**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**

- 20%: Tyre and Retread
- 2%: Associations and R&D Centers
- 2%: Recycling
- 20%: Tyre dealers & vehicle manufactures
- 20%: Machinery & Raw material suppliers

**Circulation Details**

<table>
<thead>
<tr>
<th>Country</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>293</td>
</tr>
<tr>
<td>France</td>
<td>153</td>
</tr>
<tr>
<td>Germany</td>
<td>300</td>
</tr>
<tr>
<td>India</td>
<td>5007</td>
</tr>
<tr>
<td>Italy</td>
<td>89</td>
</tr>
<tr>
<td>Malaysia</td>
<td>425</td>
</tr>
<tr>
<td>Singapore</td>
<td>355</td>
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<tr>
<td>Sri Lanka</td>
<td>201</td>
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<tr>
<td>Thailand</td>
<td>375</td>
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<tr>
<td>UAE</td>
<td>200</td>
</tr>
<tr>
<td>USA</td>
<td>854</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>325</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>3900</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>12,477</strong></td>
</tr>
</tbody>
</table>

**ABM Events**

- 2018: Tyre and Retread: 56%, Associations and R&D Centers: 2%, Recycling: 2%, Tyre dealers & vehicle manufactures: 20%, Machinery & Raw material suppliers: 20%
- 2019: Tyre dealers & vehicle manufactures: 20%, Machinery & Raw material suppliers: 20%

**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**

- [TyreAsia](#)
- [TyreAsia1](#)
- [TyreAsia](#)
- [AsianBusinessMedia](#)

**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

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>USD 4,000</td>
</tr>
<tr>
<td>Inside covers</td>
<td>USD 3,000</td>
</tr>
<tr>
<td>Special position</td>
<td>USD 2,500</td>
</tr>
<tr>
<td>Full page</td>
<td>USD 2,000</td>
</tr>
<tr>
<td>Half page</td>
<td>USD 1,000</td>
</tr>
<tr>
<td>Double-spread pull-out</td>
<td>USD 3,000</td>
</tr>
<tr>
<td>Front cover gatefold</td>
<td>USD 6,000</td>
</tr>
<tr>
<td>Back cover gatefold</td>
<td>USD 5,000</td>
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Print Subscription Rates

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Single Issue</td>
<td>USD 20</td>
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<tr>
<td>Two Years</td>
<td>USD 200</td>
</tr>
<tr>
<td>Four Years</td>
<td>USD 400</td>
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</tbody>
</table>

Attractive combo and bulk subscription offers available!
Contact: mail@abm.net.in

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 146 mm (+5mm bleed on 3 sides)
- Half Page Print Area: 180 x 135 mm
- Double-spread Pull-Out: 110 x 297 mm (+5mm bleed on 3 sides)
- Half Page Vertical Bleed: 110 x 297 mm
- Half Page Vertical Print Area: 90 x 265 mm

Website Ad Rates & Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Standard</th>
<th></th>
<th>Mobile</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Head Banner</td>
<td>728 x 90 px</td>
<td>320 x 100</td>
<td>USD 1,000</td>
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</tr>
<tr>
<td>2. Head Banner (Article Page)</td>
<td>728 x 90 px</td>
<td>320 x 100</td>
<td>USD 850</td>
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</tr>
<tr>
<td>3. Body Long Banner I</td>
<td>728 x 90 px</td>
<td>320 x 100</td>
<td>USD 800</td>
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</tr>
<tr>
<td>4. Body Long Banner II</td>
<td>728 x 90 px</td>
<td>320 x 100</td>
<td>USD 500</td>
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</tr>
<tr>
<td>5. Side Banner</td>
<td>300 x 250 px</td>
<td>300 X 250</td>
<td>USD 250</td>
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</tr>
<tr>
<td>6. Side Banner (Article Page)</td>
<td>300 x 250 px</td>
<td>300 X 250</td>
<td>USD 150</td>
<td></td>
</tr>
</tbody>
</table>

Format: JPEG, PNG or GIF
Resolution: 72 dpi

Newsletter Ad Rates & Specifications

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>1. Newsletter First Ad</td>
<td>600 x 70 px</td>
<td>USD 150</td>
</tr>
<tr>
<td>2. Newsletter Second Ad</td>
<td>600 x 70 px</td>
<td>USD 100</td>
</tr>
</tbody>
</table>

* Newsletter ad rates per release

* All rates are subject to applicable taxes

For marketing queries
Antony - +91 9833901586, asp@abm.net.in
Praveen - +91 9867012829, pm@abm.net.in

* Read Tyre Asia Digital Edition on

** Format: JPEG, PNG or GIF
** Resolution: 72 dpi
Editorial Calendar

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

10th Anniversary Special
A unique, worth-preserving special issue to hit various International Tyre Events

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.

August -September 2019
Two Wheeler Tyre
Two-wheelers almost outnumber cars, especially on Asian roads. All kinds of innovations are going into the amazing-ly growing 2-wheeler tyre market

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

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.

October - November 2019
Retreading / Tyre dealers
Focuses on latest technological and business aspects of tyre retreading, where dealership networks play a vital role

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

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.

December 19-January 2020
Materials
Raw materials other than rubber, including cords, chem-icals 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

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
INAPR 2019, March 20 – 22, 2019, Jakarta, Indonesia
Automechanika KL 2019, March 21-23, 2019, KL, Malaysia

Oct 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

Jun-Jul 2019
Automechanika Dubai 2019, June 10-12, 2019, Dubai, UAE
Asian Tyre & Rubber Conference 2019 (ATRC), June 13-14, 2019, Chennai, India

Aug-Sep 2019
Citexpo 2019, August 19-21, 2019, Shanghai, China
IRCE 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

www.tyre-asia.com