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: 5,471 copies per issue (2021). 12,000+ unique visitors per month, online. 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_

<table>
<thead>
<tr>
<th>Print (magazine)</th>
<th>Per insertion</th>
<th>DPS</th>
<th>Full page</th>
<th>Half page</th>
<th>Bound insert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>£7,500</td>
<td>£5,250</td>
<td>£3,500</td>
<td>£10,000</td>
<td></td>
</tr>
<tr>
<td>Annual Review</td>
<td>£7,500</td>
<td>£6,500</td>
<td>£4,300</td>
<td>£10,000</td>
<td></td>
</tr>
<tr>
<td>All covers</td>
<td>£7,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_Advert sizes - visit the website for full advertiser guidelines_

<table>
<thead>
<tr>
<th>Advert Type</th>
<th>Millimeters (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (trim size)</td>
<td>215mm (w) x 275mm (h)</td>
</tr>
<tr>
<td>Double-page spread (trim size)</td>
<td>430mm (w) x 275mm (h)</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>183mm (w) x 115mm (h)</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>90mm (w) x 250mm (h)</td>
</tr>
</tbody>
</table>

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

**APRIL 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**
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?

**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: 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 2023 Roundup and Awards coverage**

**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

**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?

**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: Details to be announced**

**Tire Technology International Expo 2024 SHOW PREVIEW**

**ANNUAL REVIEW (PUBLISHED OCTOBER 2023)**

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

Media and Advertising Data 2023
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

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

Weekly newsletter banners

Sent to 18,000 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

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