

THE INDUSTRY'S MOST POPULAR AND BEST READ MAGAZINE

Tyres & Accessories

**SERVING THE TYRE, WHEEL AND AUTOMOTIVE PRODUCT INDUSTRY
OR OVER 60 YEARS**

2009 RATE CARD

Tyres & Accessories is the most exhilarating and inspirational tyre, wheel and automotive product trade magazine.

Setting the standard in editorial quality, Tyres & Accessories is authoritative, informative, impartial, imaginative and entertaining.

Tyres & Accessories continues to be the market leader in the UK and is now recognised as the principal international magazine in which to successfully promote your products worldwide.

Give us a call. Like you, we're passionate about our product and believe in results.

Make sure the impact and sales potential of your advertising reaches the most qualified buying audience in the tyre, wheel and associated industries. In 2009 do away with uncertainty, select Tyres & Accessories for your advertising campaign.

ABC Circulation figures are based on fact not fiction.



**Tyres & Accessories
6A Salem Street, Etruria
Stoke-on-Trent
Staffordshire ST1 5PR**

**Tel+44 (0)1782 214224
Fax: +44 (0)782 586289
e-mail: scott.parker@tyrepress.com
www.tyrepress.com**

2009 ADVERTISING RATES

Number of insertions	1-3	4-6	7-9	10-12
	£	£	£	£
Full page mono	942	895	824	754
Half page mono	565	537	495	452
Quarter page mono	396	376	347	317
Front cover in 4 colours	1813			
Back cover in 4 colours	1565			
Inside front/back cover in 4 colours	1346	1297	1222	1149
Centre spread in 4 colour bleed	2667			

Four colour:	£340 extra
Spot colour	£140 per colour extra
Bleed pages	10% extra

Looking to Buy - Looking to Sell - Looking to Recruit

Look no further than:-

TYRES & ACCESSORIES CLASSIFIED ADVERTISING

The industry leader in classified advertising, offers the biggest national and international marketplace. Classified advertisements published in Tyres & Accessories appear on our www.tyrepress.com website for the corresponding month **FREE OF CHARGE.**

CLASSIFIED RATE: £16.00 s.c.cm. Minimum 5cm.

Column widths: 1 column 57mm, 2 columns 120mm, 3 columns 190mm

No charge is made for box numbers

Agency Commission: 15% will be allowed to recognised agencies.

INSERTS

Inserts in most forms, from single leaflets to complete catalogues, are accepted either loose or bound-in. Direct mail service is also available, save money on mailing your promotional material by utilising this service.

For further information, or a quotation, please

Telephone: **+44 (0)1782 214224** Fax: **+44 (0)1782 586289** e-mail: scott.parker@tyrepress.com

ALL PRICES EXCLUSIVE OF VAT

Mechanical (size) Specification	Depth mm	Width mm
Full page type area	273	190
Half page horizontal	135	190
Half page vertical	273	92
Quarter page vertical	135	92
Quarter page horizontal	64	190
Double page spread (Bleeding into gutter)	273	400
Double page spread size (Outside edge to edge and into the gutter)	303	426
Page size trim	297	210
Page size bleed	303	216
Front cover	244	210
Front cover bleed	250	216

Advertising in the Tyres & Accessories Daily e-Newsletter

On each working day the very latest industry news is sent by Email to industry professionals throughout the world.

In order to give you the opportunity to take full advantage of the sales prospects offered by this new media facility, advertising space has been made available at the following rates:

Banner advert measuring 100 pixels deep x 600 pixels wide at £290 a month.

Advert measuring 230 pixels deep x 600 pixels wide at £580 a month

Advert measuring 450 pixels deep x 600 pixels wide at £1076

Discounts are available for multiple months of insertion: 3 months - 5%. 6 months - 10%. 12 months - 15%.

During the course of one month advertisements will normally be published in at least 20 separate Newsletters.
Please supply advertisements in JPEG or GIF format.

To book your advertisement or for further information:

Tel: **+44 (0)1782 214224** e-mail: **scott.parker@tyrepress.com**

ACCOUNTS: Nett monthly. Overdue accounts will be surcharged 5% per month.

METHOD OF PAYMENT: Overseas Advertisers are requested to transfer payment to: National Westminster Bank plc., 10 Station Road, Clacton-on-Sea, Essex CO15 1TA, England – Account No. 70304440 - Sort code 60 05 33. SWIFT Code: NWBKGB21. IBAN Code: GB79NWBK 6005 3370 3044 40.

PUBLISHING FREQUENCY: monthly, 12 issues per year to paying subscribers only.

