



media kit 2016



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about us

PneusNews.it is the free online magazine for tyre and wheel industry professionals. Our readers are: tyre repairers, dealers, distributors, manufacturers, retreaders, fleet managers and car service centres.

PneusNews.it is an independent publication with a European perspective; it belongs to the specialist editorial group Profil-Verlag GmbH, which also publishes magazines in Germany and the UK.

With a daily flow of news, readers receive up-to-date information on markets, products and innovations, and thus knowledge of trends that influence the industry.

In addition, readers have access to a wealth of information, including: an annual table of leading global tyre manufacturers, financial results for listed companies, independent tyre test results and themed information (such as TPMS, wheels, tyre changers).

PneusNews.it is an essential means of keeping updated on market information; thus it is also a useful tool for selecting providers, products and services for your own customers and garages.

Why advertise on **PneusNews.it**?

- Our readers are your clients
- Traffic data for the website and newsletters show it reaches its target audience
- The themed **focus on** ePapers provide an accurate market overview and help companies select the right provider
- Services such as PneuJobs and Business Directory effectively reach target audiences (qualified personnel plus clients)

The screenshot shows the PneuNews.it website interface. At the top, there is a navigation bar with various menu items. The main content area displays a news article about Toyo's financial results. A sidebar on the right contains a search bar and a list of popular articles. At the bottom, there is a promotional banner for Alliance tires.

about us- products and their distribution (average)

website

12 daily online news items
12,000 articles in our database
40,000 unique visitors; 100,000 visits; 160,000 page views

visit our website

www.pneusnews.it

newsletter

4 issues a week
15 news items in each issue, 230 emails per year
9,000 loyal readers (85% in Italy; 15% other countries)

focus on

6 thematic insights per year
via ePaper and pdf

get our newsletters for free, subscribe at the following link

www.pneusnews.it/newsletter

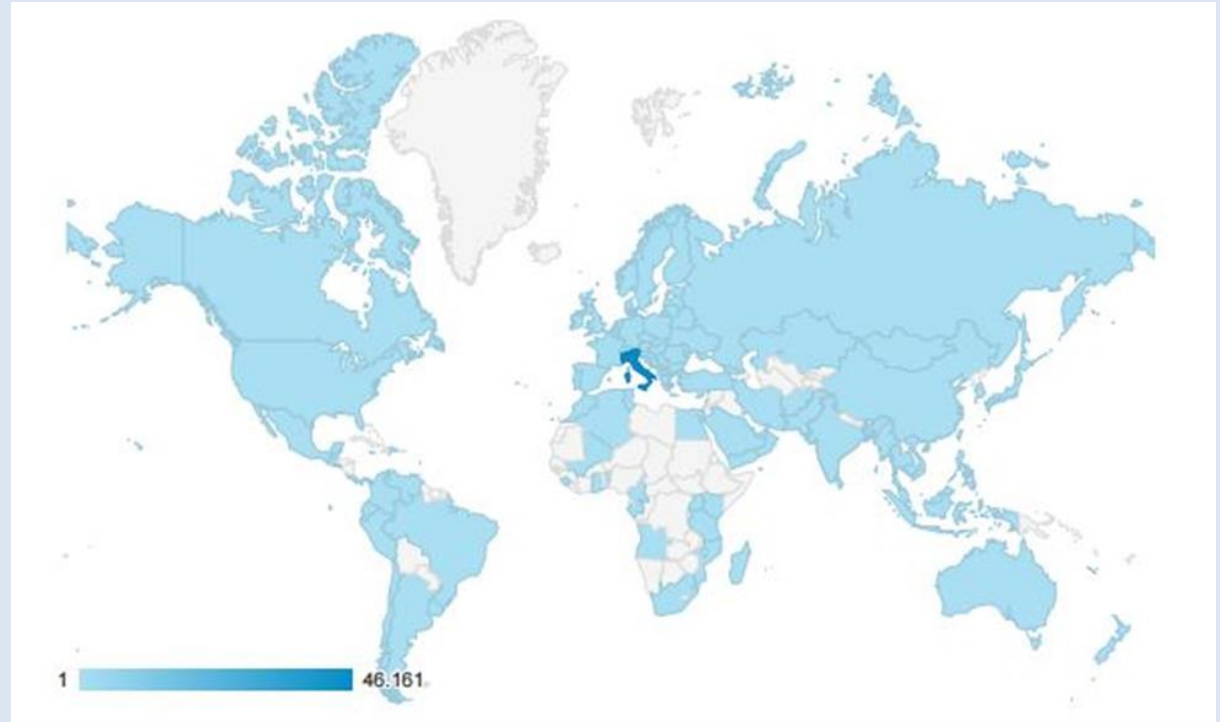
our readers - in Italy

1. Milan
2. Rome
3. Turin
4. Florence
5. Bologna
6. Naples
7. Padua
8. Vicenza
9. Bari
10. Verona
11. Catania
12. Treviso
13. Brescia
14. Udine
15. Bergamo
16. Genoa
17. Palermo
18. Venice
19. Lecce
20. Modena



