

# tire

## TECHNOLOGY INTERNATIONAL

**tire**  
TECHNOLOGY  
EXPO 2025

Official publication  
and media partner of  
Tire Technology Expo

# MEDIA & ADVERTISING DATA 2025

► Key facts ► Distribution ► Publishing schedule ► Advertising rates

## TIRE DESIGN / MANUFACTURING / PRODUCTION

**“An excellent magazine to  
understand the recent trends  
and future developments in  
the tire industry”**

Pradeep Kumar Dakua, DGM technical,  
JK Tyre & Industries Ltd

**82%**  
of readers find the  
magazine useful for  
sourcing new  
products

\*Reader survey conducted  
by publisher, June 2025

[www.tiretechnologyinternational.com](http://www.tiretechnologyinternational.com)

[www.tiretechnologyinternational.com](http://www.tiretechnologyinternational.com) hosts news, videos and features, and the latest digital edition of *Tire Technology International*, with interactive advertisements and articles that link to advertisers' featured websites, as well as the option for embedded video and audio.

## Website banners

Average monthly  
page views 37,000

**1.14% average banner  
click-through rate**

Main menu banner  
900 x 90 pixels

**£1,200 per month**

Site header banner  
600 x 75 pixels

**£1,000 per month**

Large banner  
300 x 300 pixels

**£650 per month**

Junior banner  
300 x 150 pixels

**£400 per month**

Banners are available for a  
minimum of 3 months

[Specifications and sizes](#)



## Weekly newsletter banners

Sent to 14,000 professionals  
every Tuesday

**30% average opening rate**

**18% average click-through rate**

3 months (13 emails) **£3,600**

6 months (25 emails) **£6,875**

12 months (50 emails) **£12,500**

[Sample newsletter link](#)



## Contact us

For further information please contact our sales team • **Olivia Campbell**: [olivia.campbell@ukimediaevents.com](mailto:olivia.campbell@ukimediaevents.com) • UKi Media & Events, Parsonage House, Parsonage Square, Dorking, RH4 1UP, UK • Tel: +44 1306 743744 • [www.ukimediaevents.com/info/ttm](http://www.ukimediaevents.com/info/ttm)

## Partner emails

Worldwide circulation to 19,000  
key industry professionals

**38% average opening rate**

**15% average click-through rate**

**Bulk booking discount**

10% discount on 2 emails

15% discount on 3 emails

20% discount on 4 or more emails

International emails are

**£3,850 per email**

Regional/expo emails for

**£2,200 per email**

[Sample  
email link](#)

Delivered  
**19,000**

Average open rate

**38%**

Average click through

**15%**

## 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.

# TIRE TECHNOLOGY INTERNATIONAL

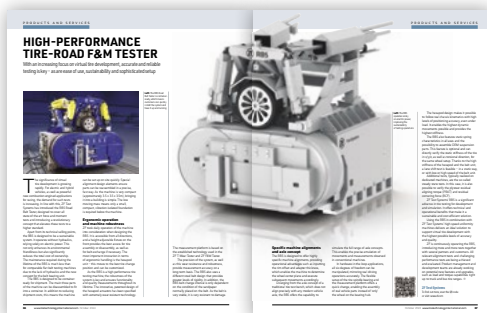
Official publication and media partner for Tire Technology Expo, **Tire Technology International** has earned global acclaim as the world's leading publication focused exclusively on tire design, manufacturing and production. It is published five times a year as four quarterly magazines and an Annual Review (published in October, with illustrated technical articles from academics and industry experts on the latest developments in tire design, manufacturing, production and testing). The publication provides an expert overview of the latest available raw materials and machinery, and illustrates new approaches in cost-effective production, manufacturing automation and process control.

## Circulation



Audited ABC figure: 5,454 (print) copies per issue (2024), with a total digital circulation of 14,000 (per individual request). Magazine website: 13,500+ unique visitors per month. Circulation to CEOs; plant, production, technical, R&D directors; managers, compounders, buyers, chemists, designers and consultants.

Advertisers may be able to take advantage of technical editorial and supplier interview opportunities, depending on availability



## Advertising options and rates in £

### Print (magazine)

	Per insertion	DPS	Full page	Half page	Bound insert
Magazine		£7,500	£4,950	£2,950	£10,000
Annual Review		£7,500	£5,500	£3,500	£10,000
All covers		£6,500			

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

#### Magazine

#### Dimensions

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 catalog, optimized for mobile and 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 and QA processes

#### Tire production machinery

Rounding up the latest trends and development areas for TBM developers. How has the technology advanced? Also explores manufacturing trends (for example, more varied, smaller batches versus 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 used on extreme terrain calls for specialized product design and testing

#### Special report: Manufacturing technology

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

**Tire Technology Expo 2025: 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

### ANNUAL REVIEW (PUBLISHED OCTOBER)

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



### NOVEMBER ISSUE

#### Tire modeling 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 data gathering and processing is key to modern vehicles, and will be fundamental to autonomous operation. Which sensors and other associated technologies are key to this area?

#### Special report: Tire development, simulation and testing

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

**Tire Technology Expo 2026 show preview**

## Reader survey\*

**"It's a great platform to know the state of the art and to discover new potential suppliers"**

Diviyadeep Singh, engineer, Continental

### READERSHIP

**46%** work at a tire manufacturer  
**25%** work at a Tier 1 supplier  
**77%** are final decision makers or influencers

### QUALITY OF CONTENT

**99%** say it's good/very good/excellent

### RELEVANCE OF CONTENT

**87%** say the content is relevant to them and their role

### FORMAT

**66%** read the print magazine  
**34%** prefer to read the digital version

### NEWSLETTER READERS

**75%** of respondents subscribe to the weekly newsletter  
Of which **92%** rated the newsletter as good/very good/excellent

**72%**

**of readers share their copy with colleagues (on average 2-3)**

**82%**

**of readers find the magazine useful for sourcing new products**

**48**

**Net Promoter Score**

\*Reader survey conducted by publisher, June 2025

# EXHIBITING OR SPEAKING AT TIRE TECHNOLOGY EXPO AND CONFERENCE?

**Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:**

- Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article in an issue of your choice;
- All advertisers in the pre-show issue (Nov 2025) are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with accompanying advert);
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide – the on-site catalogue used by visitors to navigate the show, during the event;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event.
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

