



**European Rubber Journal** is the world's leading publication specialising in the global tire and rubber industries. We cover the tire industry, automotive applications, hoses, belts, seals, anti-vibration systems and many other aspects of the industry. We write articles on market information, technology and corporate strategy.

# 2023

## MEDIA INFORMATION

THE BEST ROUTE TO MARKET FOR THE GLOBAL RUBBER INDUSTRY

**NUERJ**

Published by NUERJ Ltd.

CONNECTING YOU TO YOUR  
CUSTOMERS – IN PRINT AND ONLINE

[european-rubber-journal.com](http://european-rubber-journal.com)

## OVERVIEW

*European Rubber Journal* and its predecessors have been reporting on the global rubber and tire processing industries for over 130 years. It is the most authoritative, trusted and established avenue for communicating with these markets.

Published six times a year, the news, features and opinion sections of the print edition address all significant commercial and technical trends in natural and synthetic rubber and tires, taking in the whole supply chain from rubber growing, formulation, design and manufacture to the consumer. Our industry data surveys command wide respect and are in steady demand.

## ONLINE

The magazine website – [european-rubber-journal.com](http://european-rubber-journal.com), complements the print edition, with real-time news updates from around the world. It is a highly regarded information tool in such a fast-moving industry.

## E-NEWSLETTER

ERJ's daily newsletter provides researched stories, links to topical issues and breaking news, and information about upcoming events direct to subscribers' inboxes. All recipients have requested this service and many use it as their sole source of daily news. We know that leading professionals and opinion formers around the world open the newsletter, read the stories it highlights and use it as part of their daily planning.

### Contact your target audience today!

Circulation – 7,443 / issue

Online statistics – 16,107 unique visitors / month

Pages viewed per month – 50,566

E-newsletter recipients – 5,742 unique email addresses

Our audience is made up of senior managers in companies that manufacture car, truck and industrial tires; also rubber goods for medical, food contact, industrial, automotive, clothing and other consumer applications. Their suppliers and customers also read ERJ. We carry information and articles which help these people make more money and enhance their businesses.

With such an influential readership and online presence, we are able to offer any company the ideal mix of digital and print promotion.



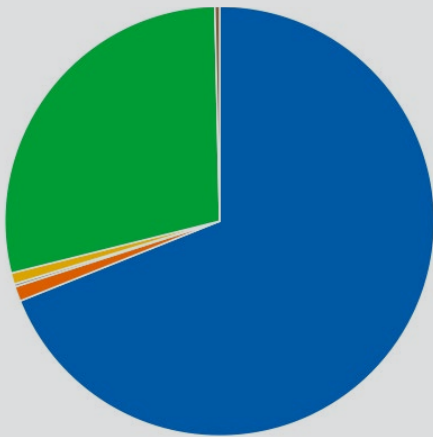
## MAGAZINE STATISTICS

European Rubber Journal readers represent senior managers across a number of industry sectors including tires, automotive, building, apparel and machinery. They are important decision makers and have significant purchasing power for rubber-related products within their organisations.

European Rubber Journal is audited by the Audit Bureau of Circulation and has an average circulation of 7,243 per issue\*

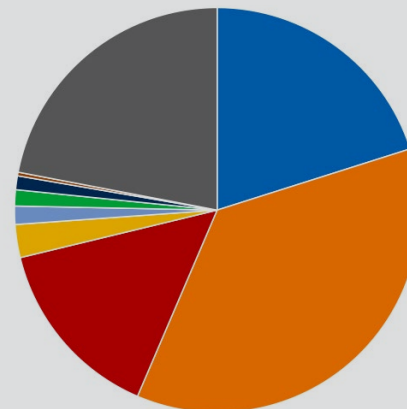
### GEOGRAPHICAL ANALYSIS (NUMBER OF COPIES)

■ Europe	5,169
■ North America	87
■ Central/South America	18
■ Australia	60
■ Asia	2087
■ Middle East	26



### JOB TITLE/FUNCTION\*\*

■ Business Director/President/CEO	20.1%
■ Technical Director/Vice President/Manager	36.3%
■ Marketing/Sales Management	14.8%
■ Production Management	2.6%
■ Research & Development Management	1.5%
■ Quality Control/Environmental/Health & Safety	1.3%
■ Chemist/Engineer	1.1%
■ Material Technologist	.3%
■ Other	22%



\*\* Based on Publisher's Own Data as of July 2021

## EDITORIAL CALENDAR 2023

### JANUARY/FEBRUARY

**Tire Tech Expo 2023:** Preview of major tire manufacturing show taking place 21-23 March, Hannover, Germany. In-depth look at the technologies lined up for the annual expo and conference.

