

# TA tyres & accessories

MEDIA INFORMATION 2020

# At the heart of the industry



The group:

TA tyres  
& accessories  
The magazine for tyre and wheel professionals

neue  
Reifenzeitung



Reifenpresse.de  
Ein Service der NEUE REIFENZEITUNG

TA tyrepress  
The website for tyre and wheel professionals.



PneusNews.it



## ABOUT US:

During 2019 Tyres & Accessories and Tyrepress.com invested in “raising the level of conversation about tyres”. At the start of the year we were a little furtive about what that meant, but on 1 March 2019 we published WhatTyre.com onto the Internet spearheading a new generation of consumer-facing tyre news and product – rather than price – comparison. WhatTyre.com has its own separate media pack, so this document focuses on our industry-leading business-to-business products.

Our flagship Tyres & Accessories magazine has also remained right up to date with strongly relevant news content and in-depth feature articles, despite having been established more than seven decades ago. Indeed, the magazine provides the best analytical and informative tyre and wheel business content in the sector. While our electronic products are broadly international, the print edition is widely read in the UK. Here T&A has the highest circulation in the trade, with around 6,000 copies going out each month.

During the last year, Tyrepress.com’s influence has continued to grow – with our Twitter, LinkedIn and Facebook social media presence representing leadership positions in our field. Similarly strong per-

formance can be seen on our sister sites (the German language reifenpresse.de and Italian language pneusnews.it).

We continue to offer more advertising options than ever. Premium positions – such as wallpaper and interstitial advertising – give you the opportunity to maximise your targeted exposure. The article pages, which collectively account for around nine times the pageviews of the rest of the site combined, provide a particularly powerful industry advertising platform.

At the same time, our range of Tyrepress newsletter products includes: a weekly Tyrepress Top 10 mail, which is published each Monday; the Tyrepress Jobsmail, which goes out each Friday as well as Featured Article and Breaking News emails.

Together, Tyres & Accessories and Tyrepress.com offer unparalleled access to all levels of the tyre industry supply chain. The fact that we now offer consumer-facing options via WhatTyre.com only serves to give our customer more choice and better service.

*Christopher Anthony*

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## About Tyres & Accessories:

### Readership:

- › tyre and wheel dealers
- › tyre manufacturers
- › workshop professionals
- › tyre retreading industry

### Coverage:

- › UK, Europe, China, India
- › the global tyre and wheel business

### Frequency of publication:

- › monthly, distributed on 15th of cover month

### Copies printed:

- › 6,000

## About Tyrepress.com:

### Coverage:

- › Targeted at global tyre and wheel business
- › Highest visitor regions: UK, Europe, China, India

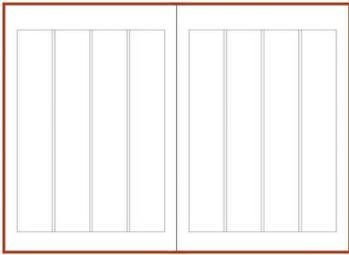
### Frequency of publication:

- › **Tyrepress News Daily:** every UK business day (Global)
- › **Tyrepress Jobs:** every Friday
- › **Tyrepress Top Ten:** every Monday
- › **e-Paper publication alert:** monthly
- › **Tyrepress Featured Article and Breaking News:** at least four times per month

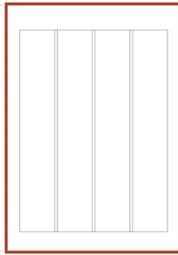
### Page views:

- › Up to 150,000 per month

## MAGAZINE ADVERTISEMENT



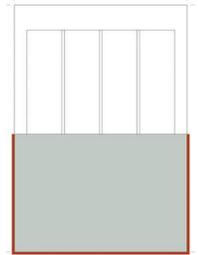
**2/1 page double spread**  
426mm x 303mm



