



tire

TECHNOLOGY INTERNATIONAL

MEDIA &
ADVERTISING DATA

2024

► Key facts ► Distribution ► Publishing schedule ► Advertising rates

TIRE DESIGN / MANUFACTURING / PRODUCTION

www.tiretechnologyinternational.com

TIRE TECHNOLOGY INTERNATIONAL

Tire Technology International has earned global acclaim as the world's leading publication focused exclusively on tire design, manufacturing and production. It is published five times a year as four quarterly magazines and an Annual Review.

The Annual Review, published in October, contains illustrated technical articles from academics and industry experts on the latest developments in tire design, manufacturing, production and testing. The wide-ranging articles review the latest available raw materials and machinery, and illustrate new approaches in cost-effective production, manufacturing automation and process control.

Circulation



Audited ABC figure: 5,438 (print) copies per issue (2022), with a total digital circulation of 11,000. Magazine website: 11,000+ unique visitors per month. Circulation to CEOs; plant, production, technical, research and development directors; managers, compounders, buyers, chemists, designers and consultants

*Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability



Advertising options and rates in £/GBP

Print (magazine)

| Per insertion | DPS | Full page | Half page | Bound insert |
|---------------|--------|-----------|-----------|--------------|
| Magazine | £7,500 | £5,750 | £3,750 | £10,000 |
| Annual Review | £7,500 | £6,500 | £4,300 | £10,000 |
| All covers | £7,000 | | | |

Advert sizes - [visit the website for full advertiser guidelines](#)

Magazine

Millimeters (mm)

| | |
|--------------------------------|-----------------------|
| Full page (trim size) | 215mm (w) x 275mm (h) |
| Double-page spread (trim size) | 430mm (w) x 275mm (h) |
| Half page (horizontal) | 183mm (w) x 115mm (h) |
| Half page (vertical) | 90mm (w) x 250mm (h) |

Showguide

| | |
|------------------------|-----------------------|
| Full page (trim size) | 170mm (w) x 245mm (h) |
| Half Page (horizontal) | 153mm (w) x 110mm (h) |

NOTE: When supplying a full page or double-page spread advert, please add 3mm of bleed on all sides of the artwork.



The **Tire Technology International app** is available to download, online, featuring the latest news, current issue, and back issue catalogue, optimized for mobile or tablet viewing. The app automatically updates to show new issues as they are published.



Publishing schedule



MARCH ISSUE

Machine vision and inspection

Assessing the latest technologies developed and applied in tire facilities around the world. Including sensor technology, optical measurement, QA processes

Tire production machinery

Rounding up the latest trends and development areas for TBM developers. How has the technology advanced, but also exploring manufacturing trends (for example, more varied, smaller batches vs large-volume production)

Special report: sustainability

Environmental consideration has never been more vital, and the tire industry must consider the issue holistically. This feature will round up the latest news, technologies, tire designs, company initiatives, material news, research projects and legislative news from across the industry, exploring how leading players are working and collaborating to improve the sustainability of the modern tire business.

JULY ISSUE

Tire retreading and recycling

Rounding up the latest developments in retreading machinery and technologies, and exploring processes and facilities working to convert end-of-life tires into materials for the tire industry and other sectors

TRWP

Examining the latest on tire road wear particles. Revisiting investigations into the scale of the issue, and what the science tells us about how bad the problem may be

Off-road tire development

Rugged tire development programs for tires utilized on extreme terrain calls for specialized product design and testing

Special report: Manufacturing technology

Analyzing the latest trends that leading suppliers have studied and adapted their product offerings to. How do they ensure they are ready for whatever tire maker clients need?

Tire Technology International Expo 2024: Show roundup and TTI Awards feature

SEPTEMBER ISSUE

Automation in tire production

Exploring conveyors, automated transportation, software management, storage and retrieval solutions, tracking (RFID or similar), traceability

Non-pneumatics

Where are tire makers at with airless tire development projects? What products are in development and testing? How will this impact suppliers?

