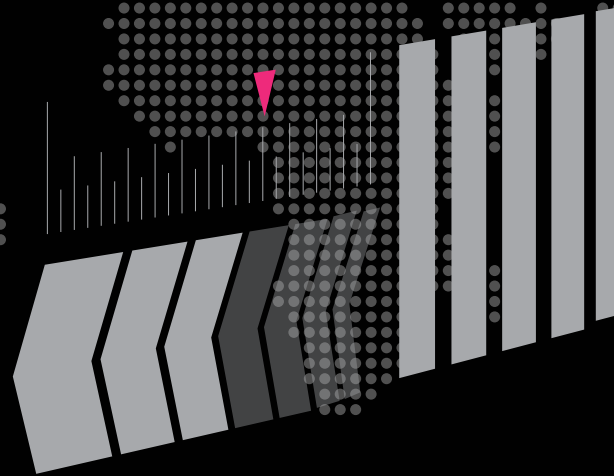


TyreAsia

TRACKING THE TYRE WORLD

MEDIA KIT 2017-18



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-  *Weekly News Letters*
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TyreAsia

TRACKING THE TYRE WORLD



Tyre Asia is rated as the world's most comprehensive magazine on tyre industry

Tyre Asia covers all aspects of the tyre industry - from sourcing of raw materials to the finished product, its branding, marketing, promotion, logistics, technology, corporate management and after sale services.

Readership Profile:

- ▲ Tyre manufacturers
- ▲ Automotive companies
- ▲ Dealers and traders
- ▲ Retread manufacturers, dealers
- ▲ Machinery makers
- ▲ Chemical, oil and other product manufacturers
- ▲ Government agencies, regulators
- ▲ Technical and research experts
- ▲ Industry associations

Profile of Readers:

- ▲ Chairman/President/Managing Director
- ▲ CEO/COO/CFO
- ▲ Plant Head/Supply Chain Head
- ▲ Purchase and Marketing Chief
- ▲ Technical/R&D Head



ADVERTISEMENT RATES

Position	US\$ Rate
Back cover	US\$ 4,000
Inside covers	US\$ 3,000
Special position	US\$ 2,500
Full page	US\$ 2,000
Half page	US\$ 1,000
Double spread pullout	US\$ 3,000
Front cover two-page folder	US\$ 6,000
Back cover two-page folder	US\$ 5,000

Rates for single insertion, subject to change without notice

All the above rates are subject to applicable taxes

AD SPECIFICATIONS

Pull Out Bleed
420x297 mm
(+3mm bleed 4 sides)

Full Page Bleed
210x297 mm
(+3mm bleed 4 sides)

Full Page Print Area
180x265 mm

Half Page Bleed
210x148 mm
(+3mm bleed 4 sides)

Half Page Print Area
180x130 mm

Half Page Vertical Bleed
110x297 mm
(+3mm bleed 4 sides)

Half Page Vertical Print Area
90x265 mm
(+3mm bleed 4 sides)

Ad Material Deadline & Magazine Release date: As mentioned in editorial/events calendar
Mechanical Data Overall size: 21 x 29.7 cm + 3mm bleed on all sides Print area: 18 x 26.5 cm
Material Required Format: PDF, TIFF, EPS or JPGE file - CMYK mode Resolution: 300 dpi

WEB ADVERTISING RATES (PER MONTH)

Head Banner	768 x 90 px	US\$ 1,000
Head Banner (article page)	768 x 90 px	US\$ 850
Body Long Banner I	768 x 90 px	US\$ 800
Body Long Banner II	768 x 90 px	US\$ 500
Side Banner	250 x 250 px	US\$ 250
Side Banner (article page)	250 x 250 px	US\$ 150

All the above rates are subject to applicable taxes

SUBSCRIPTION RATES

Single issue	US\$ 20	
Two Years	US\$ 200	12 issues
Four Years	US\$ 400	24 issues

CIRCULATION DETAILS

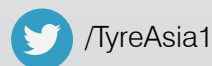
USA	854
UAE	200
India	5,007
China	293
Malaysia	425
Sri Lanka	201
Thailand	375
Singapore	355
Germany	300
France	153
Italy	89
Rest of Europe	325
Rest of the world	3,900
Total	12,477

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EDITORIAL/EVENTS CALENDAR

Issue Editorial Focus	Advertising Deadline	Release Date	Expos/Seminars Tyre Asia is participating
August-September 2017	July 20, 2017	August 1, 2017	Citexpo , 21-23 August 2017, Shanghai, China. Truck Trailer & Tyre Expo , 9-11 September 2017, Gujarat, India. RubberTech China and Tire Plus 2017 , September 20 -22, 2017, Shanghai, China
October-November 2017 Retread Issue	September 20, 2017	October 1, 2017	International Elastomer Conference 2017 (ACS) , October 9-12, 2017, Cleveland, USA. Automotive Testing Expo , October 24-26, 2017, Novi, USA. AAPEX/SEMA Show , October 31-November 3, 2017 Las Vegas, USA.
December 17-January 2018	November 20, 2017	December 1, 2017	Automechanika Shanghai , November 29-December 2, 2017, Shanghai, China. Automotive Testing Expo 2018 , January 10-12, 2018, Chennai, India.
February-March 2018 Tyre Technology Issue	January 25, 2018	February 1, 2018	14th AutoExpo India , February 8-11, 2018, New Delhi. Tyre Technology Expo , February 20-22, 2018, Hannover, Germany. INAPA 2018 , March 22-24, 2018, Jakarta, Indonesia.
April-May 2018 Specialty tyres: OTR/ Solid tyres/ Winter Tyres/Farm Tyres	April 16, 2018	April 27, 2018	Automechanika Dubai , May,1-3 2018, Dubai, UAE. Tire Cologne 2018 , May 29-June 1, 2018, Cologne, Germany.
June-July 2018 Tyre Testing	June 2, 2018	June 15, 2018	Tyrexpo India , June 19-21, 2018, New Delhi, India. RubberTech India 2018 , June 19-21, 2018, New Delhi, India.
August-September 2018	July 20, 2018	July 30, 2018	Citexpo 2018 , August 20-22 2018, Shanghai, China. ITEC 2018 , September 11-13, 2018, Akron, USA Automechinica Frankfurt 2018 , September 11-15, 2018 Frankfurt, Germany. RubberTech China and Tire Plus 2018 , September 20-22, 2018, Shanghai, China.
10th Anniversary Special	September 10, 2018	September 20, 2018	A unique worth preserving issue to hit various International Tyre Events.
October-November 2018 Retread Issue	September 15, 2018	September 25, 2018	Asian Retread Conference 2018 , October 2,3, 2018, KL, Malaysia. Asian Power Train Conference 2018 , Chennai, India.
December 18-January 2019 Retrofit	November 20, 2018	December 3, 2018	Automechanika Shanghai , December 2018, Shanghai, China. India Rubber Expo 2019, 10th International Exhibition & Conference , January 17-19, 2019 Mumbai, India.

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