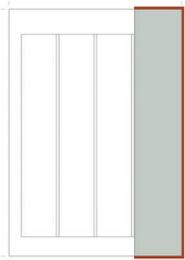
**1/1 page**  
216mm x 303mm



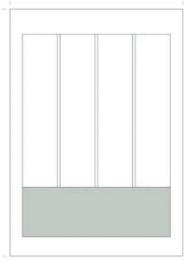
**1/2 page v**  
107mm x 303mm



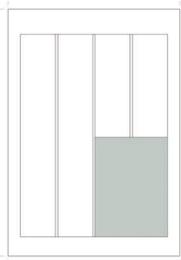
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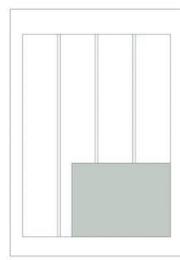
**1/4 page v**  
58mm x 303mm



**1/4 page h strip**  
180mm x 60mm



**1/4 page**  
89mm x 120mm



**1/4 page h**  
120mm x 89mm



**Front Cover**  
216mm x 240mm  
Masthead:  
216mm x 63mm

- Type area
- Bleed page incl. 3mm per bleed

h = horizontal  
v = vertical

## ADVERTS

Front Cover	£ 3,400
Back Cover	£ 2,250
Inside Front Cover	£ 2,000
Inside Back Cover	£ 1,675
Inside Front Cover DPS	£ 3,650
Inside Back Cover DPS	£ 3,350
Page 5, 7, 9, 11	£ 1,900
Throw-Out (4 pages)	£ 6,300
Inserts	£ 950
Inserts & Digital Pack	£ 2,000



### ADVERT SIZE

### NUMBER OF INSERTIONS

	1 +	4 +	7 +	10 +
DPS	£ 3,325	5 %	10 %	15 %
1/1 Page	£ 1,850			
1/2 Page	£ 1,350			
1/4 Page	£ 1,050			

## CLASSIFIEDS

### ADVERT SIZE

### NUMBER OF INSERTIONS

	1 +	4 +	7 +	10 +
1/2 Page (180 x 120mm)	£ 580	5 %	10 %	15 %
1/4 Page (89 x 120mm)	£ 420			
1/8 Page (89 x 60mm)	£ 250			
1/16 Page (89 x 30mm)	£ 160			

## RECRUITMENT

ADVERT SIZE	MAGAZINE	ONLINE	BOTH
1/2 Page	£ 600	N/A	£ 900
1/4 Page	£ 250	£ 400	£ 600

# RETREADING

Special

EUROPE'S RETREADING MARKET  
RUNDERNEUERUNGSMARKT EUROPA



- The Retreading Supplement is a joint production of Tyres & Accessories and Neue Reifenzeitung, presented in both English and German.
- Focusing on the growing global enterprise of tyre retreading, the supplement is supplied with all March, June and September issues of both magazines every year, in addition to being available electronically to subscribers online.
- It has a circulation of nearly 13,500 copies, delivered to important tyre business contacts in 160 countries.

## RETREADING SUPPLEMENT RATES (Priced in Euros)

Front cover	€ 4730	Back cover	€ 4730
Full page b/w	€ 3000	Full page 4c	€ 4440
Inside Front cover	€ 4520	Inside Back cover	€ 4520
1/2 page b/w	€ 1500	1/2 page 4c	€ 2550
1/3 page b/w	€ 1000	1/3 page 4c	€ 1720
1/4 page b/w	€ 750	1/4 page 4c	€ 1470

## E-PAPER



The **e-Paper edition** of our magazine is available for subscribers to read online during the month listed on the cover (see p15 for subscription details).

A monthly email newsletter alerts our distribution list when a new e-Paper is launched. To advertise on the e-Paper email, see details of the Satellite Newsletter Pack at the foot of this page.

## BREAKING NEWS



**Breaking News** by Tyrepress is reserved for the most time-sensitive news articles every month. Advertise on one of our most popular newsletters with the Satellite Newsletter Pack (details below).

## DIGITAL INSERT

Upgrade your magazine insert package by adding an e-Paper edition for a total insert cost of £2000. The **digital insert** will be available in the E-Paper section of Tyrepress.com at the same time as the issue of Tyres & Accessories is published. Speak to Scott Parker-Copstick for more details.

