



Media Information

The Concept

The Tyreman is an established specialist magazine for the **tyre industry, tyre distribution trade and general automotive aftermarket**. Initially launched 39 years ago, the magazine is the only **business-to-business publication** targeted specifically at leading decision makers within the tyre & automotive aftermarket industry.

The emphasis of the magazine is on feature type articles including company profiles, interviews and product features and reviews on events within the Asian tyre & automotive aftermarket industry. An industry news section is also included.

The Tyreman is printed in **English and Mandarin Chinese** making the magazine accessible to a wide range of readers within Malaysia and Singapore as well as within the wider South East Asian and Chinese markets.

Distribution

Unlike other general automotive and motoring magazines, The Tyreman is highly targeted at **business readers** and is not sold to the general public. The total print run of the Tyreman is currently **3,000** copies, the majority of which are distributed to **tyre dealers, garages, workshops, tyre & auto-parts manufacturers, tyre retreaders and car manufacturers & distributors in Malaysia and Singapore**. A significant distribution is also mailed out to the most significant decision makers within the tyre industry in other South East Asian countries as well as China.

Publication Schedule

The Tyreman is published **six times** a year, at the end of February, April, June, August, October and December. Advertising deadlines are on the **10th day of the month of publication**.

For further enquiries, kindly contact:

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Features List 2010

February 2010	Tyre Recycling <i>Auto-Parts Section : Lubricants</i>
April 2010	Indonesian Tyres China Supplement (Tyreman China) <i>Auto-Parts Section : Wiper Blades</i>
June 2010	Essen Show Review / Truck & Bus Supplement <i>Auto-Parts Section : Batteries</i>
August 2010	Retreading <i>Auto-Parts Section : Spark Plugs</i>
October 2010	Performance Tyres & Rims <i>Auto-Parts Section : Automechanika Show Review</i>
December 2010	Wheel Service Equipment <i>Auto-Parts Section : Shock Absorbers</i>

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Front Cover	US \$ 1,900
Inside Front/Back Covers	US \$ 1,400
Centre Spread	US \$ 2,020
Full Page	US \$ 1,150
Half page	US \$ 650
Quarter Page	US \$ 330

Tyreman requires the supply of digital copy by CD Rom or e-mail. The cost of additional production work is not included in the price and will be passed on to the advertiser.

It is the responsibility of the advertiser to ensure that Tyreman receives advertising copy in good time. Advertisers will be responsible for the payment for space booked when copy is not received even if the space is otherwise used.

Recognised advertising agencies will be granted a discount of 10%. Invoices are payable on publication.

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