**Automated Factories:** Leading-edge examples of automated tire and rubber manufacturing plants

**Rubber Additives & Chemicals:** Developments in the market for these essential ingredients of tire & rubber compounds and products

Sales Close: 20th January 2023

### MARCH/APRIL

**Tire & Rubber Sustainability:** Focus on the technologies contributing most to enhancing the environmental profile of tires and technical rubber products

**Future Tire Report:** Views from the top on the technology trends and market developments that are reshaping the tire & rubber industry

**Automotive Rubber:** Latest advances in the design, development and manufacture of rubber components for the automotive industry

Sales Close: 14th March 2023

### MAY/JUNE

**ERJ Global Machinery Survey:** Annual report with analysis of the global tire & rubber machinery sector, including Top 50 ranking, by sales, of the leading players in the sector

**Seals and gaskets:** Latest developments in the field of sealing product technology for the most challenging industrial and consumer product applications

**ERJ Elastomers for Sustainability V (E4S)** - Top 10 Table

**Focus on India.** ERJ's report on the rubber market in India

Sales Close: 12th May 2023

### JULY/AUGUST

**China Tire Report:** ERJ's annual, in-depth look at developments in China with interviews and commentary from leading tire makers in the country and suppliers of materials and equipment to the sector

**Global Top 50 Non-Tire Rubber Producers:** Our annual ranking of the world's leading rubber product manufacturing companies

**Compounding Survey:** ERJ's annual survey and report on the world's leading rubber compounders, including our ranking by sales of the top players in the international market

Sales Close: 12th July 2023

### SEPTEMBER/OCTOBER

**European Tire Report:** Annual in-depth report on the European tire manufacturing industry. Also includes our annual ranking, by sales, of the world's Top 75 tire manufacturers and listings with details of every tire plant in the region

**High performance rubber:** Focus on market and technology developments around silicones, fluororubbers and other high-end elastomeric materials able to perform in extreme operating conditions

**ERJ Future Tire & Rubber Awards:** Recognising achievements in the field of automation, sustainability, innovation and leadership in the tire & rubber industry

**PLUS - Tire Map:** Printed poster-size map showing location of tire plants in key region (Europe)

Sales Close: 15th September 2023

### NOVEMBER/DECEMBER

**Global Tire Report:** ERJ's authoritative industry guide to the worldwide tire industry, including Top 75 ranking of the world's top manufacturers, detailed worldwide listing of every tire plant, along with in-depth reports and interviews with leading players throughout the supply chain

**Carbon black:** Developments around the supply/demand and sustainability of this key ingredient for the tire & rubber manufacturing industry

**Advanced moulding technology:** Report on the latest developments in the field of rubber moulding equipment and technology

**ERJ Elastomers for Sustainability VI (E4S)** - Top 10 Table

**PLUS - Tire Map:** Printed poster-size map showing locations of tire plants in key region (Americas)

Sales Close: 14th November 2023

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## PRINT MEDIA RATES

COST PER INSERTION						
Size	1 insertions	2 insertions	3 insertions	4 insertions	5 insertions	6 insertions
Whole page	£5,185	£5,005	£4,840	£4,675	£4,515	£4,365
Two thirds page	£4,085	£3,935	£3,790	£3,650	£3,525	£3,400
Half Page	£2,650	£2,555	£2,475	£2,385	£2,305	£2,225
One third page	£1,855	£1,800	£1,740	£1,675	£1,610	£1,565
Quarter page	£1,410	£1,365	£1,320	£1,275	£1,230	£1,180
Size	1 insertions	2 insertions	3 insertions	4 insertions	5 insertions	6 insertions
Whole page	€ 6,305	€ 6,065	€ 5,845	€ 5,645	€ 5,455	€ 5,260
Two thirds page	€ 4,980	€ 4,785	€ 4,605	€ 4,435	€ 4,265	€ 4,120
Half Page	€ 3,220	€ 3,100	€ 2,980	€ 2,880	€ 2,775	€ 2,685
One third page	€ 2,270	€ 2,185	€ 2,105	€ 2,035	€ 1,965	€ 1,890
Quarter page	€ 1,715	€ 1,645	€ 1,595	€ 1,530	€ 1,485	€ 1,440
Size	1 insertions	2 insertions	3 insertions	4 insertions	5 insertions	6 insertions
Whole page	\$7,685	\$7,395	\$7,130	\$6,885	\$6,655	\$6,425
Two thirds page	\$5,445	\$5,250	\$5,045	\$4,870	\$4,695	\$4,525
Half Page	\$3,920	\$3,785	\$3,645	\$3,515	\$3,380	\$3,280
One third page	\$2,755	\$2,655	\$2,565	\$2,475	\$2,380	\$2,305
Quarter page	\$2,085	\$2,030	\$1,940	\$1,860	\$1,800	\$1,740

### SPECIAL POSITIONS

These rates are in addition to the basic page rate shown above.

