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MEDIA & PARTNERSHIP OPPORTUNITIES

Connect your brand with the tyre industry.

A digital-first, open-access media platform combining specialist journalism, direct email reach, professional social distribution and targeted commercial environments.

2027 MEDIA PACK

32,000+	9,400+	920K+	8+
NEWSLETTER AUDIENCE	LINKEDIN FOLLOWERS	LINKEDIN IMPRESSIONS*	YEARS PUBLISHING

*Defined 12-month reporting period to 10 October 2026.

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TNM AT A GLANCE

A serious digital tyre-media platform.

The strongest proof points we can currently substantiate, presented without inflated reach claims.

32,000+

NEWSLETTER AUDIENCE

Direct distribution to TNM subscribers.

9,400+

LINKEDIN FOLLOWERS

Public TNM company-page count, November 2026.

920,000+

LINKEDIN IMPRESSIONS

Defined 12-month reporting period to 10 October 2026.

18,000+

LINKEDIN INTERACTIONS

Reactions, comments and reposts in the same reporting period.

1,700+

PUBLISHED ARTICLES

Current News CMS contains more than 1,700 items.

200+

DIRECTORY BUSINESSES

More than 200 businesses catalogued in TNM Business Directory.

6

SPECIALIST FUTURE HUBS

Dedicated future-facing editorial environments.

8+ YEARS

SPECIALIST PUBLISHING

Independent tyre-industry coverage since 2018.

WHY THIS MATTERS

TNM has built a professional social audience that now sits in the same broad tier as several long-established tyre trade publications, while maintaining a direct email audience of more than 32,000.

Sources: TNM distribution data; TNM LinkedIn analytics; public LinkedIn follower count; Webflow CMS counts. Figures checked November 2026.

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WHY TNM

Built for how the tyre industry discovers news now.

TNM is not a print title translated onto the web. It is a digital-first publication designed around search, social discovery, email distribution and freely accessible journalism.

DIGITAL-FIRST | OPEN ACCESS | TYRE INDUSTRY ONLY

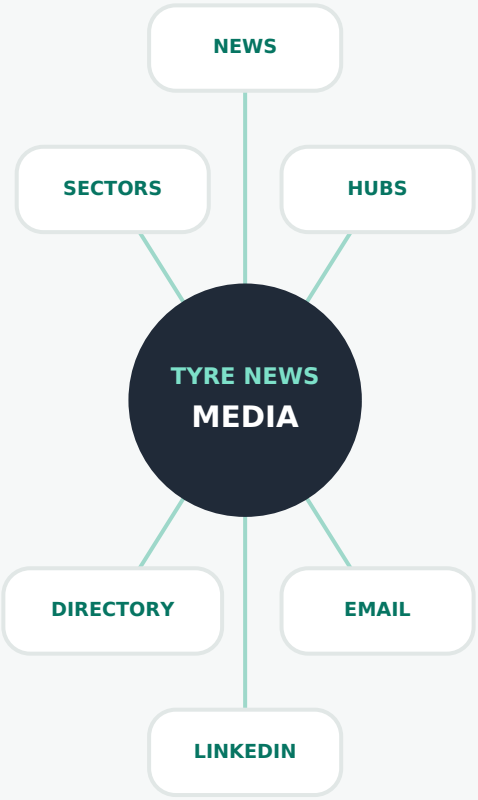
Every TNM article is freely accessible. That removes the subscription barrier between a story and the manufacturers, distributors, retailers, fleets, technology businesses, recyclers, associations and suppliers who need it.

For partners, the value is not just raw impressions. It is the ability to appear within a specialist media environment already organised around the commercial conversations that matter to the tyre industry.

A MULTI-CHANNEL ROUTE TO THE INDUSTRY

- Website and search discovery
- 32,000+ direct email audience
- Professional LinkedIn distribution
- Industry News sector environments
- Future Tyre Industry specialist Hubs
- Business Directory company discovery

THE TNM ECOSYSTEM



One open-access platform, multiple routes into the tyre-industry audience.

THE COMMERCIAL DIFFERENCE

Instead of buying generic exposure, partners can choose the TNM environment closest to the audience they need to reach.