OE tire development projects

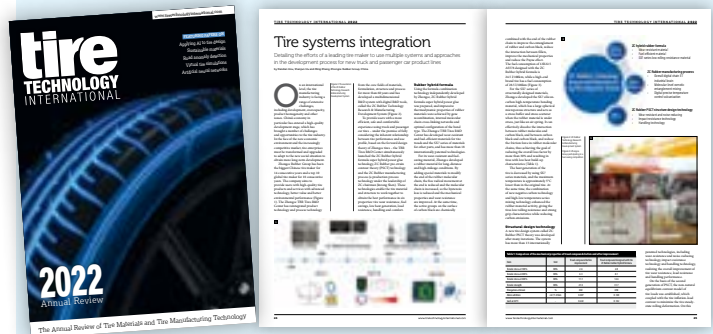
Exploring the relationships between vehicle manufacturers, tire makers and the suppliers who make OE fitment tire projects a reality

Sustainability

Revisiting organizations working to enhance the sustainability of the tire manufacturing industry, and the rubber sourcing and procurement supply chain. What tire makers are signing up to global frameworks? What are technology developers working on to improve the environmental sustainability of the manufacturing process?

ANNUAL REVIEW (PUBLISHED OCTOBER 2024)

Featuring the latest R&D projects from tire makers, leading academic institutions, research bodies and other industry experts



NOVEMBER ISSUE

Tire modelling and digital tools

Breaking down the tools needed to enable suppliers and tire makers to accurately and reliably model products before progressing to physical prototypes. Software, hardware, cloud processing, connectivity etc.

Tire sensors and data

Accurate sensor gathering and processing is key to modern vehicles, and will be fundamental to autonomous operation. What are the sensors and other associated technologies that are key to this area?

Special Report: Tire development, simulation and testing

How do tire makers ensure they are utilizing the latest technologies when designing and testing their tires. How do leading suppliers model and refine their technologies? Physical vs digital testing

Tire Technology International Expo 2025 show preview

www.tiretechnologyinternational.com is the place to get daily, breaking news, and the only portal where you can read the very latest issue of Tire Technology International – with online readers able to access the issue at least two weeks before the print version is circulated.

Partner Emails

Worldwide circulation to 21,000 key industry professionals.

20% average opening rate
15% average CTR

Bulk booking discount –

10% discount on 2 emails
15% discount on 3 emails
20% discount on 4 or more emails.

International emails are

£3,500 GBP per email

Regional/expo emails for

£2,000 GBP per email

[Sample email link](#)



Average monthly
total page views
25,000

Source: Google Analytics,
2 Oct - 1 Nov, 2021

Delivered
21,000
Average open rate
20%
Average click through
15%

Website banners

Average monthly Impressions 23,200

1.14% average banner CTR

Head of Page Banner 900x90 –

£1,200 GBP per month

Menu Banner 600x75 –

£1,000 GBP per month

Large 300x300 –

£650 per month

Junior banner 300x150

£400 GBP per month

Banners are available for a minimum of 3-months

[Specifications and sizes](#)

Weekly newsletter banners

Sent to 11,000 professionals every Monday.

24% average opening rate

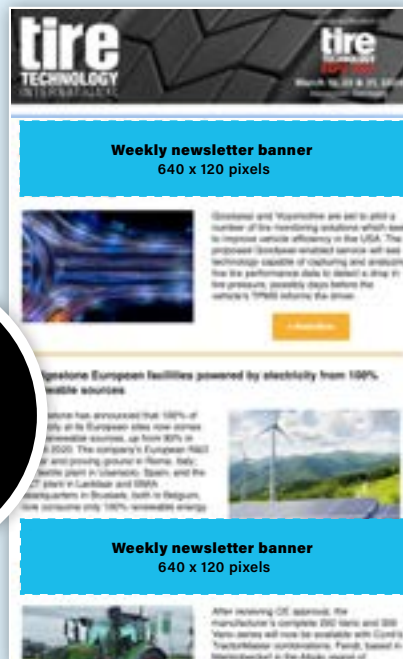
18% average CTR

3-months (13 emails) **£3,600 GBP**

6-months (25 emails) **£6,875 GBP**

12-months (50 emails) **£12,500 GBP**

[Sample email link](#)



Delivered
11,000
Average open rate
24%
Average click through
18%

Average monthly
total unique visitors
11,000

Source: Google Analytics

Webinars

Tire Technology International can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Tire Technology International webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.

Contact us

For further information please contact our sales team: **Olivia Campbell**: olivia.campbell@ukimediaevents.com • UKi Media & Events, Abinger House, Church Street, Dorking, Surrey, RH4 1DF, UK • Tel: +44 1306 743744 / www.ukimediaevents.com/info/ttm