Inside Front Cover	15% surcharge
Outside Back Cover	20% surcharge
Guaranteed Position	10% surcharge

We will only guarantee a position within the publication if the surcharge is paid; advertisers may request positions but these will not be guaranteed.

### OFFPRINTS

We offer a high-quality offprint service. If your company has been featured in the magazine, why not have the article reprinted for use at shows and other promotional opportunities? The reprinted material remains under NUERJ copyright, but it is usually possible to fit your own advertising into the pages. We will gladly provide a quotation at no obligation.

### COPY AND CANCELLATION DATES

Written notification via email to your representative

Black and white 4 weeks prior to publication date; Four colour 6 weeks prior to publication date.

## PRINT MEDIA SPECIFICATIONS

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DPS Trim Area	286mm high x 418mm wide		
DPS Bleed Area	292mm high x 424mm wide		
Page Trim Area	286mm high x 209mm wide		
Page Bleed Area	292mm high x 215mm wide		
Junior Page Area	185mm high x 133mm wide		
Half Page Vertical	256mm high x 87mm wide		
Half Page Horizontal	126mm high x 179mm wide	Half Page Horizontal Bleed	144mm high x 215mm wide
Quarter Page Vertical	126mm high x 87mm wide		
Quarter Page Horizontal	60mm high x 179mm wide		
Third Page Vertical	256mm high x 48mm wide	Third Page Vertical Bleed	292mm high x 66mm wide
Third Page Horizontal	80mm high x 179mm wide	Third Page Horizontal Bleed	100mm high x 215mm wide

### PRINT MEDIA SPECIFICATIONS QUESTIONS, CONTACT:

Sean Marshall  
+44 1442 200650  
smarshall@eurorubberjournal.com

### MATERIAL REQUIRED

Please send files in print-ready PDF format, with ALL graphics and fonts embedded (do not use subsets). Crop marks should be included as appropriate. PDFs should be version 1.4 with all transparent elements flattened.

Please note: if material is not supplied as press-ready PDF files as specified, Crain Communications cannot accept responsibility for the quality of output.

All material can be transmitted by email to: [palfes@crain.com](mailto:palfes@crain.com) or [sabdallah@crain.com](mailto:sabdallah@crain.com)

Please note, printing is carried out using an ordinary four-colour process and output quality is subject to the normal fluctuations. If you have paid for extra colour(s), it is essential you provide a high quality hard-copy colour proof, such as a Cromalin.

## ERJ MAGAZINE CLASSIFIED

The classified section offers the most cost effective form of advertising and is often used to support display advertising or as a method to regularly reinforce your companies activities and sales message. There are a number of options available.

### THE STYLES ARE:

#### STYLE A

This consists of your company name, contact address, telephone, fax number and e-mail address, and the name of the contact person. This saves the time required for a new potential client to identify the right person to talk to.

Total Cost for 1 year: £600 €760 \$780

#### STYLE B

This is the same as Style A, except that this layout allows you to incorporate your company logo, which helps promote your company identity.

Total Cost for 1 year: £735 €905 \$1,190

#### STYLES A AND B

Additional line rate charged at: £60 €75 \$100

## GLOBAL TIRE MAPS

ERJ is producing two tire maps to chart the locations of key tire manufacturing facilities and output across Europe and America.

Each A1, full colour map will be distributed to all subscribers of ERJ in the following issues:

Europe - September / October issue  
America - November / December issue

Suppliers will have the opportunity to brand products and services on their selected map through a corporate logo and website address.

#### Sponsorship charge for each map

£4,590 €5,745 \$6,885



**ERJ CLASSIFIED**

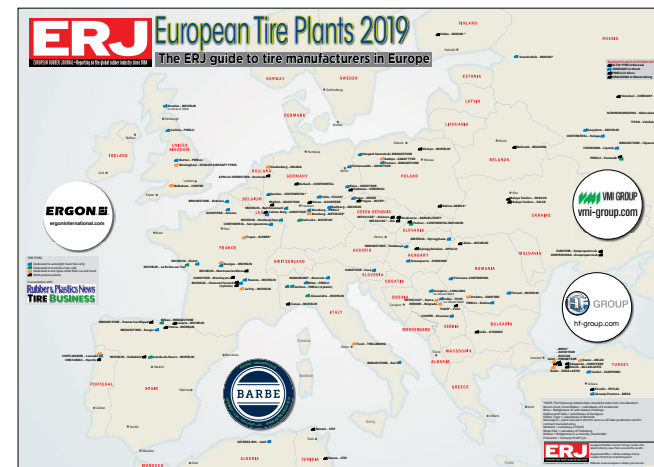
For more information on classified advertising please contact: Sandra Valencia, Tel: +44 (0) 7627 482758 • Email: [Sandra.Valencia@erj.co.uk](mailto:Sandra.Valencia@erj.co.uk)

