



www.tiresandparts.net



TiresandParts.net

TIRES & AUTOMOTIVE PARTS

The Middle East's First Automotive, Tires & Parts News Source



MEDIA KIT





CONTENTS:

[3 - 4]

ABOUT TIRES & PARTS

[5 - 10]

ONLINE ADVERTISING RATES

[10]

ADVERTISING SPECIFICATIONS

[11 - 14]

NEWSLETTER ADVERTISING RATES

[14]

ADVERTISING SPECIFICATIONS

[15 - 18]

PRINT ADVERTISING RATES

[18]

ADVERTISING SPECIFICATIONS

[19]

PUBLISHERS PROTECTIVE CLAUSE

Welcome to the Tires & Parts media information pack

I have always been fascinated by cars and the automotive industry. Coming from a family that has been in the tire business for the past four decades, we have talked about cars and tires around the dinner table as long as I can remember. As a natural outcome of this interest in the industry, my brother came up with the idea of an automotive magazine.

Our first issue in 2005 was a small bilingual newsletter on the tire and automotive industry. We have now evolved into a full color English magazine that specializes in the A to Z of the automotive industry covering cars, tires, and parts. We give readers an overview of all the regional and global news regarding the industry through concise, informative articles. Recent issues have featured exclusive interviews with the automotive industry's leading figures. Trade professionals depend on our magazine to keep up with the latest developments in the industry and we ship copies of the magazine to subscribers from all parts of the world who are interested in the Middle East and global automotive market.

Our website, tiresandparts.net is an innovative B2B and B2C portal that in addition to the latest automotive news, gives visitors access to a job section for automotive jobs (in partnership with the leading portal bayt.com), articles on health and fitness, news of interesting new business ideas, information on the latest gadgets, resources like stock tickers and a blog section with insightful articles and opinion pieces from industry thought leaders. Special country specific and region specific expert reports are also available for download. We attract and keep visitors loyal to our website by providing them with content that will be of interest to them.

This media kit will provide you with information on the benefits of advertising on our website and in the magazine, our advertising rates and our contact details.

Hamid Moaref
Publisher

ABOUT TIRES & PARTS MAGAZINE

Tires & Parts is an English magazine published in Dubai that focuses on the automotive, tires and parts sectors. The magazine showcases a wide range of informative and concise articles providing industry specific news about regional and global developments in the automotive sector. In the past few years, Tires & Parts magazine has forged a distinct identity that sets it apart from similar publications as it covers major developments in not just the auto sector but the tires and parts sectors as well. Sent to subscribers all over the world, the magazine effectively promotes our advertiser's brands to their target readership of both professionals and consumers with an avid interest in the automotive industry.



www.tiresandparts.net
Online News Portal



BENEFITS OF ADVERTISING WITH US

- The news content and the articles published in the magazine are important, informative and useful to both industry professionals and consumers.
- The automotive sector in the region is booming and as the only magazine that covers cars, tires and parts, our magazine gives you a chance to reach all people related to the industry. Tires & Parts Magazine does not have any direct competition.
- Top industry thought leaders will notice your presence due to our wide distribution. We give you reach and visibility. Many of our clients are repeat advertisers.
- Tires & Parts is a B2B and B2C magazine. At one go, you will be able to target major businesses and consumers who all share a passion for automobiles.
- One issue per month gives your advertisements the highest possible exposure at unbeatable prices. This means that your advertisement remains in circulation for one month till the next issue arrives. It is kept for a longer time due to the higher quality of our content and printing.

MEDIA KIT

TIRES & PARTS SUBSCRIPTION

To paraphrase Benjamin Disraeli, the most successful man in life is the one who is equipped with the best information. Our privileged subscribers get timely and relevant information about the entire automotive industry from tires and tubes to batteries and parts to prepare them for success. Subscribers can choose from the following three options:

Link: www.tiresandparts.net/subscribe



6 month online subscription to the website www.tiresandparts.net.

- \$130

12 month online subscription to the website www.tiresandparts.net.

- \$190

(Complete access for 6 months to our website [tiresandparts.net](http://www.tiresandparts.net) including in depth news articles, analysis, information on new products and services, lifestyle articles, price tickers and the jobs section but excluding the special reports downloads.)



Full Year subscription to the print version of the magazine (11 Issues)

- \$235

(11 issues all through the year, including the postage charges.)

