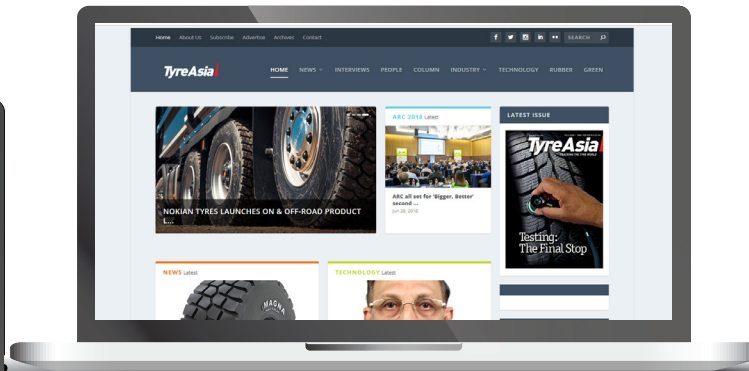
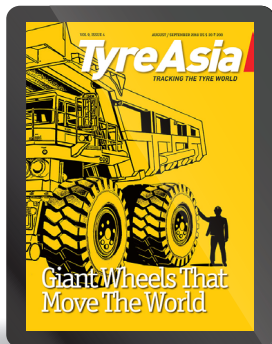


Tracking the Tyre World



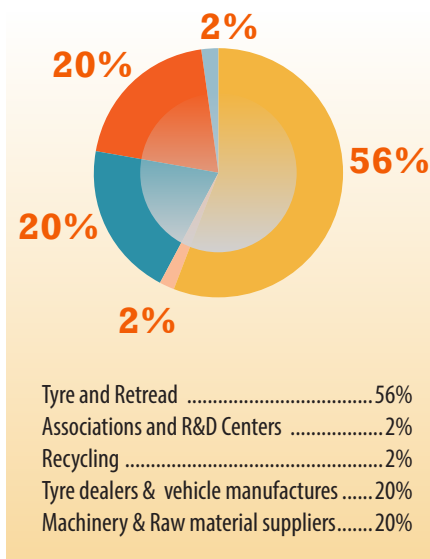
Magazine

Tyre Asia is a magazine dedicated to the global tyre industry. It covers all aspects of the industry, from procurement of raw materials and machines to manufacturing, sales and after-sales services of the tyre. It comprehensively covers the global tyre, retreading and recycling industry, with the stress on technological, environmental and economic sustainability aspects. For over a decade, *Tyre Asia* has become the perfect platform to connect companies globally. Readers are updated on the latest news, technology development and R&D with a global perspective. It addresses the need of the tyre community worldwide, providing full coverage and authentic information on the latest trends in the industry. It reaches the decision makers of the industry across the globe in print and online editions.

Readers Profile

Chairman / President /MD/ CEO /	40%
CTO / CMO / CFO / COO	30%
Plant Head / Supply Chain Heads	16%
Technical / R&D Heads	10%
Marketing Personnel	4%

Industry Profile



Circulation Details

China	293
France	153
Germany	300
India	5007
Italy	89
Malaysia	425
Singapore	355
Sri Lanka	201
Thailand	375
UAE	200
USA	854
Rest of Europe	325
Rest of the world	3900
Total	12,477

ABM Events

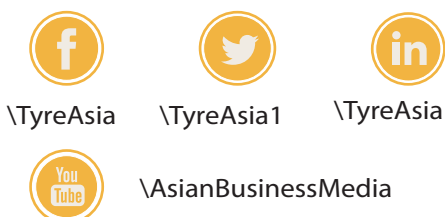


Digital

For people on the move, *Tyre Asia's* online platform is apt as it provides real time news from the website, social media feeds and weekly newsletters. You can read the latest edition of *Tyre Asia* via Magzter, even before the issue is printed.

Page-views per month

13,675



Read Tyre Asia online



Social Media

Tyre Asia is an active presence on various social media, engaging the Who's who of the industry.

Newsletter



A weekly newsletter reaches the Who's who of the industry to keep them abreast of the tyre world happenings.

Ad Tariff

Print Ad Rates

Position	Rate
Back cover	USD 4,000
Inside covers	USD 3,000
Special position	USD 2,500
Full page	USD 2,000
Half page	USD 1,000
Double-spread pull-out	USD 3,000
Front cover gatefold	USD 6,000
Back cover gatefold	USD 5,000

Print Subscription Rates

Single Issue	USD 20	
Two Years	USD 200	12 issues
Four Years	USD 400	24 issues

Attractive combo and bulk subscription offers available !

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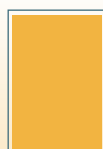
Print Ad Specifications



Double-spread Pull-Out Bleed
420 x 297 mm
(+5mm extra 4 sides)



Full Page Bleed
210 x 297 mm
(+5mm extra 4 sides)



Full Page Print Area
180 x 265 mm



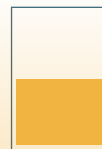
Half Page Bleed
210 x 148 mm
+ 5 mm bleed on 3 sides