## FEATURED ARTICLE



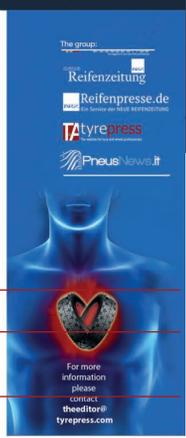
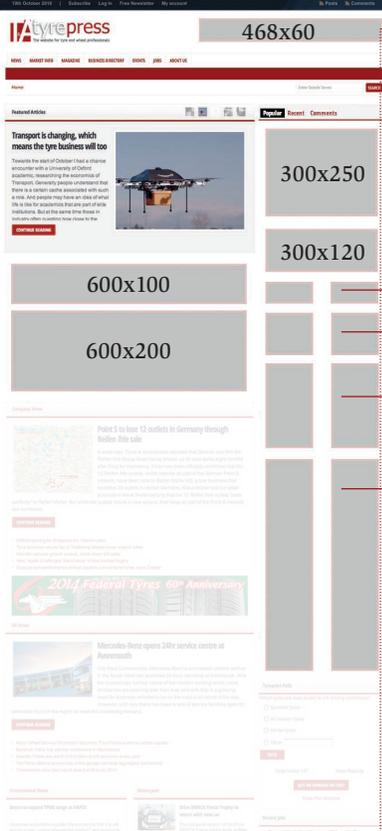
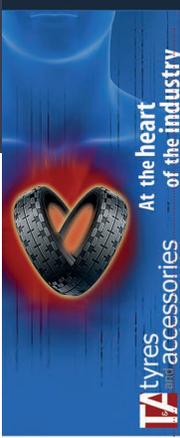
**Featured Article** by Tyrepress directs our newsletter subscribers to the best in-depth articles on Tyrepress.com.

Place your advertising banner next to these high quality stories with the Satellite Newsletter Pack (details below).

<b>FEATURES</b>	<b>EDITORIAL DEADLINE</b>  (3rd Friday of the month)	<b>ADVERTISING BOOKING DEADLINE</b>	<b>ADVERTISING COPY DEADLINE</b>  (Last Friday of the month)
<b>JANUARY</b> ▶ Agricultural Tyres ▶ TPMS and Sensor Technology	11.12.19	13.12.19	20.12.19
<b>FEBRUARY</b> ▶ Car Tyres (including Private Brands) ▶ Motorcycle Tyres	15.01.20	17.01.20	24.01.20
<b>MARCH</b> ▶ Retreading Special (Bilingual Supplement) ▶ SUV Tyres ▶ Commercial Vehicle Tyres	07.02.20 14.02.20	7.02.20 14.02.20	14.02.20 21.02.20
<b>APRIL</b> ▶ Workshop Equipment ▶ Manufacturing and Raw Materials ▶ The Tire Cologne Preview (1)	10.03.20	17.03.20	24.03.20
<b>MAY</b> ▶ OTR Tyres ▶ Retail and Buying Group ▶ The Tire Cologne Preview (2)	19.04.20	19.04.20	26.04.20
<b>JUNE</b> ▶ Retreading Special (Bilingual Supplement) ▶ High Performance Tyres ▶ Fleet Business	06.05.20 15.05.20	08.05.20 22.05.20	15.05.20 29.05.20

# Editorial Programme 2020

	<b>EDITORIAL DEADLINE</b>  (3rd Friday of the month)	<b>ADVERTISING BOOKING DEADLINE</b>	<b>ADVERTISING COPY DEADLINE</b>  (Last Friday of the month)
<b>JULY</b> <ul style="list-style-type: none"> <li>▶ Industrial, Farm and Specialist Tyres</li> <li>▶ Aftermarket (incl. Batteries, Brakes and Exhausts)</li> <li>▶ The Tire Cologne Review</li> </ul>	19.06.20	24.06.20	26.06.20
<b>AUGUST</b> <ul style="list-style-type: none"> <li>▶ All-Season and Winter Tyres</li> <li>▶ Diagnostics</li> </ul>	17.07.20	24.07.20	29.07.20
<b>SEPTEMBER</b> <ul style="list-style-type: none"> <li>▶ Retreading Special (Bilingual Supplement)</li> <li>▶ Truck Tyres</li> <li>▶ 4x4 Tyres</li> </ul>	07.08.20 14.08.20	11.08.20 21.08.20	14.08.20 28.08.20
<b>OCTOBER</b> <ul style="list-style-type: none"> <li>▶ Tyre Wholesale</li> <li>▶ Online Tyre Business</li> </ul>	18.09.20	25.09.20	28.09.20
<b>NOVEMBER</b> <ul style="list-style-type: none"> <li>▶ Tyre Servicing Equipment (incl. Lifting, Alignment and Balancing)</li> <li>▶ Electric Vehicle and Eco Tyres</li> </ul>	16.10.20	23.10.20	30.10.20
<b>DECEMBER</b> <ul style="list-style-type: none"> <li>▶ Motorsport Review</li> <li>▶ Year in Review</li> </ul>	13.11.20	20.11.20	27.11.20



