

TIRES & PARTS Magazine

The Middle East's First Automotive, Tires & Parts Magazine.

Tires & parts is a magazine specializing in the automotive tires & parts markets, providing both professionals and consumers with up to date market information and industry specific news connecting our client's brands to our targeted readership of those interested in each specific industry. It is a comprehensive magazine that is useful and interesting to both end users / consumers and also vital for anyone in the auto industry. It is a regionally distributed magazine published in English.

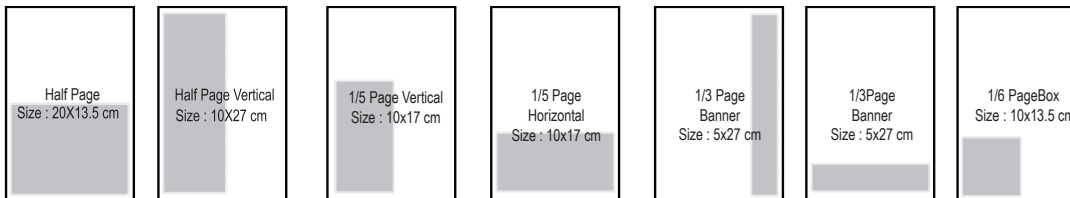
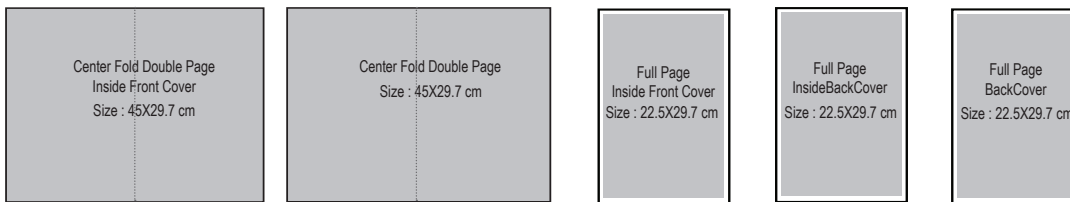
Benefits of Advertising with us

- It is a B2B and B2C magazine so all major business and consumers shall be receiving your messages.
- Top level management in the industry will notice your presence and will give you the best exposure due to our wide distribution.
- Tires & parts Magazine does not have any direct competition.
- One distribution per month gives your advertisements the highest possible exposure at unbeatable prices, this means that your advertisement remains in circulation for one month.
- Articles and news content provided is both important and useful to both industry professionals & consumers.

Circulation

- Subscriptions
- Retail sales
- Promotional
- Automotive Companies Including:
 - Auto parts manufacturers
 - Tire dealers
 - Auto parts dealers
 - Auto parts retailers
 - Transport companies
 - Car dealers (used)
 - Cars dealers (new)
 - Tire retailers
 - Battery manufacturers
 - Battery Dealers
 - Car Manufacturers and representative offices
 - Truck and trailer equipment and parts dealers
 - Tire retreaders and repair

Ad Sizes



Measurements: Height X Width

Advertising Rates (Per Issue)

(All Prices are per issue and are quoted in Dirhams & Dollars)

Premium Positions

Double Page Inside Front Cover	Dhs	15,850	\$4,318
Center Double Page Spread	Dhs	14,800	\$4,035
Inside Front Cover Full Page	Dhs	10,950	\$2,989
Inside Back Cover Full Page	Dhs	10,350	\$2,823
Back Cover Full Page	Dhs	13,400	\$3,653

Regular Positions

Double Page	Dhs	12,200	\$3,322
Full Page	Dhs	8,900	\$2,424
Half Page	Dhs	4,400	\$1,194
1/3 Page	Dhs	2,750	\$746
1/6 Page	Dhs	2,000	\$547
1/5 Horizontal	Dhs	2,400	\$646
1/4 Page	Dhs	2,200	\$596e

Advertising Specifications

Ratio

Tires and parts offers a low ad-to-edit ratio to ensure your message is clear.

Advertising 40%

Editorial 60%

Design

In house designing can be done for clients who do not have a specific design readily available.

(Designs are made at a one time offer only, a fee will be charged for future designs)

Closing date

Closing date for the advertisements is on the 21st of every month.

Late copy

Late advertisements will not be accepted and may be published in the following month, unless the Publisher receives due notice and agrees to an extension. A late charge may be applied.

Editorial policy

Editorial is completely independent from advertising and no special editorial consideration or commitment of any kind can form any part of the sales agreement.

Copy approval

All advertisements must be acceptable in content and art design, at the publishers discretion.

Date of issue

The magazine is published on the 4th of every month.

Payment

100% Payment must be received before any advertisement is inserted into the magazine.

Digital ad specifications

File formats: pdf, eps, (with all fonts and images embedded) and high-resolution tif files are acceptable.

Email

One attachment per email. File attachments should not exceed 6mb.

General policies

The publisher reserves the right to increase the advertising rates for any issue on 30-day verbal or written Notice before the closing date for the issue. All rates given are introductory for a limited period.

Tires And Parts will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

Publishers Protective Clause

By issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in TIRES & PARTS and by their tendering such insertion orders the advertiser or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs resulting from publisher's compliance with such insertion orders (including but not by way of limitation, from claims of libel, violation or privacy, copyright infringement or otherwise) and publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnities and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with any agency.

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