



Tire Review reaches approximately 32,000 independent tire dealer locations — retail, wholesale and commercial — that move more than 235 million tires through the North American replacement market.

9,650 Available Emails
7,844 Independent Tire Dealer Locations

Tire Review subscribers are the presidents, owners and managers of independent tire dealer ships, many of who also provide auto service repair. These independent businessmen depend on Tire Review to keep them up-to-date on developments within the tire industry and for help with day-to-day challenges of running their business

SELECTIONS: (additional cost per thousand)	
Title	\$15/M
Type of Tires Sold - Pass., Truck, Farm, etc.	\$20/M
Retreader Locations	\$25/M
HQ/Branch/Single Outlets	\$20/M
State/Zip/SCF/County	\$15/M
MSA/Radius Select	\$50/ea

TYPE OF BUSINESS:	
Independent Tire Dealers	8,472
Headquarters of Mass Merchandisers	186
Tire Manufacturer Owned Outlets	202
Car and/or Truck Dealer selling tires	484
Truck & Trailer Dealer Service Centers/Truck Stops that sell & service tires	336

JOB TITLE:	
Owner, Pres., Ptnr., Officer., Purchasing	5,165
Manager, Supervisor, Asst. Mgr.	3,911

LOCATION TYPE:	
Single/No Branches	5,505
Headquarters of Multi-Unit	440
Branch Locations	1,950

TYPES OF TIRES SOLD:	
Passenger Tires	8,312
Performance Tires	7,484
Light Truck Tires	8,243
Medium & Heavy Truck Tires	5,056
OTR Tires	3,510
Farm Tires	3,749
Industrial Tires	3,635
Retreader Locations	591

SOURCE:
 Direct Request/ Controlled Circulation.
 BPA Audited.
 File is updated daily, CASS Certified and an ACS participant to ensure list accuracy and deliverability.

Effective: 9-11-15

DATE: SEP 2015

EMAIL MARKETING

\$400/M
 Call for Updated Counts

MINIMUM ORDER

\$1000 minimum

MAIL/PHONE/EMAIL LISTS

Combination Discounts Available
 Call for Rates

TERMS

Payment due in 30 days after receipt of order on established accounts.
 Prepayment due on first-time orders.

REQUIREMENTS

Signed List Rental Agreement
 Supplied Html file, Subject & From lines, and test emails.

FOR MORE INFORMATION, CONTACT

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Tire Review reaches approximately 32,000 independent tire dealer locations — retail, wholesale and commercial — that move more than 235 million tires through the North American replacement market.

29,591 Available Names
24,803 Independent Tire Dealer Locations

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SELECTIONS: (additional cost per thousand)	
Title	\$15/M
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Retreader Locations	\$25/M
HQ/Branch/Single Outlets	\$20/M
State/Zip/SCF/County	\$15/M
MSA/Radius Select	\$50/ea

TYPE OF BUSINESS:	
Independent Tire Dealers	26,576
Headquarters of Mass Merchandisers	611
Tire Manufacturer Owned Outlets	521
Car and/or Truck Dealer selling tires	1047
Truck & Trailer Dealer Service Centers/Truck Stops that sell & service tires	923

JOB TITLE:	
Owner, Pres., Ptnr., Officer., Purchasing	14,318
Manager, Supervisor, Asst. Mgr.	12,680

LOCATION TYPE:	
Single/No Branches	15,544
Headquarters of Multi-Unit	1,114
Branch Locations	6,460

TYPES OF TIRES SOLD:	
Passenger Tires	24,245
Performance Tires	21,642
Light Truck Tires	24,005
Medium & Heavy Truck Tires	14,647
OTR Tires	9,918
Farm Tires	10,619
Industrial Tires	10,098
Retreader Locations	1,587

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BASE RATES

\$130/M Non-Advertiser
 \$100/M Advertiser

PHONE NUMBERS

Base Rate Plus additional \$60/M

MINIMUM ORDER

\$500 minimum

MAIL/PHONE/EMAIL LISTS

Combination Discounts Available
 Call for Rates

LIST DATA

Contact Name
 Title
 Company
 Address
 City, State, Zip

TERMS

Payment due in 30 days after receipt of order on established accounts.
 Prepayment due on first-time orders.

OUTPUT FORMATS

E-mail, FTP, CD, or diskette - \$25/Flat
 Pressure Sensitive Labels - \$20/M

REQUIREMENTS

Signed List Rental Agreement
 Sample Mail Piece for Approval

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