

MARKETING PLANNER

Connecting Buyers And Sellers For Over 100 Years

2026



AT A GLANCE



GENERATE DEMAND & HIGH-QUALITY LEADS FROM INDEPENDENT TIRE DEALERS

Modern Tire Dealer is the premier source of news, research and market trend analysis. MTD's expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.



MODERNTIREDEALER.COM

60,600 Monthly Website Sessions

Premium MTD insider content

[+VISIT WEBSITE](#)



MAGAZINE

35,000 Subscribers

140,000 pass-along readers

[+VISIT DIGITAL LIBRARY](#)



NEWSLETTERS

37,100 Subscribers

5 Industry Focused Newsletters, plus Market Newsletter for EVs

[+VIEW NEWSLETTERS](#)



PODCAST

The Modern Tire Dealer Show

700+ Monthly Downloads

[+VIEW SPONSORSHIP](#)



SOCIAL

22,800 Followers

Join the Conversation on:

[Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#)



PERFORMANCE HANDBOOK

Target your message to installers and retailers of performance tires, custom wheels, and other performance products

[+VIEW SPONSORSHIP](#)



[+ VIEW FULL AUDIENCE PROFILE](#)

23,465

SUBSCRIBERS
SELLING TRUCK
TIRES*

32,235

INDEPENDENT
TIRE DEALER
SUBSCRIBERS*

100%

PRESIDENTS, OWNERS, PARTNERS, PURCHASING AGENTS & OTHER CORPORATE OFFICIALS, MANAGERS, ASSISTANT MANAGERS, SALES MANAGERS*

100%

REQUESTED QUALIFIED CIRCULATION*

2026 EDITORIAL CALENDAR



*Editorial coverage is subject to change

ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JAN	12/29/25	1/5/26	2026 MTD Facts Issue <ul style="list-style-type: none"> Tire shipments and imports Exclusive tire brand market share Distribution channels Tire pricing, sizing, world sales leaders and more 	TPMS service	John Healy analyzes the North American tire market	60th MTD Facts Issue (most well-read and quoted issue of the year)
FEB	1/21/26	1/26/26	Update on HP/UHP tire markets <ul style="list-style-type: none"> Exclusive market share data by speed rating 	Suspension service TPMS service	The latest in digital marketing	Commercial Tire Dealer <ul style="list-style-type: none"> Examining the OTR tire market OTR dealer success story Commercially Viable • 2026 TIA OTR Tire Conference, 2/18-21, Orlando, FL
MAR	2/18/26	2/23/26	Winter tires <ul style="list-style-type: none"> Where is the market heading? Winter tire sales analysis 	Brake service TPMS service	POS systems	Consumer financing
APR	3/12/26	3/17/26	Tire dealer program groups <ul style="list-style-type: none"> Exclusive list of U.S. program groups 	Servicing advanced charging systems TPMS service	Motivating employees	Commercial Tire Dealer <ul style="list-style-type: none"> MTD's Top Retreaders List U.S. retread market overview Commercially Viable Performance Handbook polybagged with April issue
MAY	4/15/26	4/20/26	Tires for EVs <ul style="list-style-type: none"> What is the next generation of consumer tires EV market size and positioning 	Spring Car Care TPMS service	Dealer success story	Annual Tire Dealer Survival Guide <ul style="list-style-type: none"> Experts share best practices
JUNE	5/20/26	5/26/26	Annual commercial truck tire issue <ul style="list-style-type: none"> MTD's truck tire brand market share Truck tire market insights Truck tire trends 	ADAS update TPMS service	Employee training	Commercial Tire Dealer <ul style="list-style-type: none"> U.S. truck tire market overview Truck tire market brand shares Truck tire dealer profile Commercially Viable

EACH MONTH

Editorial

MTD's editor Mike Manges comments on the pressing issues of the industry in a manner that dealers have depended upon for over 30 years.

Industry News

MTD editors select the top news stories of the industry and present them in a clear and concise way for dealers. When time is critical, dealers can stay informed by reading through this valuable section of the magazine.

Numbers That Count

MTD editors pore over the massive amount of data floating around and select a handful of highly useful statistics that help make sense of the industry.

Your Marketplace

John Healy of Northcoast Research shares his thoughts about the financial side of the industry backed by solid research based on sell-out and tire tier trends.