MAGAZINE CIRCULATION

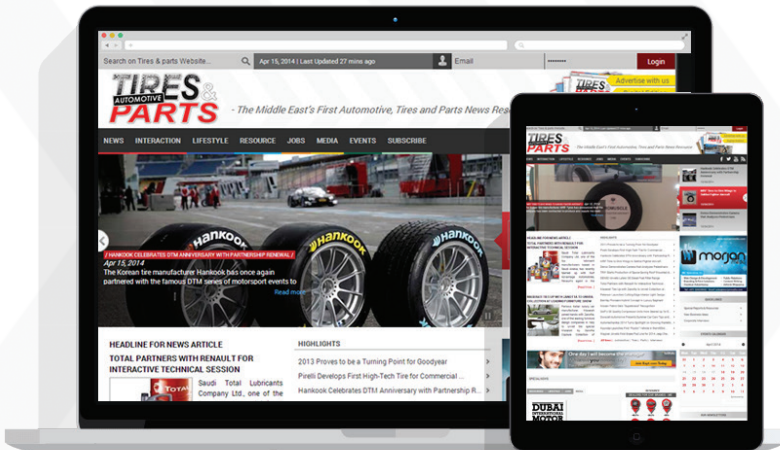
SUBSCRIPTIONS | RETAIL SALES | PROMOTIONS | AUTOMOTIVE SHOWS | AUTOMOTIVE COMPANIES

Automotive Companies Including:

- ➔ Auto parts manufacturers
- ➔ Tire Retailers
- ➔ Tire dealers
- ➔ Battery Manufacturers
- ➔ Auto parts dealers
- ➔ Battery Dealers
- ➔ Auto parts retailers
- ➔ Car manufacturers & representative offices
- ➔ Transport companies
- ➔ Truck & trailer equipment and parts dealers
- ➔ Car dealers (New & Used)
- ➔ Tire retread and repair
- ➔ Garages



www.tiresandparts.net



ONLINE MEDIA KIT

ONLINE MEDIA KIT

ABOUT TIRES & PARTS ONLINE

Our website, tiresandparts.net is an innovative B2B portal devoted to providing subscribers with up-to-the-minute news from the automotive world. With a fresh, modern, and user friendly design, tiresandparts.net has additional sections like a job portal, new business ideas, lifestyle articles, and a gadget corner which will provide added value to subscribers with engaging and informative content.

Another section that will be of great benefit to subscribers is a resources section devoted to indepth industry information like raw material prices, stock tickers and lists of dealers and garages. Hardcore industry fans will love the insightful articles and opinion pieces from industry thought leaders in our blog section. Special country specific and region specific reports are also available for download.

BENEFITS OF ADVERTISING WITH US

Whether it is on our homepage, or one of our many category pages, we give you the chance to promote your organization, products and services. We have a user-friendly site that is optimized for viewing with equal ease on a laptop, desktop, tablet or smartphone and receives a growing number of visitors on a daily basis.

- Due to the nature of our site, nearly all of our visitors are hardcore automotive fans. Advertise on our site to reach your target market on a 24 x 7 basis and get more out of the marketing spend for your automotive related business.
- We offer a range of competitive pricing options depending on your budget and target audience.
- The design of our site is such that your banner ad will be seen on every page
- Our advertisements are priced on a monthly basis with discounts for longer periods. You get the benefit of unlimited clickthroughs and impressions.
- On our website, your ads are displayed in prominent positions to yield better results.

ONLINE MEDIA KIT



TOP OF PAGE
(CAN BE CLOSED BY VISITOR)

SITE LAUNCH OVERLAY
(CAN BE CLOSED BY VISITOR)



SIDEBAR



PAGE PEEL
(FIXED PLACEMENT)

SIDE BOX
(FIXED PLACEMENT)



CONTENT AREA



SMALL BOX



FOOTER BOX

BOTTOM OF WINDOW
(FIXED PLACEMENT) (CAN BE CLOSED BY VISITOR)



ONLINE MEDIA KIT



Tires and Parts The Middle East's First Automotive News & Parts News Resource

WOW

SPONSORSHIP ADVERTISEMENT (FIXED PLACEMENT)

ONLINE NEWS PORTAL - ADVERTISEMENT SIZES

MEASUREMENT: WIDTH X HEIGHT PX

Sponsorship Advertisement

upto 1366 x 770 px

Top of Page

1000 x 90 px

(Slide-down Placement on All Pages of every session until closed by visitor)

Page Peel

500 x 500 px

100 px2 Highlight

(Diagonal-Top-Right Visibility)

(All Pages – Fixed Placement)

Site Launch Overlay

640 x 480 px

(Home Page only)

(Timer 30 seconds on every session page load)

Sidebar

300 x 250 px

(All Pages)

Content Area

680 x 90 px

(All Pages)

Small Box

225 x 195 px

(Home Page only)

Small Box

225 x 195 px

(Home Page only)

Sidebar

100 x 500 px

(All Pages – Fixed Placement)

Footer Box

1000 x 100 px

(All Pages)

Bottom of window

1000 x 90 px

(Slide-Up Placement on All Pages of every session until closed by visitor)