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**COMING UP IN ERJ**  
September/October 2023  
September/October 2023  
ERJ Classified Advertising

**ERJ**  
CORPORATE SUBSCRIPTION  
PACKAGES AVAILABLE NOW!  
To find out more, visit:  
[european-rubber-journal.com/subscribe](http://european-rubber-journal.com/subscribe)



## GLOBAL TIRE REPORT

The Global Tire Report is the world's most authoritative report on the state of the tire industry.

Published annually in December, this detailed and comprehensive publication has become essential reading for anyone involved with, or selling into, the tire industry.

It contains:

- Financial data on all the leading companies, including turnover and tire sales
- All tire plants in the world. Detailing; ownership, employee number, date of construction and capacity / output
- Tire industry investments by region. Including; project company, expenditure, projected completion date
- Full quantitative and qualitative analysis of the tire industry around the world

This publication is used as a reference by the industry over the entire year and generates an unrivaled readership.

	Sterling	Euro	USD
<b>Advertisement Sizes</b>			
Page	£5,185	€ 6,305	\$7,685
Two thirds page	£4,085	€ 4,980	\$5,445
Half page	£2,650	€ 3,220	\$3,920
One third page	£1,855	€ 2,270	\$2,755
Quarter page	£1,410	€ 1,715	\$2,085

Special positions will incur a surcharge

Inside front cover	15%
Inside back cover	10%
Outside back cover	20%
Facing matter	10%





## EMAIL ADVERTISING

**europaean-rubber-journal.com** is the digital destination for professionals to get updates about the global rubber market. Updated throughout the day, the site includes the very latest news, analysis and comment from our team of expert journalists, accurate and up to date industry data, details of the latest technologies and materials and much more.

The web archive now also contains the full content of every published issue since 1997 and over 17,000 stories from the daily news. This is an extremely useful and user-friendly source of quality information for research and gathering market intelligence.

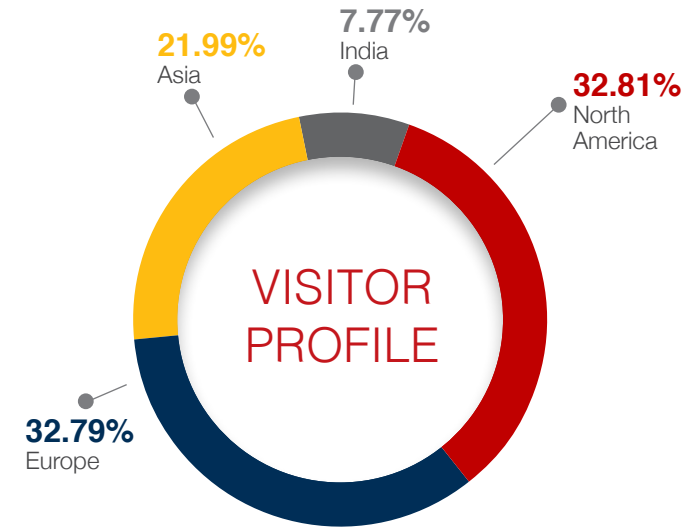
### Why Digital Advertising?

Since the 2008 launch of our full-service website, traffic to the site has increased on a monthly basis. Rubber professionals are increasingly turning to the internet as a real-time source of detailed information and analysis.

### Online sponsorship offers numerous benefits;

- Credibility – **europaean-rubber-journal.com** with its magazine ERJ is the world's most respected publication.
- A highly targeted audience – due to the sector-specific nature of the site and the tightly controlled circulation of our e-bulletins.
- Measurable benefits – the impressions and click through rates of our packages can be fully monitored.

