



TYRES & ACCESSORIES Editorial Programme 2023

Month	Features	Editorial & Advertising Booking Deadline	Advertising Artwork Deadline
January	Agricultural Tyres TPMS and Sensor Technology	16.12.22	16.12.22
February	Car Tyres Motorcycle Tyres	20.01.23	27.01.23
March	Commercial Vehicle Tyres Circular Economy – Recycling and Sustainability	17.02.23	24.02.23
April	SUV Tyres OTR Tyres	17.03.23	24.03.23
May	Fleet Business Aftermarket	21.04.23	28.04.23
June	UHP, UUHP and track-day tyres Tyre Retail	19.05.23	26.05.23
July	Construction and Mining Tyres Van Tyres	16.06.23	23.06.23
August	All-Season and Winter Tyres Digital Tyre Business	21.07.23	28.07.23
September	Truck Tyres Electric Vehicle and Eco Tyres	18.08.23	25.08.23
October	Material Handling Tyres Tyre Wholesale	15.09.23	22.09.23
November	4x4 Tyres Garage equipment	20.10.23	27.10.23
December	Fleet Tyres Manufacturing and Raw Materials	17.11.23	24.11.23

TYRES & ACCESSORIES | AD Rates 2023

ADVERTS

ADVERT SIZE

Front Cover	£ 3,500
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	£ 2,000
Throw-Out (4 pages)	£ 6,300
Inserts	£ 1,000

ADVERT SIZE

NUMBER OF INSERTIONS

	1+	4+	7+	10+
Double Page Spread	£ 3,500	£ 3,325	£ 3,150	£ 2,975
Full Page	£ 1,950	£ 1,852.50	£ 1,755	£ 1,657.50
1/2 Page	£ 1,450	£ 1,377.50	£ 1,305	£ 1,232.50
1/4 Page	£ 1,110	£ 1,054.50	£ 999	£ 943.50

CLASSIFIEDS

ADVERT SIZE

NUMBER OF INSERTIONS

	1+	4+	7+	10+
1/2 Page	£ 650	£ 617.50	£ 585	£ 552.50
1/4 Page	£ 450	£ 427.50	£ 405	£ 382.50
1/8 Page	£ 270	£ 256.50	£ 243	£ 229.50
1/16 Page	£ 175	£ 166.25	£ 157.50	£ 148.75

RECRUITMENT

ADVERT SIZE	MAGAZINE	ONLINE	BOTH
1/2 Page	£ 680	N/A	£ 1,000
1/4 Page	£ 300	£ 450	£ 700

TYREPRESS.COM | BANNER Rates 2023

BANNER

BANNER SIZE

HOME PAGE

	1+	6+	10+
468x60 px (Header)	£ 1,850	N/A	N/A
600x100 px	£ 1,000	£ 950	£ 900
600x200 px	£ 1,950	£ 1,852.50	£ 1,755
300x250 px	£ 1,155	£ 1,097.25	£ 1,039.50
300x120 px	£ 950	£ 902.50	£ 855
Wallpaper	from £ 1,200 [3 slots max. per month]		

ARTICLE PAGES

	1+	6+	10+
600x100 px	£ 1,300	£ 1,235	£ 1,170
600x200 px	£ 2,520	£ 2,394	£ 2,268
300x250 px	£ 1,600	£ 1,520	£ 1,440
300x120 px	£ 1,280	£ 1,216	£ 1,152

* Not applicable for discounts

BUSINESS DIRECTORY £ 250

DAILY e-NEWSLETTER

BANNER SIZE

NUMBER OF MONTHS

	1+	6+	10+
600x100 px	£ 1,155	£1,097.25	£ 1,039.5
600x200 px	£ 2,250	£ 194.75	£ 1845
200x100 px	£ 520	£ 494	£ 468
200x200 px	£ 700	£ 665	£ 630

Horizontal Header, 800x120 px	£ 2,205	N/A	N/A
Vertical Header, 200x480 px	£ 1,320	N/A	N/A
Solus & Advertorial	£ 2,200	N/A	N/A

TYREPRESS JOBS/TOP10 BANNERS

BANNER SIZE

NUMBER OF MONTHS

	1+	6+	10+
Job/Top10 Header	£ 750	N/A	N/A
Job/Top10, 600x100 px	£ 480	£ 456	£ 432
Ancillary Newsletter	£ 2,000	N/A	N/A