**Advantage of technical editorial**

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

**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.

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

*Advert sizes - visit the website for full advertiser guidelines.

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**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.

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**Advert sizes**

- **Magazine**
  - 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.

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**FREE APP**

Download the Tire Technology International app for free! The 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.
Examining the latest on tire road wear particles. Revisiting end-of-life tires into materials for the tire industry and other sectors technologies, and exploring processes and facilities working to convert Tire retreading and recycling for whatever tire maker clients need?

Terrain calls for specialized product design and testing to improve the sustainability of the modern tire business.

Material news, research projects and legislative news from across the industry must consider the issue holistically. This feature will round up large-volume production)

How has the technology advanced, but also exploring Rounding up the latest trends and development areas for TBM measurement, QA processes

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.

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

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?

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

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
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

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

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

Banners are available for a minimum of 3-months

Specifications and sizes

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