ONLINE ADS	Sterling	Euro	USD
<b>Leaderboard 728 wide x 90 high (pixels)</b>			
12 month contract	£4,110	€5,100	\$8,230
6 month contract	£2,465	€3,065	\$4,925
1 month contract	£480	€595	\$960
<b>Billboard 970 wide x 250 high (pixels)</b>			
12 month contract	£5,670	€7,030	\$11,200
6 month contract	£3,400	€4,216	\$6,730
1 month contract	£633	€785	\$1,250
<b>Mid Page Unit 300 wide x 250 high (pixels)</b>			
12 month contract	£3,045	€3,775	\$6,085
6 month contract	£1,820	€2,265	\$3,650
1 month contract	£335	€415	\$670
<b>Skyscraper 160 wide x 600 high (pixels)</b>			
12 month contract	£3,215	€3,980	\$6,415
6 month contract	£1,930	€2,390	\$3,860
1 month contract	£345	€420	\$685



### SITE TRAFFIC\*

**16,107**

Unique Visits  
per month

**50,566**

Pages viewed  
per month

\*Google Analytics.

Web traffic statistics from January 2022 – August 2022

### MATERIAL REQUIRED

Files can be .gif or .jpg. Max 60kb in size for all digital sizes.

Dpi not applicable for screen.

We cannot accept .swf Flash banners.

## EMAIL STATISTICS

### Daily e-mail newsletter

*European Rubber Journal* produces an electronic newsletter. This is sent to 5,741 email addresses and is widely read by senior executives involved in the industry. It carries the very latest stories that impact on the rubber industries, and so is a must-read newsletter for these executives. Banner advertisements are 468 x 60 pixels and positioned between these stories which generate high levels of readership.

### Job of the Week

The 'Job of the week' board provides recruiters with an exclusive promotion published on ERJ's Daily e-mail newsletter. The promotion is located in a high profile area on the newsletter and sent out daily to ERJ's 5,741 e-mail addresses.

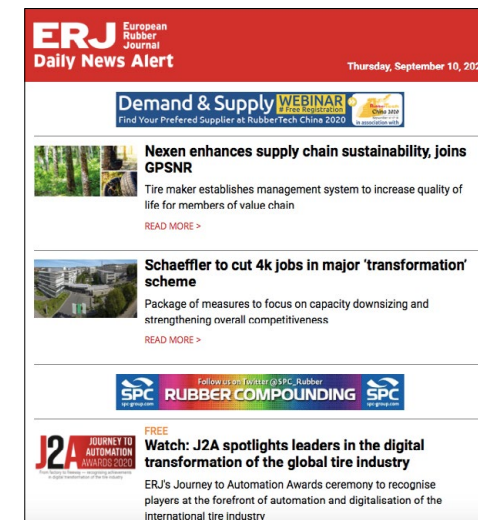
### Product & Services

The 'Product & Services' feature provides suppliers with an opportunity to publish information on a new product launch, service or case study. The feature is published on ERJ's Daily e-mail newsletter, positioned in the main body of news and sent out daily to ERJ's 5,741 e-mail addresses.

	Sterling	Euro	USD
<b>Newsletter</b>			
12 month contract	£7,980	€9,890	\$15,970
6 month contract	£4,725	€5,860	\$9,455
1 month contract	£1,140	€1,410	\$2,285

	Sterling	Euro	USD
<b>Job of the Week</b>			
1 week contract	£260	€320	\$515

	Sterling	Euro	USD
<b>Product &amp; Services</b>			
1 week contract	£235	€315	\$460
2 week contract	£405	€555	\$810



### MATERIAL REQUIRED

468 wide x 60 high pixels files can be .gif or .jpg. Max 40kb in size for all digital sizes.  
Dpi not applicable for screen.  
We cannot accept .swf Flash banners.

## EVENTS

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### Future Tire Conference

The Future Tire conference brings together top-level industry leaders and decision makers to discuss the technology and market developments that are shaping the future of the tire industry.



### Journey to Automation Awards

The Journey to Automation (J2A) Awards recognise leading players in the field of automation and digital transformation in the global tire industry. Awards are presented in the following categories: Tire Manufacture - Producers, Tire Manufacture - Suppliers, Tire Technology, Tire Supply-Chain, Tire Sustainability and Specialist Engineering SMEs.



From factory to freeway — recognising achievements  
in digital transformation of the tire industry

For more information about ERJ's upcoming events visit:  
[european-rubber-journal.com/events](http://european-rubber-journal.com/events).

### GET IN TOUCH

To learn how you can get involved with a conference sponsorship, contact  
Sean Marshall +44 (0)1442 200650 [smarshall@eurorubberjournal.com](mailto:smarshall@eurorubberjournal.com)

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### For UK and the rest of the world:

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No other rubber publication in the world can offer this range and quality of editorial expertise. Through this team *European Rubber Journal* is able to bring readers the latest industry news from around the world.

By putting the reader first in providing authoritative editorial coverage on the stories that matter, *European Rubber Journal* has become the most thoroughly read and eagerly anticipated magazine for the global rubber industry.