ONLINE MEDIA KIT

ONLINE NEWS PORTAL - ADVERTISING RATES

MEASUREMENT: WIDTH X HEIGHT PX

Premium Positions

Sponsorship Advertisement	1366 x 770 px (All Page – Background Skin)	US \$ 5,500
Site Launch Overlay	640 x 480 px (Any Page – First Session) (15 seconds)	US \$ 3,800
Top of Page	1000 x 90 px (All Pages – until closed by visitor)	US \$ 4,000
Page Peel	500 x 500 px (All Pages)	US \$ 3,800
SideBox	100 x 500 px (All Pages)	US \$ 3,600
Bottom of window	1000 x 90 px (All Pages – until closed by visitor)	US \$ 2,500

Regular Positions

Sidebar	300 x 250 px (All Pages)	US \$ 3,600
Content Area	680 x 90 px (All Pages)	US \$ 2,800
Footer Box	1000 x 100 px (All Pages)	US \$ 2,500
Small Box	225 x 195 px (Home Page)	US \$ 900

Animated / Transition Advertisements will be charged 25% more.

ADVERTISING SPECIFICATIONS

Ratio:

Tires & Parts offers a low ad-to-edit ratio to ensure your message is clear.

Advertising 40% Editorial 60%

Design:

In house designing can be done for clients who do not have a specific design readily available. Design charges will depend on the complexity of the design and the time taken for the design process.

Closing Date:

Please contact us for the deadline.

Late Copy:

Late advertisements will not be accepted and may be published in the following issue, unless the Publisher receives due notice and agrees to an extension. A late charge may be applied.



info@tiresandparts.net



eNEWSLETTER **MEDIA KIT**

NEWSLETTER MEDIA KIT

EMAIL SHOTS / PROMOTIONS: 2,000 USD PER EMAIL

Are you planning to launch a new product or service? An email marketing campaign can be just the right marketing tool for word of your new product to reach its targeted audience. Maximize the impact of your marketing spend with our customized monthly email promotions to effectively convey your advertising or promotional message to more than 150,000 online users. Whether it is a company announcement, call to action , a new marketing or branding preposition or a campaign to increase traffic to your website, our email promotions deliver maximum results for minimum spend.

SPONSORSHIP OF EVENTS AND POLLS: 900 Usd Per Month for each section

TIRES PARTS

ASSOCIATES

30% OFF

On Upcoming Shows

The Middle East's First Automotive, Tire & Parts News Source

TIRES & PARTS PARTICIPATING IN EXHIBITS

DUBAI
MOTOR
SHOW

REIFEN

auto
mechanika

BANNER 1

Advertisement



THE ALL-NEW 2014 MAZDA6
WITH SKYACTIV™ TECHNOLOGY
DESIGNED TO TURN HEADS.
ENGINEERED TO CHANGE MINDS.



BANNER 2

Advertisement



2013 MAZDA3
0%
APR FINANCING
FOR 60 MONTHS

OR

2013 MAZDA3
\$149
LEASE PER MONTH
FOR 36 MONTHS
\$999 out at LEASE SIGNING

PLUS UP TO \$1500
APR AND OWNER
LOYALTY CASH

Includes 1st month's payment
and acquisition fee. No security
deposit required. Excludes
taxes, title and fees.



More Articles & Banner

NEWSLETTER MEDIA KIT

EMAIL NEWSLETTERS - ADVERTISING RATES:

(ALL PRICES ARE 'PER MONTH' IN US \$)

Premium Positions

Banner 1	630 x 90 px	US \$ 2,100
Banner 2	630 x 90 px	US \$ 1,900
Banner 3	630 x 90 px	US \$ 1,700

Regular Positions

Banner 4	630 x 90 px	US \$ 1,500
Banner 5	630 x 90 px	US \$ 1,200
Banner 6	630 x 90 px	US \$ 1,000
Banner 7	630 x 90 px	US \$ 1,000
Banner 8	630 x 90 px	US \$ 1,000
Banner 9	630 x 90 px	US \$ 900
Banner 10	630 x 90 px	US \$ 900

(Each Banner is placed after individual article)

ADVERTISING SPECIFICATIONS

Ratio:

Tires & Parts offers a low ad-to-edit ratio to ensure your message is clear.

Advertising 40% Editorial 60%

Design:

In house designing can be done for clients who do not have a specific design readily available. Design charges will depend on the complexity of the design and the time taken for the design process.

Closing Date:

Please contact us for the deadline.

