

# MEDIA KIT / PUBLICATION SCHEDULE 2023

Every month we report on specific topics in the tyre and wheel market.  
So our readers don't miss anything of relevance.

Issue:	Subjects:	Termine:
<b>January</b>	<b>Year/Show outlook 2023   Agricultural tyres   Wholesale</b>	Publication Date: 18.1.2023 Advertising Deadline: 21.12.2022 Publication Deadline: 3.1.2023
<b>February</b>	<b>Motorcycle tyres   Tyre pressure monitoring systems (TPMS)   SUV tyres</b>  Exhibition dates: IMOT 24.2. - 26.2.	Publication Date: 17.2.2023 Advertising Deadline: 27.1.2023 Publication Deadline: 19.1.2023
<b>March</b>	<b>Wheel report, Part 1   Summer tyre changeover, Part 1   Workshop Equipment</b> <b>Supplement: Truck Tyres</b>  Exhibition dates: Motorräder (DO) 2.3. - 5.3.	Publication Date: 17.3.2023 Advertising Deadline: 28.2.2023 Publication Deadline: 28.2.2023  <b>Publication Deadline Supplement:</b> 17.2.2023
<b>April</b>	<b>Wheel report, Part 2   Summer tyre changeover, Part 2   Motorcycle tyres   Supplement: Summer tyres in test</b>  Exhibition dates: Techno Classica Essen 12.-16.4.	Publication Date: 19.4.2023 Advertising Deadline: 28.3.2023 Publication Deadline: 17.3.2023
<b>May</b>	<b>Fleet Business   Industrial tyres   Specialist trade concepts/cooperations   Classic/Vintage tyres</b>  Exhibition dates: Tuning World Bodensee 18.5. - 21.5.	Publication Date: 17.5.2023 Advertising Deadline: 28.4.2023 Publication Deadline: 19.4.2023
<b>June</b>	<b>End of life tyres/Recycling   Tyre pressure monitoring systems (TPMS)   Truck tyres   Tuning/UHP tyres</b>  Exhibition dates: Abenteuer & Allrad 8.-11.6.   AutoZum 20.-23.6.	Publication Date: 17.6.2023 Advertising Deadline: 26.5.2023 Publication Deadline: 19.5.2023

Issue:	Subjects:	Deadlines:
<b>July</b>	<b>Agricultural tyres   Wholesale   4x4-tyres</b>	Publication Date: 18.7.2023 Advertising Deadline: 28.6.2023 Publication Deadline: 20.6.2023
<b>August</b>	<b>Workshop (equipment)   All-season tyres   Online tyre business/ IT-Solutions</b>	Publication Date: 17.8.2023 Advertising Deadline: 28.7.2023 Publication Deadline: 19.7.2023
<b>September</b>	<b>Winter tyres, Part 1   E-mobility and tyres   Van tyres</b> <b>Supplement: Truck Tyres</b>  Exhibition dates: IAA Mobility 5.-10.9.   NUFAM 21.9. - 24.9.	Publication Date: 16.9.2023 Advertising Deadline: 26.8.2023 Publication Deadline: 19.8.2023  <b>Publication Deadline Supplement:</b> 17.8.2023
<b>October</b>	<b>Winter tyres, Part 2   Snow chains   EM-tyres</b> <b>Supplement: Winter-/All-season tyres in test</b>	Publication Date: 18.10.2023 Advertising Deadline: 27.9.2023 Publication Deadline: 19.9.2023
<b>November</b>	<b>Preview “Essen Motor Show”   Private- and exclusive brands   Tyre logistics/warehouse technology   Chassis, brakes, batteries (car service)</b>  Exhibition dates: Agritechnica 12.-18.11.   Autopromotec-Event 16.-18.11.	Publication Date: 17.11.2023 Advertising Deadline: 27.10.2023 Publication Deadline: 19.10.2023
<b>December</b>	<b>Specialist trade concepts/cooperations   Online tyre business/ IT-Solutions   Tyre pressure monitoring systems (TPMS)   Review “Essen Motor Show”   Agricultural tyres</b>  Exhibition dates: Essen Motor Show 1.-10.12.	Publication Date: 16.12.2023 Advertising Deadline: 28.11.2023 Publication Deadline: 18.11.2023