

Relevant topics. Month after month.

We cover the most important developments, trends and topics in the international tyre and wheel market. Our editorial schedule provides an overview of the planned content, along with the respective publication dates, advertising deadlines and editorial deadlines.

January

PD: 19.1. **AD:** 4.1. **ED:** 4.1.

2027 Outlook | Agricultural Tyres | Wholesale | E-Commerce/IT Solutions

Trade Fair Dates: AutoZum, Jan. 20-23

February

PD: 18.2. **AD:** 29.1. **ED:** 4.2.

Motorcycle Tyres | Tyre Pressure Monitoring Systems (TPMS) | SUV Tyres | Platform Business

Trade Fair Dates: IMOT (Munich), Feb. 12-14 | Intermot, Feb. 19-21

March

PD: 18.3. **AD:** 26.2. **ED:** 4.3.

Wheel Report, Part 1 | Summer Tyre Changeover, Part 1 | Workshops + Parts | Specialist Retail Concepts/Cooperations

Supplement: Truck Tyre Special

Trade Fair Dates: Tire Technology Expo, Mar. 2-4 | Motorräder Dortmund, Mar. 4-7 | Flotte! Der Branchentreff, Mar. 17-18

April

PD: 19.4. **AD:** 31.3. **ED:** 2.4.

Wheel Report, Part 2 | Summer Tyre Changeover, Part 2 | Motorcycle Tyres | Fleet Business

Supplement: Summer Tyres in Review

Trade Fair Dates: Transport Logistic, Apr. 26-29

May

PD: 19.5. **AD:** 29.4. **ED:** 10.5.

Industrial Tyres | Specialist Retail Concepts/Cooperations | Classic & Vintage Tyres

Trade Fair Dates: Tuning World Bodensee, May 6-9 | TOC Europe, May 25-27 | Autopromotec, May 26-29 | Abenteuer & Allrad, May 27-30

June

PD: 18.6. **AD:** 28.5. **ED:** 8.6.

Used Tyres/Recycling | Tyre Pressure Monitoring Systems (TPMS) | UHP Tyres/Tuning/Suspension

Supplement: Truck Tyre Special

PD: Publication Date **AD:** Advertising Deadline **ED:** Editorial Deadline

July

PD: 19.7. **AD:** 30.6. **ED:** 2.7.

Agricultural Tyres | Wholesale | 4x4 Tyres | E-Commerce/IT Solutions

August

PD: 18.8. **AD:** 30.7. **ED:** 2.8.

Workshops + Parts | All-Season Tyres | Platform Business

September

PD: 17.9. **AD:** 31.8. **ED:** 3.9.

Winter Business, Part 1 | E-Mobility and Tyres | Van Tyres

Supplement: Truck Tyre Special

Trade Fair Dates: IAA Mobility, Sept. 7-12 | NUFAM, Sept. 22-25

October

PD: 18.10. **AD:** 30.9. **ED:** 1.10.

Winter Business, Part 2 | Snow Chains | OTR/Earthmover Tyres | Tyre Logistics/Warehouse Technology | Truck Tyres/NUFAM Review

End of October

PD: 29.10. **AD:** 8.10. **ED:** 14.10.

Special Publication: Agricultural Tyres Special (Agritechnica)

November

PD: 19.11. **AD:** 29.10. **ED:** 4.11.

Winter Business, Part 3 | Essen Motor Show Preview | Private-Label and Exclusive Brands | Workshops + Parts

Supplement: Winter/All-Season Tyres in Review

Trade Fair Dates: Agritechnica, Nov. 14-20

December

PD: 20.12. **AD:** 30.11. **ED:** 2.12.

Specialist Retail Concepts / Cooperations | Tyre Pressure Monitoring Systems (TPMS) | Essen Motor Show Review | Tyre Brands of the Year | Agricultural Tyres

Trade Fair Dates: Essen Motor Show, Dec. 3-12

PD: Publication Date **AD:** Advertising Deadline **ED:** Editorial Deadline