MEDIA KIT 2024 | PUBLICATION SCHEDULE



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

Issue:	Topics:	Dates:
January	Year/Show outlook 2023 Agricultural tyres Wholesale	PD: 18.1.
		AD: 20.12.23
		ED: 3.1.
February	Motorcycle tyres Tyre pressure monitoring systems (TPMS) SUV tyres	PD: 19.2.
		AD: 25.1.
		ED: 17.1.
Exhibition dates:	IMOT 16.–18.2. Motorräder (DO) 29.2.–3.3.	
March	Wheel report, Part 1 Summer tyre changeover, Part 1 Workshop Equipment & Parts Supplement: Truck Tyres	PD: 19.3.
		AD: 26.2.
		ED: 18.2.
Exhibition dates:	Motorräder (DO) 29.2.–3.3. Tire Technology Expo 19.–21.3. Flotte! Der Branchentreff 20. –21.3.	
April	Preview Tire Cologne, Part 1 Wheel report, Part 2 Summer tyre changeover, Part 2 Motorcycle tyres Fleet Business Supplement: Summer Tyres in Test	PD: 18.4.
		AD: 27.3.
		ED:18.3
Exhibition dates:	Techno Classica Essen 3.–7.4.	
May	Preview Tire Cologne, Part 2 Industrial tyres Specialist trade concepts/cooperations Classic/Vintage tyres	PD: 17.5.
		AD: 25.4.
		ED: 18.4.
Exhibition dates:	Tuning World Bodensee 9. –12.5.	
June	Aftershow Report Tire Cologne, Part 1 End of life tyres/Recycling, Tyre pressure monitoring systems (TPMS) Supplement: Truck Tyres	PD: 18.6.
		AD: 28.5.
		ED: 17.5.
Exhibition dates:	Abenteuer & Allrad 30.5. –2.6. The Tire Cologne 4.–6.6.	

| MEDIA KIT 2024 | PUBLICATION SCHEDULE



Issue:	Topics:	Dates:
July	Aftershow Report Tire Cologne, Part 2 Agricultural tyres Wholesale 4x4-tyres	PD: 18.7.
		AD: 27.6.
		ED: 20.6.
August	Workshop Equipment & Parts All-season tyres Online tyre business/IT-Solutions Supplement: Truck Tyres	PD: 19.8.
		AD: 25.7.
		ED: 18.7.
September	Winter tyres, Part 1 E-mobility and tyres Van tyres	PD: 17.9.
		AD: 28.8.
		ED: 20.8.
Exhibition dates:	Automechanika 10. –14.9. IAA Transportation 17. – 22.9.	
October	Winter tyres, Part 2 EM-tyres Snow chains Intermot 1.–6.10.	PD: 17.10.
		AD: 26.9.
Exhibition dates:		ED:19.9.
November	Winter tyres, Part 3 Preview Essen Motor Show Private- and exclusive brands Tyre logistics/warehouse technology Work-shop Equipment & Parts Supplement: Winter-/All-season Tyres in Test	PD: 19.11.
		AD: 24.10.
		ED: 17.10.
Exhibition dates:	Essen Motor Show 29.11. – 8.12.	
December	Specialist trade concepts/cooperations Online tyre business/IT-Solutions Tyre pressure monitoring systems (TPMS) Aftershow Report Essen Motor Show Tyre brand of the year Agricultural tyres	PD: 17.12.
		AD: 28.11.
		ED: 21.10.
Exhibition dates:	Essen Motor Show 29.11. – 8.12.	