

# WHEEL

TECHNOLOGY INTERNATIONAL

From the organizer of

**tire**  
technology  
**EXPO 2022**

April 5, 6, 7, 2022  
Hannover, Germany

[www.tiretechnology-expo.com](http://www.tiretechnology-expo.com)

## THE GLOBAL WHEEL INDUSTRY REPORT



# 2022

## Media schedule and advertising rates

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- ADVERTISEMENT RATES
- CONTACT DETAILS

# WHEEL

TECHNOLOGY INTERNATIONAL

## Global Wheel Industry Report 2022

**The value of the automotive wheel market exceeded US\$121bn in 2019 and is estimated to exhibit over 5.8% CAGR from 2020 to 2026\***

(\*Global Market Insights)

From the publisher of *Tire Technology International*, and the organizer of Tire Technology Expo in Hannover, Germany, *Wheel Technology International* is the first-ever publication focused exclusively on the science and technology of making wheels.

This brand-new, extensive, fully illustrated publication provides instant access and in-depth analysis of the major trends and technologies shaping the rapidly evolving automotive wheel sector, with a particular focus on the higher end of the wheel manufacturing business – performance wheels, luxury wheels and the latest advances in wheel aerodynamics – and exploring where the combined resources of tire and wheel manufacturers may in the future become one. Current, state-of-the-art wheel technologies and manufacturing processes are also covered in full.

Wheel development continues at a rapid pace, with new designs and solutions required to meet the needs of next-generation electric, autonomous and connected vehicles. Stay up to speed with all the latest innovation via the pages of *Wheel Technology International's Global Wheel Industry Report*. This annual publication provides its audience with key industry news, interviews and technology developments. We focus exclusively on the simulation tools, manufacturing processes and component technologies needed to enable future wheel designs to be more than just tires and rims, and pay special attention to the rapidly evolving needs of the electric and autonomous vehicle sector.

Printed copies of the report will be distributed to **5,000 decision makers** and buyers from leading wheel manufacturers, tire manufacturers and car manufacturers, including those responsible for R&D, production, automation, design, materials, quality assurance and testing. **PLUS** further e-distribution to an international database of over **25,000 subscribers**.



### AREAS COVERED

Trends in tire and wheel design • Wheel manufacturing systems • Forming • Shaping • Painting • Finishing • Polishing • Lightweight technology • Factory automation • Factory efficiency • Greener manufacturing • Chemicals • Water reduction • Waste and scrap management • Quality assurance • End-of-line testing • R&D • Testing • Validation

### CONTACT US

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## PUBLISHING SCHEDULE

**November 2022**

### SPECIAL FEATURES:

- Future design
- Lightweighting
- Factory automation
- Testing and validation

**PLUS:**  
 Premium market focus, as well as EV and AV special reports!

## ADVERTISING RATES

Full page .....	<b>£5,250</b>
Inside front cover .....	<b>£6,000</b>
Inside back cover .....	<b>£5,750</b>
Outside back cover .....	<b>£6,000</b>
Half page .....	<b>£3,500</b>

## ADVERTISER GUIDELINES

**Format: Adobe PDF**

Advert type	Millimeters	Inches
Full page (trim size).....	215mm (w) x 275mm (h).....	8.4646in (w) x 10.8268in (h)
Half page (horizontal).....	183mm (w) x 115mm (h).....	7.2047in (w) x 4.5276in (h)
Half page (vertical).....	90mm (w) x 250mm (h).....	3.5433in (w) x 9.8425in (h)

*Resolution: PDF files should be created at a resolution of 300dpi using CMYK color space  
 NOTE: When supplying a full-page advert, please add 3mm (0.1181in) of bleed on all sides of the artwork*

## PRODUCTS & SERVICES

As part of our open-door editorial policy, advertisers may be able to take advantage of technical editorial opportunities, depending on availability. A dedicated section within every edition of the *Global Wheel Industry Report* features product launches, updates, technical development articles, case studies and, in some instances, supplier interviews. This well-proven format provides the best combination of corporate sales message, technical information and reader response.



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

**Full-page advertisers:**  
 Option to supply up to 1,000 words for a white paper or case study

**Half-page advertisers:**  
 Option to supply up to 500 words for a white paper or case study