Half Page Print Area
180 x 135 mm



Half Page Vertical Bleed
110 x 297
+ 5 mm bleed on 3 sides



Half Page Vertical Print Area
90 x 265 mm

Dimension

Overall size: 210 x 297 mm + 5mm bleed on all sides
Print area: 180 mm x 265 mm

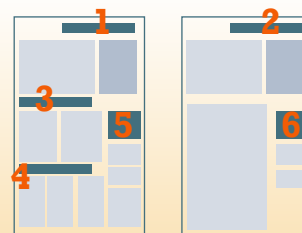
Material Format

PDF, TIFF, EPS or JPEG file , Colour mode - CMYK, Resolution - 300 dpi

Website Ad Rates & Specifications

	Standard	Mobile	
1. Head Banner	728 x 90 px	320 x 100	USD 1,000
2. Head Banner (Article Page)	728 x 90 px	320 x 100	USD 850
3. Body Long Banner I	728 x 90 px	320 x 100	USD 800
4. Body Long Banner II	728 x 90	320 x 100	USD 500
5. Side Banner	300 x 250 px	300 X 250	USD 250
6. Side Banner (Article Page)	300 x 250 px	300 X 250	USD 150

* Web banner rates per month

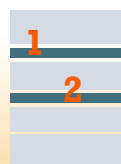


Format: JPEG , PNG or GIF
Resolution 72 dpi

Newsletter Ad Rates & Specifications

1. Newsletter First Ad	600 x 70 px	USD 150
2. Newsletter Second Ad	600 x 70 px	USD 100

* Newsletter ad rates per release



* All rates are subject to applicable taxes

Read Tyre Asia Digital Edition on



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Editorial Calendar

Tyre Asia distributes free service to advertisers to more industry events world wide than other competing publications. Your companie's slaes messages will be seen globally.

10th Anniversary Special

A unique, worth-preserving special issue to hit various International Tyre Events

Ad Close: Sep 10 Issue Release: Sep 20, 2018

February-March 2019

Tire Technology / Intelligent Tyres

Vehicle tyres are becoming more communicative through high-tech sensors. In fact, tyres are now as intelligent as the vehicle and its driver. The report looks into various aspects of tyre intelligence and the challenges it poses to tyre makers.

Ad Close: Feb 05 Issue Release: Feb 15, 2019

August -September 2019

Two Wheeler Tyre

Two-wheelers almost outnumber cars, especially on Asian roads. All kinds of innovations are going into the amazingly growing 2-wheeler tyre market

Ad Close: Jul 20 Issue Release: Aug 03, 2019

October-November 2018

Asian Retread Conference

Global retreading industry is still dragged behind by lack of technological adaptation and quality control. A look into the current scenario

Ad Close: Sep 15, 2018 Issue Release: Sep 25, 2018

April-May 2019

Special Report EV Tyres

As Electric Vehicles begin ruling the roads, their tyres also get adapted. The report focus on how this technological makeover impacts tyre manufacturing.

Ad Close: Mar 25 Issue Release: Mar 30, 2019

October - November 2019

Retreading / Tyre dealers

Focuses on latest technological and business aspects of tyre retreading, where dealership networks play a vital role

Ad Close: Sep 20 Issue Release: Oct 03, 2019

December 18-January 2019

Retrofit

Industrial machinery has a long life span as long as they are updated with latest technology. A look into one of the fast growing sectors in tyre machinery industry

Ad Close: Nov 20 Issue Release: Dec 03, 2018

June -July 2019

ATRC

The focus is on Tyre Asia's flagship event – Asian Tyre and Rubber Conference (ATRC) and its theme Automation Technology: Future Reality In Manufacturing. It will look into how Artificial Intelligence is re-defining tyre making.

Ad Close: May 20 Issue Release: Jun 03, 2019

December 19-January 2020

Materials

Raw materials other than rubber, including cords, chemicals and oils, play the most vital part in tyre making. The focus will be on its suppliers, technological innovations and sustainability adaptations that go into the sector

Ad Close: Nov 20 Issue Release: Dec 03, 2019

Event Calendar

Oct - Nov 2018

Asian Retread Conference 2018, October 2-3, 2018, KL, Malaysia

MRE Dinner 2018, October 5, 2018

India Rubber Meet, October 30-31, 2018, Kochi, India

AAPEX & SEMA 2018, Oct 30-Nov 2, 2018, Las Vegas, USA

Asian Powertrain Conference 2018, November 15-16, 2018, Hyatt Regency, Chennai, India

Automechanika Shanghai, November 28-December 1, 2018, Shanghai, China

Dec 18 - Jan 2019

India Rubber Expo 2019, January 17-19, 2019 Mumbai, India

Feb-Mar 2019

Tire Technology Expo 2019, March 5- 7, 2019, Hannover, Germany

Tyrexpo Asia/Garagexpo Asia 2019, March 19-21, 2019, Singapore

World Rubber Summit, March 19-20, 2019, Singapore

World Elastomer Summit 2019, Dusseldorf, Germany

INAPA 2019, March 20 - 22, 2019, Jakarta, Indonesia

Automechanika KL 2019, March 21-23, 2019, KL, Malaysia

Apr-May 2019

Autopromotec 2019, May 22-26, 2019, Italy

Automotive Testing Expo 2019 Europe 21-23 May 2019, Stuttgart, Germany

Jun-Jul 2019

Automechanika Dubai 2019, June 10-12, 2019, Dubai, UAE

Asian Tyre & Rubber Conference 2019 (ATRC), June 13-14, 2019, Chennai, India

Malaysia Commercial Vehicle Exhibition (MCVE) 2019, June 20-22, 2019, Malaysia

Tyre Expo India 2019, Chennai, India

Aug-Sep 2019

Citexpo 2019, August 19-21, 2019, Shanghai, China

IRC 2019, September 10-12, 2019, London, UK

RubberTech China 2019

Oct-Nov 2019

International Elastomer ACS 2019, October 7-10, 2019, Cleveland, USA

AAPEX & SEMA 2019, November 5-8, 2019, Las Vegas, USA

Automotive Testing Expo 2019 USA 23-25 October 2018, The Suburban Collection Showplace, Novi, MI, USA

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