View Digital Edition: tiresandparts.net/digitaledition



PRINT MEDIA KIT

PRINT MEDIA KIT

MAGAZINE ADVERTISEMENT SIZES

MEASUREMENT: WIDTH X HEIGHT CM

<div>Double Page inside Front Cover</div> <div>45 x 29.7 cm</div>		<div>Center inside Front Cover</div> <div>45 x 29.7 cm</div>		<div>Full Page inside Front Cover</div> <div>22.5 x 29.7 cm</div>	<div>Full Page inside Back Cover</div> <div>22.5 x 29.7 cm</div>	<div>Full Page</div> <div>22.5 x 29.7 cm</div>
<div>Half Page Horizontal</div> <div>22.5 x 14.5 cm</div>	<div>Half Page Horizontal</div> <div>22.5 x 14.5 cm</div>	<div>1/4 Box Page</div> <div>11 x 14.5 cm</div>	<div>1/3 Page Horizontal Banner</div> <div>22.5 x 10 cm</div>	<div>1/3 Page Vertical Banner</div> <div>7.5 x 29.7 cm</div>	<div>1/4 Page Horizontal Banner</div> <div>22.5 x 7.5 cm</div>	<div>1/5 Box Page</div> <div>11 x 10 cm</div>

ADVERTISEMENT RATES

(ALL PRICES ARE 'PER ISSUE' IN AED & US \$)

Premium Positions

Double Page – inside front cover	(45 x 29.7 cm)	AED 17,435	US \$ 4,750
Center – Double Page	(45 x 29.7 cm)	AED 16,280	US \$ 4,439
Full Page inside front cover	(22.5 x 29.7 cm)	AED 12,430	US \$ 3,387
Full page inside back cover	(22.5 x 29.7 cm)	AED 12,045	US \$ 3,288
Back Cover Full Page	(22.5 x 29.7 cm)	AED 14,745	US \$ 4,018

Regular Positions

Double Page	(45 x 29.7 cm)	AED 13,420	US \$ 3654
Full Page	(22.5 x 29.7 cm)	AED 9,790	US \$ 2666
Half Page – Horizontal	(22.5 x 14.5 cm)	AED 4,840	US \$ 1313
Half Page – Vertical	(11 x 29.7 cm)	AED 4,840	US \$ 1313
1/4 Box - Page	(11 x 14.5 cm)	AED 3,025	US \$ 820
1/3 Page Horizontal Banner	(22.5 x 10 cm)	AED 3,025	US \$ 820
1/3 Page Vertical Banner	(7.5 x 29.7 cm)	AED 3,025	US \$ 820
1/4 Page Horizontal Banner	(22.5 x 7.5 cm)	AED 2,640	US \$ 710
1/5 Box Page	(11 x 10 cm)	AED 2,200	US \$ 601

Special positions / Insertions are also available upon request

Folding Front cover, Banner belts, CD / Other items insertions

ADVERTISING SPECIFICATIONS

Ratio:

Tires & Parts offers a low ad-to-edit ratio to ensure your message is clear.

Advertising 40% Editorial 60%

Design:

In house designing can be done for clients who do not have a specific design readily available. Design charges will depend on the complexity of the design and the time taken for the design process.

Closing Date:

The closing date is the 13th of every month for editorial content and 16th of every month for advertisements.

Late Copy:

Late advertisements will not be accepted and may be published in the following issue, unless the Publisher receives due notice and agrees to an extension. A late charge may be applied.

Editorial Policy:

Editorial content is completely independent from advertising and no special editorial consideration or commitment of any kind can be part of the sales agreement.

Copy Approval:

All advertisements must be acceptable in content and art design, at the publisher's discretion.

Date of Issue:

The magazine is published in the first week of every month.

Payment:

100% payment must be received before any advertisement is published in the magazine.

Digital Ad Specifications: File formats: PDF, EPS, (with all fonts and images embedded) and high-resolution TIFF files are acceptable.

Email:

One attachment per email. File attachments should not exceed 6 MB.

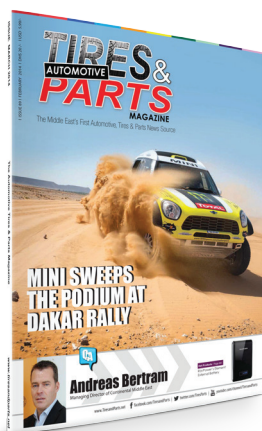
General policies:

The publisher reserves the right to increase the advertising rates for any issue on 30-day verbal or written notice before the closing date for the issue. All rates given are introductory for a limited period. Tires & Parts will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

PUBLISHERS PROTECTIVE CLAUSE

All advertising orders are accepted subject to the terms and provisions of the current rate card. All advertising is subject to the publisher's approval. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. The advertiser and advertising agency will assume all liability for content including, but not limited to text, illustration, representation, trademarks, labels or other copyrighted matter of advertisements printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. Publisher is not liable for delays in delivery and/or non delivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the publisher affecting production or delivery in any matter.

TIRES & AUTOMOTIVE PARTS



Contact Us

Tel : +971 42270096
Mob : +971 504509682
Email : info@tiresandparts.net



P.O. Box 121578, Dubai, U.A.E.

Tel : +971 42270096 | Fax : +971 42288018

Email: info@morjanmedia.com | Web: www.morjanmedia.com