MEDIA KIT 2025 | 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	Yearoutlook 2024 Agricultural tyres Wholesale	PD: 17.1.
		AD: 19.12.24
		ED: 2.1.
Exhibition dates:	IMOT AutoZum (Salzburg/Austria) 2225.1.	
February	Motorcycle tyres Tyre pressure monitoring systems (TPMS) SUV tyres	PD: 19.2.
		AD: 23.1.
		ED: 16.1.
Exhibition dates:	IMOT (Munich) 2123.2. Motorräder (Dortmund) 27.22.3.	
March	Wheel report, Part 1 Summer tyre changeover, Part 1 Workshop Equipment & Parts Specialist trade concepts/cooperations	PD: 19.3.
		AD: 26.2.
	Supplement: Truck Tyres	ED: 19.2.
Exhibition dates:	Motorräder (Dortmund) 27.22.3. Tire Technology Expo 46.3. Flotte! Der Branchentreff 2627.3	
April	Wheel report, Part 2 Summer tyre changeover, Part 2 Motorcycle tyres	PD: 18.4.
	Fleet Business Supplement: Summer Tyres in Test	AD: 27.3.
		ED:18.3
Exhibition dates:	Bauma 713.4. Techno Classica Essen 913.4.	
May	Industrial tyres Specialist trade concepts/cooperations Classic/Vintage tyres	PD: 16.5.
		AD: 24.4.
		ED: 17.4.
Exhibition dates:	Tuning World Bodensee 14.5. Autopromotec 2124.5.	
June	End of life tyres/Recycling Tyre pressure monitoring systems (TPMS) Tuning/UHP tyres/Chassis Supplement: Truck Tyres	PD: 18.6.
		AD: 28.5.
		ED: 15.5.
Exhibition dates:	Transport Logistic (München) 25.6. TOC Europe (Rotterdam) 1719.6. Abenteuer & Allrad 1922	.6.

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Issue:	Topics:	Dates:
July	Agricultural tyres Wholesale 4x4-tyres	PD: 17.7.
		AD: 27.6.
		ED: 20.6.
August	Workshop Equipment & Parts All-season tyres Online tyre business/IT-Solutions	PD: 19.8.
		AD: 25.7.
		ED: 18.7.
September	Winter tyres, Part 1 E-mobility and tyres Van tyres Supplement: Truck Tyres	PD: 17.9.
		AD: 28.8.
		ED: 20.8.
Exhibition dates:	IAA Mobility 914.9. NUFAM 2528.9.	
October	Winter tyres, Part 2 EM-tyres Snow chains Tyre logistics/warehouse technology	PD: 16.10.
		AD: 26.9.
		ED: 19.9.
NEW	Agritechnica Special Edition PD: 30.10. AD: 10.	10. ED: 2.10.
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:	Agritechnica 915.11. Essen Motor Show 29.117.12.	
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 29.117.12. Intermot (Köln) 47.12.	

[PD = Date of publication AD = Advertising deadline ED = Editorial deadline]