



## TYRES & ACCESSORIES Editorial Programme 2025

Month	Features	Editorial & Advertising Booking Deadline	Advertising Artwork Deadline
<b>January</b>	Agricultural Tyres TPMS and Sensor Technology	13.12.24	13.12.24
<b>February</b>	Car Tyres Motorcycle Tyres	17.01.25	24.01.25
<b>March</b>	Commercial Vehicle Tyres Circular Economy – Recycling and Sustainability	14.02.25	21.02.25
<b>April</b>	SUV Tyres Autopromotec 2025 Preview	21.03.25	28.03.25
<b>May</b>	Fleet Business OTR Tyres	18.04.25	25.04.25
<b>June</b>	UHP, UUHP and track-day tyres Tyre Retail	15.05.25	23.05.25
<b>July</b>	Aftermarket parts and accessories Electric Vehicle and Eco Tyres	20.06.25	27.06.25
<b>August</b>	All-Season and Winter Tyres Online Tyre Business	18.07.25	25.07.25
<b>September</b>	Truck Tyres Off Highway Tyres	15.08.25	22.08.25
<b>October</b>	Industrial Tyres Tyre Wholesale	19.09.25	26.09.25
<b>November</b>	4x4 Tyres Garage equipment	17.10.25	24.10.25
<b>December</b>	Last Mile Delivery Fleet Tyres Manufacturing and Raw Materials	21.11.25	28.11.25

*Advertising well invested.*



## TYRES & ACCESSORIES | AD Rates 2025

### ADVERTS

#### ADVERT SIZE

Front Cover	£ 3,600
Back Cover	£ 2,400
Inside Front Cover	£ 2,150
Inside Front Cover DPS	£ 3,800
Throw-Out (4 pages)	£ 6,400
Inserts	£ 1,000



#### ADVERT SIZE

#### NUMBER OF INSERTIONS

	1+	4+	7+	10+	13+
Double Page Spread	£ 3,600	£ 3,420	£ 3,240	£ 3,060	£ 2,880
Full Page	£ 2,200	£ 2,090	£ 1,980	£ 1,870	£ 1,760
1/2 Page	£ 1,650	£ 1,567.50	£ 1,485	£ 1,402.50	£ 1,320
1/4 Page	£ 1,275	£ 1,211.25	£ 1,147.50	£ 1,083.75	£ 1,020

### CLASSIFIEDS

#### ADVERT SIZE

#### NUMBER OF INSERTIONS

	1+	4+	7+	10+
1/2 Page	£ 750	£ 712.50	£ 675	£ 637.50
1/4 Page	£ 500	£ 475.50	£ 450	£ 425
1/8 Page	£ 300	£ 285.00	£ 270	£ 255
1/16 Page	£ 200	£ 190.00	£ 180	£ 170

## TYREPRESS.COM | BANNER Rates 2025

### BANNER

#### BANNER SIZE

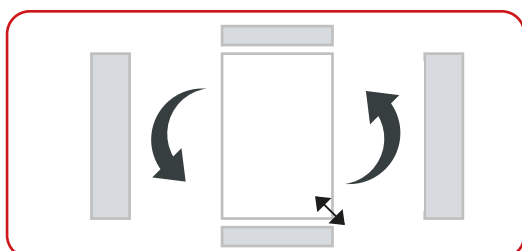
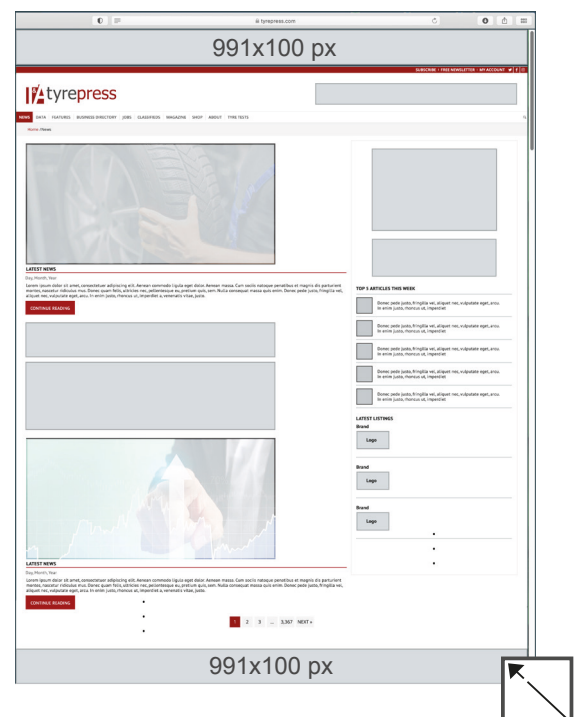
##### HOME PAGE

