



TYRES & ACCESSORIES Editorial Programme 2024

Month	Features	Editorial & Advertising Booking Deadline	Advertising Artwork Deadline
January	Agricultural Tyres TPMS and Sensor Technology	15.12.23	15.12.23
February	Car Tyres Motorcycle Tyres	19.01.24	26.01.24
March	Commercial Vehicle Tyres Circular Economy – Recycling and Sustainability	16.02.24	23.02.24
April	SUV Tyres OTR Tyres	15.03.24	22.03.24
May	Fleet Business Tire Cologne preview	19.04.24	26.04.24
June	UHP, UUHP and track-day tyres Tyre Retail	17.05.24	24.05.24
July	Construction and Mining Tyres Tire Cologne review	14.06.24	21.06.24
August	All-Season and Winter Tyres Online Tyre Business	19.07.24	26.07.24
September	Truck Tyres Electric Vehicle and Eco Tyres	16.08.24	23.08.24
October	Industrial Tyres Tyre Wholesale	13.09.24	20.09.24
November	4x4 Tyres Garage equipment	18.10.24	25.10.24
December	Fleet Tyres Manufacturing and Raw Materials	15.11.24	22.11.24

Advertising well invested.



TYRES & ACCESSORIES | AD Rates 2024

ADVERTS

ADVERT SIZE

Front Cover	£ 3,500
Back Cover	£ 2,250
Inside Front Cover	£ 2,100
Inside Back Cover	£ 1,700
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+	13+
Double Page Spread	£ 3,500	£ 3,325	£ 3,150	£ 2,975	
Full Page	£ 2,000	£ 1,900	£ 1,800	£ 1,700	£ 1,600
1/2 Page	£ 1,500	£ 1,425	£ 1,350	£ 1,275	£ 1,200
1/4 Page	£ 1,150	£ 1,092.50	£ 1,035	£ 977.50	£ 920

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

TYREPRESS.COM | BANNER Rates 2024

BANNER

BANNER SIZE

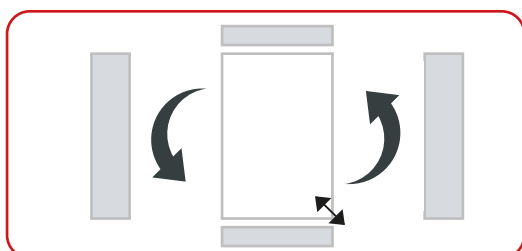
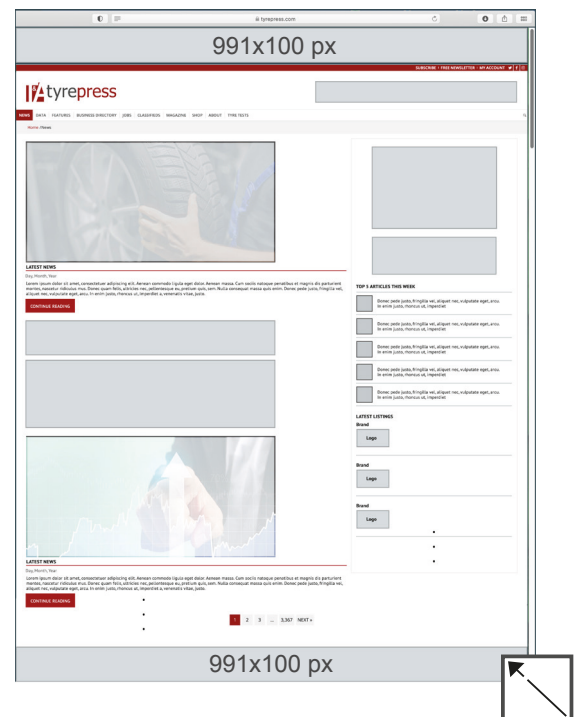
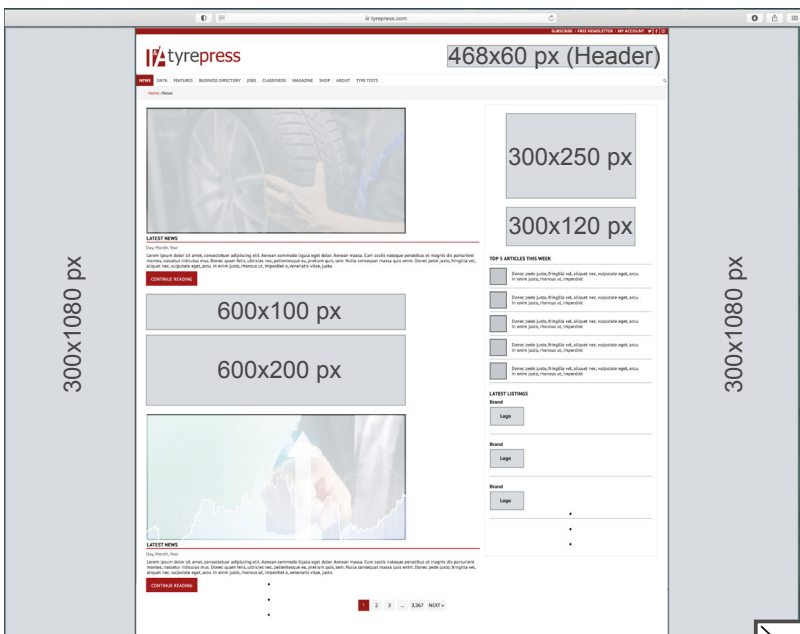
HOME PAGE

	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 £ 1,350 per slot [3 slots available per month]		
Wallpaper	from £ 4,000 per slot [You book all 3 slots in the same 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



Wallpaper
(reacts responsively
depending on the size
of the view)

BUSINESS DIRECTORY

£ 250

[Company web address in Tyres & Accessories Mag]

- Company details, website & email hyperlinked on www.tyrepress.com
- Company Photo/Logo
- Pdf of your company's product brochure for direct download
- Your company's e-Brochure with turn/flip pages, no download

DAILY e-NEWSLETTER



BANNER SIZE

NUMBER OF MONTHS

	1+	6+	10+
600x100 px	£ 1,200	£ 1,140	£ 1,080
600x200 px	£ 2,250	£ 194.75	£ 1,845
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

RECRUITMENT

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

ONLINE

WhatTyre

WHATTYRE.COM | BANNER Rates 2024

BANNER

BANNER SIZE Home Page

Header Banner	£ 1,760
600x100 px	£ 950
600x200 px	£ 1,850
300x250 px	£ 1,100
Sponsored Listing	£ 950
Sponsored Logo	£ 250
Wallpaper [single slot]	£ 1,300
Wallpaper [whole site]	£ 3,800
*Full Site Takeover	£ 5,000
*Launch Pack	£ 10,760
Dealer Directory Platinum Pack per branch per year	£ 240
Priced annually	



[3 Wallpaper Slots & Header Banner]

[Full site takeover, Solus eNewsletter,
DPS in Tyres & Accessories magazine]
*subject to availability

- Company logo
- Name
- Address
- Company profile (up to 250 words)
- A link to your website
- Links to your social media channels
- Email link
- Phone number
- List your services offered
- List your stocked brands
- Have your contact details appear alongside tyre product information when users input a postcode within 20 miles of your tyre shop

In addition, each branch will receive:

- A complimentary UK subscription to Tyres & Accessories magazine together with full access to our website Tyrepress news articles and features – worth £120 per year



***Find the best tyres
for you .***