months Double - £1585 (200(h) X 500(w) Pixels)

### **Wallpaper - Full site coverage**

1 month - £1405

2 month - £2105

### **Premium Advert 220(h) X 183(w) pixels (animated)**

1 month - £375

2 month - £700