125x60  
125x125  
125x240  
125x600

**Price List 2018**

	Home Page	Article Pages
	£	£
468x60 px(Header)	1,760	2,500 *
600x100 px	945	1,300
600x200 px	1,850	2,520
300x250 px	1,100	1,600
300x120 px	890	1,280
125x60 px	N/A	180
125x125 px	N/A	330
125x240 px	660	1,000
125x600 px	950	1,500
Wallpaper	3,300	

All advert measurements are width x height and in pixels

**Discounts:** 6-9 : 5%  
10 + : 10%

\*) Not applicable for discounts

1920 x 1080  
FADE OUT GRAPHICS  
1680 x 1050  
LESS IMPORTANT MESSAGE  
1280 x 1024  
IMPORTANT MESSAGE

GAP FOR HEADER

# Leave centre blank.

Tyrepress width 1020 pixels

←-----→

1280 x 1024  
IMPORTANT MESSAGE  
1680 x 1050  
LESS IMPORTANT MESSAGE  
1920 x 1080  
FADE OUT GRAPHICS

**WEBSITE ADVERTS**

For more information, please contact:

Scott Parker-Copestick  
+44 (0) 1782 96986  
scott@tyrepress.com

Wallpaper measurements



**Tyrepress News Daily** is distributed to 13,000 high quality business professionals globally, presenting advertisers with the best opportunity to reach their target audience.

Get all the latest coverage of the tyre and wheel industry delivered straight to your inbox every business day.

To receive your free copy of our daily e-Newsletter, please visit our website [www.tyrepress.com/newsletter/](http://www.tyrepress.com/newsletter/)

The screenshot shows the website layout with a header, navigation menu, and several news items. Advertisements for different ad sizes are overlaid on the page:

- 800x120**: A horizontal header ad.
- 600x200**: A vertical ad on the left side.
- 200 x 480**: A vertical ad on the right side.
- 200 x 200**: A square ad on the right side.
- 200x100**: A horizontal ad on the right side.
- 600x100**: A horizontal ad at the bottom.

News items include: "Dmack rounds corner on 30th event at Wales Rally GB", "Three new tyres join Bridgestone's Battlax range", "Bridgestone Battlax RS10 original equipment for new Yamaha bikes", and "Government, tyre industry unite to reduce tyre-related casualties".

ADVERT SIZE

NUMBER OF MONTHS

	1-5	6-9	10 +
600x100 px	£ 1,155	5 %	10 %
600x200 px	£ 2,050		
200x100 px	£ 520		
200x200 px	£ 700		
Horizontal Header, 800x120 px	£ 2,205	N/A	N/A
Vertical Header, 200x480 px	£ 1,320	N/A	N/A
Solus	£ 2,200	N/A	N/A

All advert measurements are width x height and in pixels

All prices are subject to VAT.



Published every Friday, **Tyrepress Top 10** rounds up the most popular articles of the week and delivers them straight to your inbox. Set out in a countdown format, the Tyrepress Top Ten encourages readers to digest the whole product, meaning your advert will get maximum exposure.

