

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

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](#)



Average monthly total page views (website)
37,000

Source: Google Analytics

Average monthly total unique visitors (website)
13,500

Source: Google Analytics

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](#)

Delivered **14,000**
Average open rate **30%**
Average click through **18%**



Contact us

For further information please contact our sales team • **Olivia Campbell**: olivia.campbell@ukimediaevents.com • UKI Media & Events, Parsonage House, Parsonage Square, Dorking, RH4 1UP, UK • Tel: +44 1306 743744 • 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.