our readers - spread worldwide

1. Italy
2. Germany
3. France
4. Switzerland
5. USA
6. Brazil
7. United Kingdom
8. Spain
9. Netherlands
10. South Korea
11. Belgium
12. Poland
13. India
14. Russia
15. Romania
16. Croatia
17. Portugal
18. Slovenia
19. UAE
20. Japan



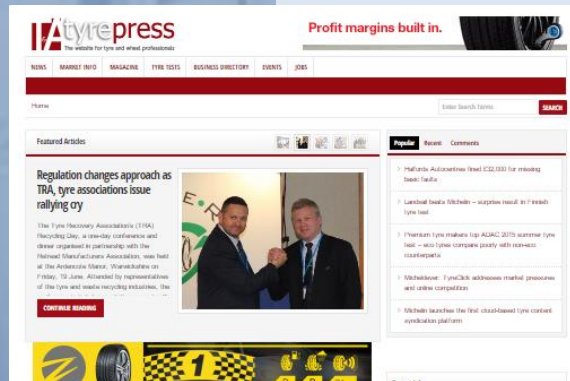
the editorial group Profil-Verlag GmbH

Italy: website since 2010 - ePaper mag since 2014



- **3 websites (ITA, ENG and GER):** 230,000 visits; more than 430,000 views; 120,000 unique visitors per month
 - **3 newsletters (ITA, ENG and GER):** 35,000 subscribers; 700 newsletters per year; 50 daily news (database with 120,000 news)
 - **1 ePaper magazine (ITA):** 6 thematic issues per year
 - **2 paper magazines (ENG and GER):** published monthly, 14,000 copies sent out to more than 160 countries, mostly in Germany and the UK.
 - **2 supplements (ENG and GER) attached to the paper magazines:** 3 Retreading-themed bilingual (English-German) issues, each 14,000 copies; 2 issues on Tyre Tests (German), 6,500 copies.
- source: google analytics

UK: magazine (founded in 1946)
in the P-V group since 1987 - website since 1999



Germany: magazine since 1981 - website since 1998





prices

website
newsletter
focus on
services

online adv - banners on our website / monthly rates 2016



header
468x60 pixel: € 860

TOP central banners
600x100 pixel: € 630
600x200 pixel: € 1,260

central banners
600x100 pixel: € 550
600x200 pixel: € 1,100

side banners
120 x 60 pixel: € 170
125x125 pixel: € 280
125x240 pixel: € 400
125x600 pixel: € 660
300x120 pixel: € 470
300x250 pixel: € 660

extra
video: +40%
sound: +20%

**given prices are doubled
for banners on the full article page
- the most seen of the website -**

background (wallpaper) all over the website
1,280x900 pixel: € 3,950

pop up banner all over the website
400x600 pixel : € 4,950

all prices are subject to VAT tax

online adv - banners on our newsletters / monthly rates 2016



header

600x100 pixel: € 1,220

SUPER TOP central banner

800x120 pixel: € 2,050

central banners

600x100 pixel: € 900

600x200 pixel: € 1,850

side banners

200x300 pixel: € 900

200x150 pixel: € 550

all given prices apply to an entire year's presence on the TOP 10 Newsletter - sent once a month -