COPY DATE: Sixteenth of month preceding publication.

SHORT RATES: Short rates (where the number of actual advertisement bookings is reduced by cancellation to a lower series rate) will be surcharged immediately for previous bookings at the higher rate.

CANCELLATIONS: Cancellations must be received by the publishers on or before the 1st of the month preceding publication. Cancellations cannot be accepted after that date. Advertisers or their agents will be responsible for payments of orders when copy is not received by the publishers in time for printing, even if the space is otherwise used.

PRODUCTION: A4, four colour sheet-fed perfect bound. PDF Format disks are required. Other formats may be accepted; please check before sending. Proofs to be supplied. Every care is taken to ensure accurate registration. However, we cannot accept responsibility for variation in the height or width of printed matter. All advertising material will be destroyed 12 months after publication.

ARTWORK: The publishers do not accept responsibility for loss or damage to artwork. The cost of producing artwork for advertisement layouts, typesetting, photograph and logo reproduction etc. is not included in the price of the advertisement. These services, if required, will be charged extra.

GENERAL: All copy is subject to the approval of the publishers. It is understood that the advertiser agrees to indemnify and protect the publishers from any claims for libel or expenses resulting from unauthorised use of any name, photograph, graphics or words.

SUBSCRIPTIONS

Make sure you receive a regular copy of TYRES & ACCESSORIES
Email: scott.parker@tyrepress.com Tel: +44 (0)1782 214224

For 12 monthly issues send your remittance for
UK: £60.00 Europe: £70.00 Rest of World: £90.00

Send a cheque drawn on any UK bank made payable to Tyre Industry Publications Limited to:
Tyre Industry Publications Limited, 6A Salem Street, Etruria, Stoke-on-Trent, Staffordshire ST1 5PR, England.

Alternatively

Pay by transfer to our bank account:
National Westminster Bank plc., 10 Station Road, Clacton-on-Sea, Essex CO15 1TA, England
Account No. 70304440 - Sort code 60 05 33.

SWIFT Code: NWBKGB21. IBAN Code: GB79NWBK 6005 3370 3044 40.

**ALL SUBSCRIBERS TO TYRES & ACCESSORIES WILL RECEIVE OUR DAILY e-NEWSLETTER
FREE OF CHARGE**

A NEW WORLD OF OPPORTUNITY ADVERTISING ON THE TYRES & ACCESSORIES WEBSITE www.tyrepress.com

The Tyres & Accessories website is the online version of the leading international tyre and wheel industry information resource. Check out the very latest industry news; locate manufacturers, wholesalers, distributors and retailers; source new products; scan supplier advertising and job vacancies; browse the events, links, classified and archive sections as well as much, much more.

www.tyrepress.com gives you the website of immediacy, with tens of thousands of visitors every month requiring up-to-date information.

Make sure your Internet advertising is positioned where it will be most effective Tyres & Accessories website – www.tyrepress.com

Solus Banner space is available at the head of every page on the Tyres & Accessories website.

The cost is based on a sliding scale, for example:

Home page - £2208 for one year. News in Brief page - £2070 for one year. Forum - £1035 for one year.

Advertisement banners published in 4 colour can be animated or static.

Advertising space is available on the Tyres & Accessories website Home, News, Archive and certain other pages.

Prices and advertisement sizes as per those shown on the illustration below.

£124 a month
136 pixels deep
x 150 pixels wide

£213 a month
310 pixels deep
x 150 pixels wide



Banner in 4 colour
static or animated
on a sliding scale
from £2208
to £1035 a year
78 pixels deep
x 600 pixels wide

£84 a month
60 pixels deep
x 100 pixels wide

£177 a month
65 pixels deep
x 490 pixels wide

Discounts are available for multiple months of insertion:
3 months - 5%. 6 months - 10%. 12 months - 15%.

Please supply advertisements in JPEG, GIF or Flash files.

To book website advertising or for further information:

Tel: **+44 (0)1782 214224** e-mail: scott.parker@tyrepress.com

Advertising in the Tyres & Accessories Website Directory

The Website Directory is published in every edition of Tyres & Accessories, 12 issues a year. It is a highly efficient and cost effective way to promote your company's website. An entry will appear under an appropriate heading, relative to your company's business, for just £151 a year. Included with your Website Directory entry will be a hyperlinked entry in the Links section and your company's contact details in the Infopool section in the Tyres & Accessories website.

Book your entry today:

Tel: **+44 (0)1782 214224** e-mail: scott.parker@tyrepress.com