

TYRE **TRADE NEWS**

THE MAGAZINE FOR THE TYRE INDUSTRY

MEDIA INFORMATION 2026

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- A close-up, black and white photograph of a car tire tread, showing the intricate patterns of the grooves and sipes. The tire is mounted on a dark, multi-spoke alloy wheel. The lighting creates strong highlights and shadows, emphasizing the texture of the rubber.
- **33 Years of Trusted Trade Insights**
 - **6000 Printed Circulation**
 - **25,000 Monthly Digital Edition Views**
 - **300,000+ Monthly Website Page Views**
 - **Annual Buyers Guide Directory**

**Reaching Professionals Across Tyre,
Wheel, Garage & Workshop Industries**

For Advertising Enquiries:

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www.tyretradenews.co.uk

Tyre Trade News – Driving the Industry Forward

For over three decades, Tyre Trade News has stood as the tyre industry's most trusted voice. Established 33 years ago, our publication has grown into an indispensable business-to-business resource, delivering unrivalled news, insight, and market intelligence across the tyre, wheel, garage equipment and associated sectors. Each month, we reach an audience that matters:

- 6,000 printed copies distributed primarily across the UK, directly into the hands of decision-makers.
- A fully interactive digital edition with 25,000 average monthly views, accessible worldwide, free from paywalls and packed with live hyperlinks for maximum engagement. Our website, www.tyretradenews.co.uk, has become a daily destination for industry professionals, delivering breaking news, product launches, and career moves. With over 300,000 monthly page views, it continues to grow as a hub for tyre trade information. Advertisers benefit from a wide range of impactful opportunities from animated rotating banners and premium lead positions to exclusive full-page takeovers, ensuring your brand is seen by the right people, at the right time. Our influence extends across social media too. Every website post is amplified through our established channels, including LinkedIn (13,290 Connections and 14802 Followers) and Facebook, expanding reach and reinforcing your brand's visibility across multiple platforms.

With a loyal and engaged readership in both print and digital, Tyre Trade News is the essential platform for companies that want to make their mark in the tyre industry.

BUYERS GUIDE

The Buyers Guide is a comprehensive annual directory, published every January and distributed with the January issue of Tyre Trade News.

This exclusive publication serves as an essential reference for the tyre and wheel industries, offering detailed listings of products, services, and suppliers across this ever-evolving market.

Make your company stand out with enhanced listing options, including your logo, company profile and images, to ensure you're seen by key industry decision-makers.

WEEKLY NEWSLETTER

We distribute a weekly e-newsletter featuring the latest news highlights and key updates, complete with rotating and lead newsletter banners. These prominent banner placements provide an excellent opportunity to promote your business, reaching a targeted and engaged audience with high visibility.



2026 Features List**Feature Editorial Deadline**

JANUARY	TYRE WHOLESALE & DISTRIBUTOR END OF LIFE TYRES/ENVIRONMENTAL/ SUSTAINABILITY AIR TOOLS & COMPRESSORS TYRE TRADE BUYERS GUIDE	20/11/2025
FEBRUARY	4X4 TYRES ELECTRIC / HYBRID VEHICLE TYRE TECHNOLOGY LIFTING & TYRE CHANGING EQUIPMENT	08/01/2026
MARCH	COMMERCIAL VEHICLE TYRES WHEEL BALANCING & ALIGNMENT WORKSHOP TOOLS & EQUIPMENT	05/02/2026
APRIL	HIGH PERFORMANCE TYRES TPMS & CONNECTIVITY MOTORBIKE / LEISURE TYRES	02/03/2026
MAY	WINTER & ALL SEASON TYRES EARTHMOVER / INDUSTRIAL / AGRICULTURAL TYRES ECOMMERCE / BUSINESS TO BUSINESS	26/03/2026
JUNE	CV SHOW ROUND UP VINTAGE VEHICLE TYRES RUN FLAT TYRES TRAINING & CPD WHEELS	23/04/2026
JULY	TYRE WHOLESALE & DISTRIBUTOR TYRE DISPOSAL / RECYCLING BATTERIES, BRAKES, EXHAUSTS & SUSPENSION	21/05/2026
AUGUST	COMMERCIAL VEHICLE TYRES LIFTS & TYRE CHANGING EQUIPMENT RETREADERS & RETREADING EQUIPMENT	22/06/2026
SEPTEMBER	4X4 TYRES WHEEL BALANCING & ALIGNMENT MOT & TEST LANES	23/07/2026
OCTOBER	ELECTRIC VEHICLE TYRES PRIVATE & EXCLUSIVE BRAND TYRES MOBILE TYRE FITTING EQUIPMENT WORKSHOP TOOLS & EQUIPMENT	20/08/2026
NOVEMBER	HIGH PERFORMANCE TYRES TECHNOLOGY & INNOVATION TYRE SHOP / GARAGE COMSUMABLES	21/09/2026
DECEMBER	CAR TYRES AGRICULTURAL TYRES TRUCK, BUS & COMMERCIAL TYRES RETREADERS & RETREADING	22/10/2026

FEATURES MAY BE SUBJECT TO CHANGE

Advertising Mechanics

Front Cover	210(w) x 240(h) mm + 3mm bleed (216 x 246) with cut marks & registration
Full page	210(w) x 297(h) mm + 3mm bleed with cut marks & registration
DPS	420(w) x 297(h) mm + 3mm bleed with cut marks & registration. Each page offset 5mm to allow for perfect bound
1/2 page (portrait)	85(w) x 251(h) mm
1/2 page (landscape)	175(w) x 123(h) mm
1/4 (portrait)	85(w) x 123(h) mm
1/4 (landscape)	175(w) x 58(h) 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

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 - 2026

Display

Page	£1500
Half Page	£800
Quarter Page	£450
Eighth	£250
Double Page Spread	£2550
Front Cover	£3000
Back Cover	£1800
Inside Front Cover	£1800
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 - £410

2 months - £700

3 months - £1000

6 months - £1750

12 months - £3300

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

1 month - £600

2 months - £1000

3 months - £1550

6 months - £2600

12 months - £4400

Lead Banner - Website

2 months Double - £2350 (200(h) X 500(w) Pixels)

Lead Banner - E-newsletter

2 months Double - £1700 (200(h) X 500(w) Pixels)

Wallpaper - Full site coverage

1 month - £1550

2 month - £2400

Premium Advert 1200(h) X 848(w) Pixels (animated)

1 month - £850

2 month - £1350