all prices are subject to VAT tax

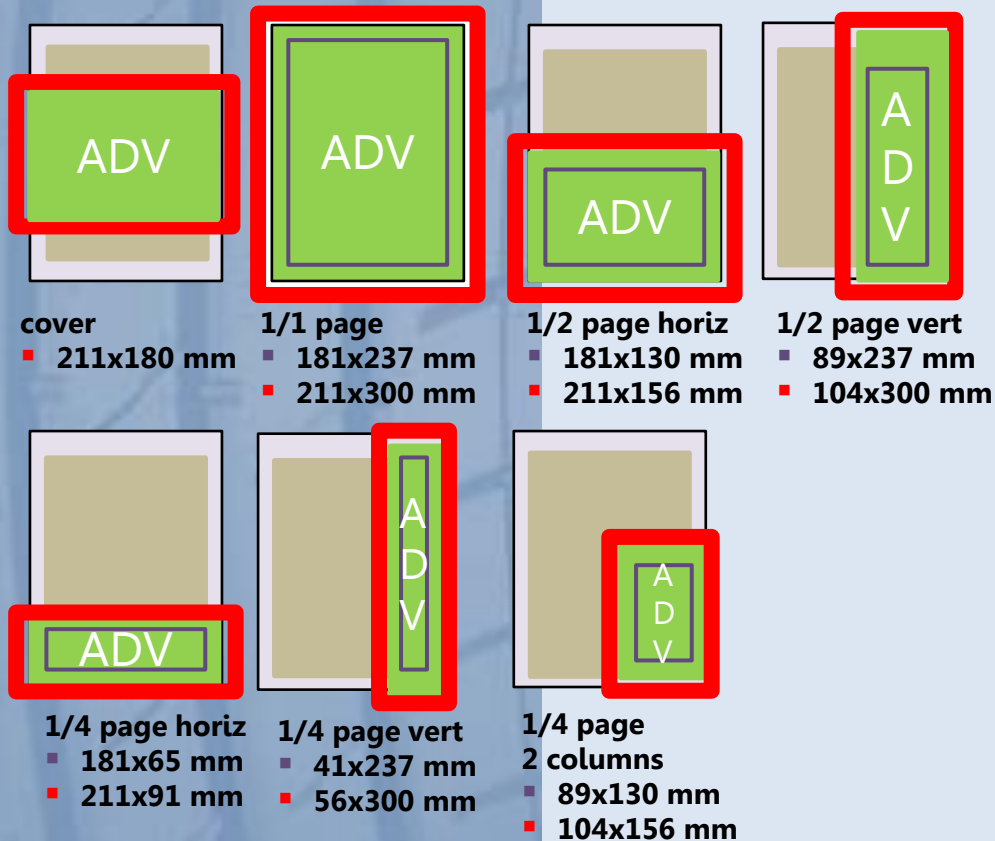
focus on - editorial plan 2016

month	subject	ADV deadline
March	Tyre changers	28/02/2016
April	Summer tyre tests	15/04/2016
October	Winter tyre tests	15/10/2016
December	Distribution	15/12/2016

ADV spaces are also available on the newsletter that accompanies focus on -same prices as the standard newsletter-

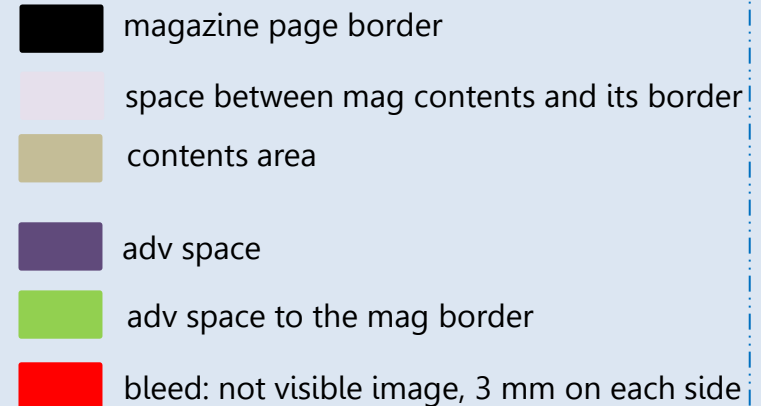
focus on - adv / rates per issue 2016

adv spaces technical details high res images



prices:

✓ cover:	€ 2,000
✓ internal pages:	
1/1 page 2	€ 1,600
1/1	€ 1,290
1/2	€ 750
1/4	€ 450



file: .pdf

resolution: 300 dpi

horiz: horizontal

vert: vertical

online services - advertorials · business directory · job recruitment ads

advertorial - to directly reach and communicate in-depth with your target market. This is a sponsored newsletter whose content - texts, images and links - is completely up to you. All your content is presented within a PneusNews.it template and sent out to our loyal readers.

€ 2,500 / issue

business directory – the tyre business yellow pages, the easiest and most economic way to be found. You can choose to present your company details in either the:

base version € 260 / year or

premium version € 520 / year

PneusJobs - job recruitment ads section to aid your search for qualified personnel. Publishing on PneusJobs will allow you to quickly find the solution to your needs.

€ 520 / month

take the chance to be seen through PneusNews.it
pubblicita@pneusnews.it

contacts

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