### TYREPRESS JOBS/TOP 10 BANNERS

ADVERT SIZE

NUMBER OF MONTHS

	1-5	6-9	10+
<b>Job/Top10 Header</b>	£ 750	N/A	N/A
<b>Job/Top10, 600x100 px</b>	£ 480	£ 456	£ 432

Along with printed recruitment advertisements in Tyres & Accessories magazine, we also offer a weekly jobs newsletter which goes out every Friday to targeted tyre and wheel professionals which will link to the jobs page on Tyrepress.com. We have 3 offers for recruitment advertising which start at £250 for a ¼ printed

advert in Tyres & Accessories, we then have a listing on our weekly jobs newsletter will 28 day support on Tyrepress.com for £400 or you can take both options to maximise your coverage for £600. Banner advertising spots are also available (see table).

## ADVERTISING TECHNICAL SPECIFICATIONS

### PRINT ARTWORK SPECIFICATIONS

- All files must be submitted as PDF only.
- All DPS files must be supplied as single page elements. There must only be one page to each PDF file. Each page must be supplied with an allowance of 3mm either side of the gutter
- The file should contain a Trim Box and crop marks
- The number of pages in a PDF file should be exactly one
- A PDF file should not contain annotations that are set to print
- No object in a PDF should be transparent
- All files should be set up as composite CMYK
- The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resembles editorial matter.
- All images should be supplied at a minimum resolution of 300dpi
- Tyres & Accessories cannot guarantee the reproduction of any material that is supplied out of spec. We may at our discretion take reasonable action to convert the material in order to make it conform or we may refuse to accept it.

### ONLINE ARTWORK SPECIFICATIONS

- All files must be submitted in JPG or GIF format.
- All animated artwork must be supplied as GIF only.
- Video must be supplied as FLV only.
- JPG or GIF files must not exceed 100kb.
- Video files must not exceed 10MB

### AGENCY COMMISSION AND PAYMENT

- Agency commission (or equivalent): **(fifteen percent (15%) of gross advertising space charges, payable only to recognized agents on orders of 4+ bookings)**
- Invoices are rendered on the 28th of each month. Payments are due within thirty (30) days after the billing date. If payment is not made in accordance with this condition, an automated late payment fee of £70 will be implemented

### CANCELLATION AND CHANGES

Advertisers may not cancel orders for, or make changes in, advertising after the advert booking dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

## SUBSCRIPTION RATES

Magazine & Online Subscription, 1 year, (UK)	£ 85	<ul style="list-style-type: none"> <li>• 12 issues of Tyres &amp; Accessories magazine</li> <li>• 12 months complete access to tyrepress.com and subscription to our popular e-Newsletter</li> </ul>
Magazine & Online Subscription, 1 year (Europe)	£ 130	
Magazine & Online Subscription, 1 year, (Global)	£ 175	
Online Subscription, 1 month	£ 20	<ul style="list-style-type: none"> <li>• 1, 6, 12 months complete access to tyrepress.com and subscription to our popular e-Newsletter. (Print magazine not included)</li> </ul>
Online Subscription, 6 months	£ 45	
Online Subscription, 12 months	£ 80	

· **SUBSCRIPTION PAYMENT** – Payment can be made in one of three ways:

- **Credit Card** - Follow the instructions on the following URL

<http://tyrepress.com/product-category/membership>

- **A cheque** drawn on any UK bank and made payable to Tyre Industry Publications Ltd and sent to:

Tyre Industry Publications Ltd  
Unit 1 Magnolia Centre  
Telford Road  
Clacton on Sea, Essex CO15 4LP ENGLAND

- **Bank transfers:**

National Westminster Bank plc  
10 Station Road  
Clacton on Sea, Essex CO15 1TA  
ENGLAND

Account Name: Tyre Industry Publications Ltd  
Account No: 70304440  
Sort Code: 60 05 33  
SWIFT CODE: NWBKGB2L  
IBAN CODE: GB79 NWBK 6005 3370 3044 40

· **Back Issues:** £ 6.00 per copy + postage & packing

· **Agency Discount:** 10% discount

· **Bulk subscriptions:** 10% discount for subscriptions of 10 or more employees for either our on-line magazine or printed magazine subscription.

· **Journal URL:** <https://www.tyrepress.com/category/tyrepress-magazine/online-editions>

· **Subscription enquiry contact:** Julie Wilshaw – Administration and Circulations Manager – email: [julie.wilshaw@tyrepress.com](mailto:julie.wilshaw@tyrepress.com)

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