

| MEDIA KIT 2026 | 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 outlook Agricultural tyres Wholesale	PD: 19.1. AD: 2.1. ED: 5.1.
February	Motorcycle tyres Tyre pressure monitoring systems (TPMS) SUV tyres Workshop Equipment & Parts	PD: 18.2. AD: 30.1. ED: 4.2.
Exhibition dates:	IMOT (Munich) 20.–22.2.	
March	Wheel report, part 1 Summer tyre changeover, part 1 Fleet business Specialist trade concepts/cooperations Supplement: Truck Tyres	PD: 18.3. AD: 27.2. ED: 4.3.
Exhibition dates:	Tire Technology Expo 3.–5.3. Motorräder (Dortmund) 5.–8.3. Logimat 24.–26.3. Flotte! Der Branchentreff 25.–26.3.	
April	Preview Tire Cologne, part 1 Wheel report, part 2 Summer tyre changeover, part 2 Motorcycle tyres Supplement: Summer Tyres in Test	PD: 17.4. AD: 31.3. ED: 3.4.
May	Preview Tire Cologne, part 2 OTR tyres Workshop Equipment & Parts E-mobility and tyres 4x4 tyres	PD: 25.5. AD: 6.5. ED: 11.5.
June	Aftershow report Tire Cologne, part 1 End of life tyres/Recycling Tyre pressure monitoring systems (TPMS) Tuning/UHP tyres/Chassis Supplement: Truck Tyres	PD: 29.6. AD: 10.6. ED: 15.6.
Exhibition dates:	Abenteuer & Allrad 4.-7.6. The Tire Cologne 9.-11.6.	

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

Issue:	Topics:	Dates:
July	Aftershow report Tire Cologne, part 1 Agricultural tyres Wholesale 4x4-tyres	PD: 22.7. AD: 2.7. ED: 8.7.
August	Workshop Equipment & Parts All-Season tyres Online tyre business/IT-Solutions Supplement: Truck Tyres	PD: 18.8. AD: 31.7. ED: 4.8.
September	Winter tyres, part 1 Classic/Vintage tyres Van tyres Supplement: Truck Tyres	PD: 17.9. AD: 31.8. ED: 3.9.
Exhibition dates: Steinexpo 2.–5.9. Automechanika 8.-12.9. IAA Transportation 15.–20.9. Techno Classica 24.–27.9.		
October	Winter tyres, part 2 Snow chains OTR tyres Tyre logistics/warehouse technology Truck tyres	PD: 16.10. AD: 30.9. ED: 2.10.
November	Winter tyres, part 3 Preview Essen Motor Show Private- and exclusive brands Truck tyres Workshop Equipment & Parts Supplement: Winter-/All-season Tyres in Test	PD: 18.11. AD: 30.10. ED: 4.11.
Exhibition dates: Essen Motor Show 27.11.–6.12.		
December	Specialist trade concepts/cooperations Online tyre business/IT-Solutions Tyre pressure monitoring systems (TPMS) Aftershow Report Essen Motor Show Tyre brands of the year Agricultural tyres	PD: 17.12. AD: 30.11. ED: 3.12.
Exhibition dates: Essen Motor Show 27.11.–6.12.		

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