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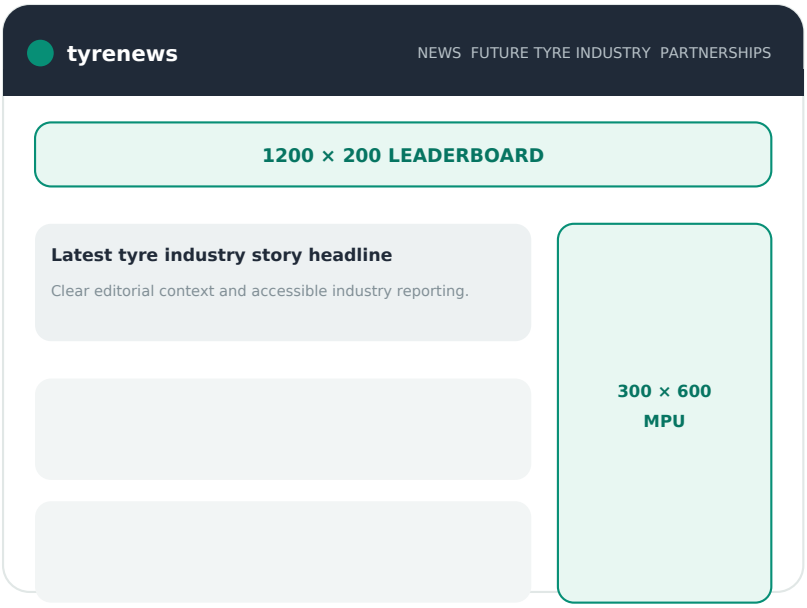
DISPLAY ADVERTISING

Clear placements. Clear formats. Clear monthly rates.

Use display inventory when the objective is broad brand visibility specific editorial sector.

PLACEMENT EXAMPLE

A slim leaderboard sits directly beneath TNM navigation. The 300 × 600 MPU occupies the right-hand rail beside news content.



NEWS NETWORK MPU

£350 / month

300 × 600 MPU

- News index + article rail
- Direct advertiser link
- General News Network visibility

HOME + NEWS MPU

£495 / month

300 × 600 MPU

- Homepage + News Network
- One creative across core pages
- Direct advertiser link

NEWS NETWORK LEADERBOARD

£595 / month

1200 × 200 leaderboard

- Slim position below navigation
- News Network visibility
- Direct advertiser link

PREMIUM HOMEPAGE

From £495 / month

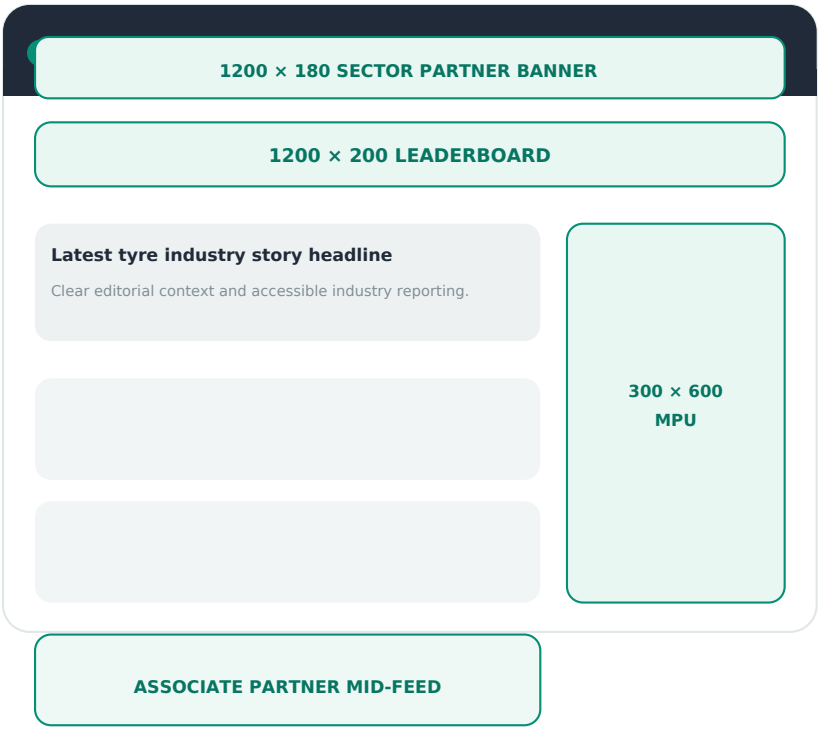
Premium homepage placements are agreed according to campaign objective, position and availability. Creative specifications are confirmed with each booking.

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INDUSTRY NEWS PARTNERSHIPS

Own a relevant sector, not just an ad slot.

Industry News partnerships place a brand inside the editorial environment most closely aligned to its market, while keeping editorial decisions independent.