	1+	6+	10+
468x60 px (Header)	£ 2,000	£ 1,900	£ 1,800
600x100 px	£ 1,100	£ 1,045	£ 990
600x200 px	£ 2,100	£ 1,995	£ 1,890
300x250 px	£ 1,300	£ 1,235	£ 1,170
Wallpaper	from £ 1,400 per slot [ 3 slots available per month ]		
Wallpaper	from £ 4,000 per slot [ You book all 3 slots in the same month ]		

##### ARTICLE PAGES

	1+	6+	10+
600x100 px	£ 1,350	£ 1,282.50	£ 1,215
600x200 px	£ 2,600	£ 2,470	£ 2,340
300x250 px	£ 1,700	£ 1,615	£ 1,530

\* Not applicable for discounts



Wallpaper  
(reacts responsively  
depending on the size  
of the view)

## BUSINESS DIRECTORY £ 250

[ Company web address in Tyres & Accessories Mag]

- Company details, website & email hyperlinked on [www.tyrepress.com](http://www.tyrepress.com)
- Company Photo/Logo
- Pdf of your company's product brochure for direct download
- Your company's e-Brochure with turn/flip pages, no download

## DAILY e-NEWSLETTER



BANNER SIZE	NUMBER OF MONTHS		
	1+	6+	10+
600x100 px	£ 1,300	£ 1,235	£ 1,170
600x200 px	£ 2,400	£ 2,280	£ 2,160
200x100 px	£ 560	£ 532	£ 504
200x200 px	£ 750	£ 712.50	£ 675
Horizontal Header, 800x120 px	£ 2,400	£ 2,280	£ 1,160
Vertical Header, 200x480 px	£ 1,450	£ 1,377.50	£ 1,305
Solus & Advertorial	£ 2,400	£ 2,280	£ 2,160

## TYREPRESS JOBS/TOP10 BANNERS



BANNER SIZE	NUMBER OF MONTHS		
	1+	6+	10+
Job/Top10 Header	£ 800	£ 760	£ 720
Job/Top10, 600x100 px	£ 550	£ 522.50	£ 495
Recruitment	£ 500	£ 475	£ 450

## RECRUITMENT

ADVERT SIZE	MAGAZINE	ONLINE	BOTH
1/2 Page	£ 680	N/A	£ 1,000
1/4 Page	£ 300	£ 450	£ 700

## WHATTYRE.COM | BANNER Rates 2025

### BANNER

BANNER SIZE	Home Page
Header Banner	£ 1,800
600x100 px	£ 1,000
600x200 px	£ 2,000
300x250 px	£ 1,100
Sponsored Listing	£ 1,000
Brand Logo	£ 250
Wallpaper [ single slot ]	£ 1,350
Wallpaper [ whole site ]	£ 3,850
Dealer Directory	£ 240
*Full Site Takeover	£ 5,000
Dealer Directory Platinum Pack per branch per year	£ 240

Priced annually



#### [ 3 Wallpaper Slots & Header Banner ]

- Company logo
- Name
- Address
- Company profile (up to 250 words)
- A link to your website
- Links to your social media channels
- Email link
- Phone number
- List your services offered
- List your stocked brands
- Have your contact details appear alongside tyre product information when users input a postcode within 20 miles of your tyre shop

In addition, each branch will receive:

- A complimentary UK subscription to Tyres & Accessories magazine together with full access to our website Tyrepress news articles and features – worth £132 per year



***Find the best tyres for you .***