

Magazine for tyre trade, tyre servicing and aftermarket

Basic data

Frequency:

quarterly

Distribution:

Subscription and direct mailing

Costs and Subscriptions

PNEU REVUE	Single Issue	Subscription (4 Issues incl. p&p)
Print magazine to CZ (CZK)	200,-	750,-
Print magazine to EU (EUR)	20,-	80,-
Electronic magazine (CZK)	100,-	400,-

Contacts

Publisher:

Club 91, s.r.o.

5. května 1323/9

140 00 Praha 4, Czech Republic

Tel.: +420 261 221 953

+420 602 339 089

info@pneurevue.cz

www.pneurevue.cz

Subscription orders

Send.cz (print)

Digiport.cz (electronic)

WWW

pneurevue.cz

Pneu revue™ is a trade magazine for the tyre industry and tyre business in Czechia. It covers all aspects of this sector both from the supply side (manufacturers, dealers and service providers) and the demand side (especially large users - fleets). It also deals with industries that are becoming a natural part of the tyre retail as it evolves (e.g. quick-service, accessory sales, etc.). **Pneu-revue™** monitors the state and trends of the industry in Czechia and in the European and global context. Since 1995, it has been a respected source of information for all people working or/and doing business in these areas and an influential opinion maker.

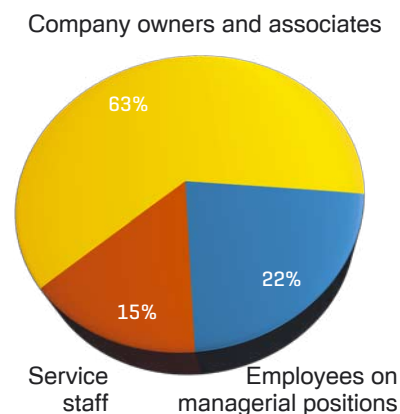
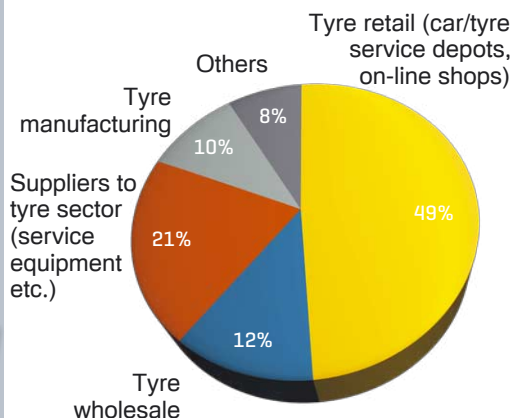
As the industry's communication platform, **Pneu revue™** works hand in hand with the **www.pneurevue.cz** website, electronic newsletters and, under the **Pneublog** brand, on the social networks Youtube, Spotify, Facebook and LinkedIn.

Target groups

- ▶ Tyre manufacturers, tyre importers
- ▶ Tyre wholesalers and distributors
- ▶ Tyre retail shops and services
- ▶ Franchise concept providers
- ▶ Rim manufacturers and distributors
- ▶ Service equipment suppliers for tyre depots/quick fit outlets
- ▶ Retread material suppliers
- ▶ Retreading plants
- ▶ Suppliers and distributors of repair material
- ▶ Suppliers of tyre related products
- ▶ Fleet companies (both passenger and commercial)
- ▶ Leasing companies
- ▶ School, institutions, public service organizations

Reader structure

- ▶ Reader structure by business groups
- ▶ Reader structure by function/position



2026 Time Schedule

Issue No.	Deadline for ad orders	Deadline for print material	Distribution
1/26	27.2.	2.3.	13.3.
2/26	29.5.	1.6.	12.6.
3/26	4.9.	7.9.	18.9.
4/26	13.11.	16.11.	27.11.

Technical conditions for print ads

Ready-to-print material:

Standard **composite PDF file** (Acrobat 8/PDF 1,6; resolution **300 dpi**, colour matching C = 15° M = 75° Y = 90° K = 45°), types in curves, colour process **CMYK**, chemical or digital proof prints recommendable, bleed 3 mm minimum, **ICC profiles to be switched-off**, crop and matching marks 3 mm from crop minimum. Format 1:1

Material for further processing by the magazine:

Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

Please e-mail your print material to:

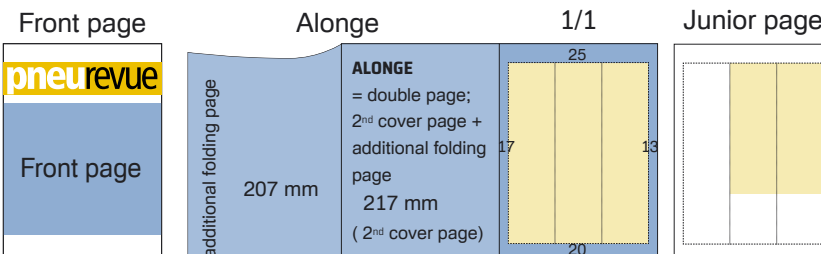
info@pneurevue.cz

Contact: +420 261 221 953, +420 602 339 089

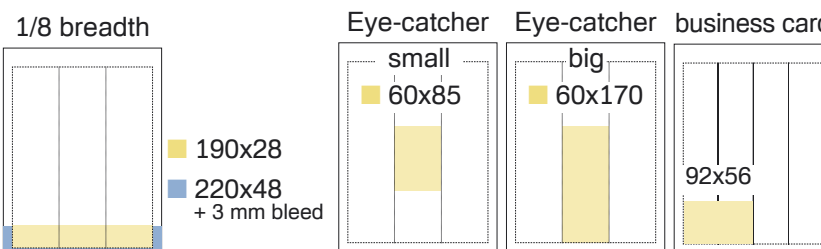
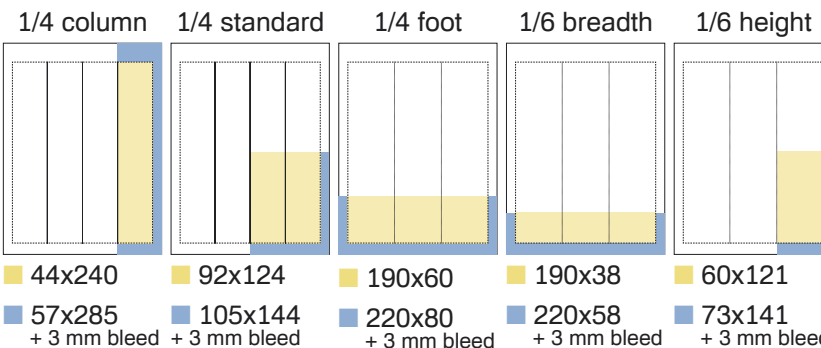
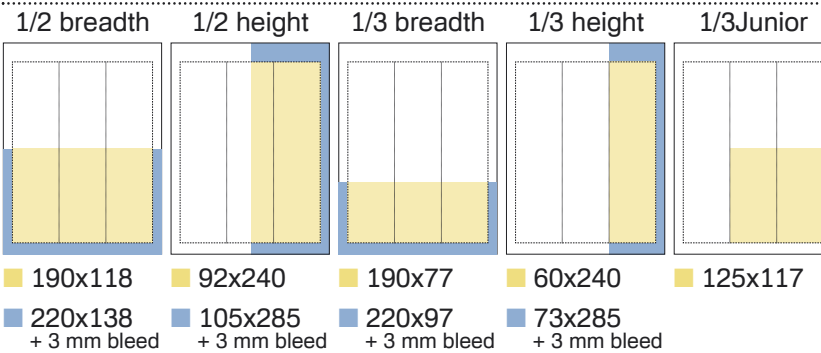
Advertising formats

(breadth x height) in mm
Bleed format 220x285 mm
Clean size format 190x240

■ Size of clean format
■ Size of bleed format
(necessary to add 3 mm for bleed)



- 220x184
- (217x184 - by Alonge) + 3 mm bleed
- 424x285
- (217+207)x285 ++ 3 mm bleed
- 190x240
- 220x285 + 3 mm bleed
- 125x182



General terms for print advertising

Other conditions for advertising are subject to General Conditions of Media Services of Club 91, s.r.o. in current version published on the company Internet site www.club91.cz

Price list

Prices in € excluding VAT (no VAT charged within EU)

General price list

Alonge	3 440
1/1	1 960
Junior page	1 360
1/2	1 160
1/3	960
1/4	720
Eye-catcher big	640
1/6	560
1/8	420
Eye-catcher small	400
Business card	240

Cover pages

Front page (220x184)*	2 760
Back cover page*	2 400
2 nd cover page	2 200
3 rd cover page	2 040

*) including option of partial UV painting up to 60 % of advert. size

Advertorial (PR article)

1/1	2 160
2/1	3 240

Discounts

10 % on yearly orders, e.g. advertising in all 4 issues of Pneu revue in 2026 (regardless the format). The discount will be deducted from the price of the last advertisement (No. 4/2026) for the whole year.

15 % agency discount

(upon delivery of ready-to-print material)