ASSOCIATE PARTNER

£195 / month

Mid-feed sector presence

- One Associate Partner per sector
- TNM-built branded mid-feed strip
- Logo + direct website link
- Enhanced Company Profile

SECTOR PARTNER

£625 / month

Exclusive sector ownership

- 1200 × 180 desktop banner
- 600 × 240 mobile banner
- Dedicated 300 × 600 MPU
- Sector Partner attribution
- Enhanced Company Profile

£7,500 annual value

CURRENT ELIGIBLE INDUSTRY NEWS SECTORS

Fleets & Operators | Global News | Market Intelligence | Off-Highway & Specialty | People & Careers | Retail & Service | Trade Fairs | Wholesale & Distribution

Sector Partner inventory is exclusive by sector. Associate Partner inventory is secondary and does not confer top-of-page ownership.

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FUTURE TYRE INDUSTRY

Partner with the subjects shaping tomorrow’s tyre business.

The Future Tyre Industry Hubs give technology, manufacturing, sustainability and mobility businesses a more specialist environment than general run-of-site advertising.

- **EV & Future Mobility**
- **Fleet Technology & Operations**
- **Manufacturing & Supply Chain**
- **Smart & Connected Tyres**
- **Sustainability & Circular Economy**
- **Technology & Innovation**

HUB PARTNER FORMAT

1200 × 180 DESKTOP BANNER

600 × 240 MOBILE

300 × 600 MPU

Hub Partner branding is integrated into the Hub landing page and dedicated commercial rail, separate from editorial conclusions.

HUB PARTNER

From £600 / month

Specialist Hub partnership

- 1200 × 180 desktop banner
- 600 × 240 mobile banner
- Dedicated 300 × 600 MPU
- Hub Partner recognition
- Enhanced Directory presence

Final Hub pricing is confirmed by Hub, campaign scope and availability. Associate opportunities can also be agreed where appropriate.

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TYRE INDUSTRY BUSINESS DIRECTORY

Be discoverable when readers want to know who a company is and what it does.

The Directory connects TNM editorial discovery with a dedicated company presence and a direct route to the business website.

business directory

200+ BUSINESSES ALREADY CATALOGUED

COMPANY PROFILE

£195 / 12 MONTHS

- Dedicated company profile
- Company logo and business description
- Products, services and markets served
- Direct website and contact links
- Relevant Directory sector placement
- Dedicated TNM company news feed

FROM ARTICLE TO BUSINESS

1 **TNM story**

A company is mentioned in relevant coverage.

2 **Company profile**

Readers can explore the business in the Directory.

3 **Direct route**

Visitors can continue to the company website or contact route.

EDITORIAL INDEPENDENCE

Directory membership is a commercial visibility service. It does not determine whether TNM covers a company, the level of coverage it receives or TNM's editorial conclusions.

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BUILD THE RIGHT CAMPAIGN

Start with the objective, then choose the TNM environment.

TNM can combine broad visibility, sector ownership, specialist Hub alignment and company discovery without forcing every advertiser into the same package.

BUILD BROAD VISIBILITY	**Leaderboard or MPU**	**From £350/month**
OWN A TRADE SECTOR	**Industry News Sector Partner**	**£625/month**
STAY PRESENT IN A SECTOR	**Associate Partner**	**£195/month**
ALIGN WITH FUTURE THEMES	**Future Tyre Industry Hub Partner**	**From £600/month**
STRENGTHEN COMPANY DISCOVERY	**Business Directory Company Profile**	**£195/year**

OFFICIAL SPONSOR

£95 / month

Year-round recognition for organisations that want to support independent, open-access tyre-industry journalism.

MEASURABLE BY DESIGN

Campaign links can use UTM tracking, and TNM can report placement and click-through information where the platform records it. This helps turn media activity into evidence for the next decision.

LET’S BUILD THE RIGHT TNM PRESENCE

Tell us who you need to reach.

TNM will recommend the most relevant placement or partnership rather than forcing a generic package. Sector availability and premium inventory are confirmed at the point of booking.

ADVERTISING & PARTNERSHIPS

info@tyrenews.co.uk

tyrenews.co.uk/about-us

Scan to visit TNM’s advertising and partnership page. The QR link is campaign-tracked so TNM can measure engagement from this media pack.

COMMERCIAL CLARITY

Commercial relationships do not determine TNM editorial coverage or conclusions. Partners purchase visibility and association with relevant media environments, not favourable journalism.

Rates shown are planning rates current at November 2026, exclusive of VAT where applicable, and subject to inventory availability and final confirmation.