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ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JUL	6/17/26	6/22/26	The 2026 MTD 100 <ul style="list-style-type: none"> Our exclusive list of nation's largest tire dealers Dealers address the changing market 	Oil and lube service TPMS service	Inventory control	Annual Tire Industry Buyers' Guide <ul style="list-style-type: none"> MTD's exclusive listing of top tire chains
AUG	7/22/26	7/27/26	SUV/CUV/LT tire market <ul style="list-style-type: none"> The latest in the hottest trends Ad Readership Study issue 	Diagnostic equipment overview TPMS service	How AI is changing the landscape	Commercial Tire Dealer <ul style="list-style-type: none"> Industrial tires Dealer success article Commercially Viable
SEP	8/19/26	8/24/26	34th MTD Tire Dealer of the Year Issue <ul style="list-style-type: none"> MTD honors the country's top tire dealer 	Pre-winter vehicle maintenance TPMS service	SEMA Show/AAPEX preview	MTD Dealer of the Year issue
OCT	9/16/26	9/21/26	Annual Commercial Tire Dealer issue <ul style="list-style-type: none"> Top 25 Commercial Tire Dealers list Dealer insights on market trends All-weather tire report 	Alignments TPMS service	SEMA Show/AAPEX preview	Commercial Tire Dealer <ul style="list-style-type: none"> MTD's top Commercial Dealer list Dealer article Commercially Viable MTD Show Package Issue
NOV	9/30/26	10/5/26	MTD On the Rise issue <ul style="list-style-type: none"> MTD honors young industry superstars Consumer tire market insights Interview with incoming TIA president 	Fuel Injection Maintenance TPMS service	Best practices for business planning	MTD On the Rise section MTD Show Package Issue
DEC	11/11/26	11/16/26	Annual AG tire issue <ul style="list-style-type: none"> Market share by brand AG tire shipments Post SEMA/AAPEX coverage 	Best practices for courtesy checks TPMS service	Market trends for 2027	Commercial Tire Dealer <ul style="list-style-type: none"> AG tire market comments by tiremakers AG tire market comments by dealers Commercially Viable

ADVERTISING & PROMOTIONS



PERFORMANCE HANDBOOK

Target your message to installers and retailers of performance tires, custom wheels, and other performance products.

Ad Close 3/13/2026
Materials Due 3/18/2026

Full page and larger advertisers receive:

- Full page of performance showcase listings
- Performance directory listing with color logo
- Performance datafile listing

1/2 page advertisers receive:

- Full page of performance showcase listings
- Performance directory listing
- Performance datafile listing

1/3 page advertisers receive:

- 2/3 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

1/4 page advertisers receive:

- 1/2 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

MERCHANDISING INCLUDES:

- Performance showcase – Show our readers your products in this easy to read product guide
- Performance directory – Be seen in this “buyers’ guide” that lists your complete contact information
- Performance datafile listing

Polybagged with the April issue of Modern Tire Dealer.



+ LEARN MORE

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision makers with impactful messaging as they browse content from Modern Tire Dealer. [+VIEW SPECS](#)

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision makers, leveraging the credibility of the Modern Tire Dealer's reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our first party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision makers during their downtime with targeted video ads on streaming platforms. Engage decision makers in a less cluttered environment with high-impact, full-screen messaging.

NEWSLETTERS



MTD HOTWIRE

[+VIEW LATEST ISSUE](#)

We deliver the latest industry news, trends, and information to tire dealers to help them make decisions to better run their dealerships.

Monday, Tuesday, Thursday, Saturday

Average Send **15,698**

Avg Total Open Rate **55.63%**

Audience **Independent Tire Dealers**

COST/MONTH

Leaderboard	\$2,090
Medium Rectangle 1	\$1,820
Medium Rectangle 2	\$1,700
Medium Rectangle 3	\$1,600
Medium Rectangle 4	\$1,450
Medium Rectangle 5	\$1,300
Sponsored Content	\$2,500

MTD TOP NEWS

[+VIEW LATEST ISSUE](#)

We wrap up the week with the most-popular articles from our website packaged so that dealers know what their peers have found most important.

Fridays

Average Send **14,911**

Avg Total Open Rate **58.80%**

Audience **Independent Tire Dealers**

COST/MONTH

Leaderboard	\$2,300
Medium Rectangle 1	\$2,030
Medium Rectangle 2	\$1,920
Medium Rectangle 3	\$1,820
Medium Rectangle 4	\$1,700
Medium Rectangle 5	\$1,600
Sponsored Content	\$2,500

CTD ONLINE

[+VIEW LATEST ISSUE](#)

We targeted tire dealers who are highly interested in the commercial side of the industry with articles tailored to meet their needs.

Bi-Weekly, Wednesdays

Average Send **6,504**

Avg Total Open Rate **64.04%**

Audience **Commercial Tire Dealers**

COST/MONTH

Leaderboard	\$1,300
Medium Rectangle 1	\$1,270
Medium Rectangle 2	\$1,150
Medium Rectangle 3	\$1,000
Medium Rectangle 4	\$900
Medium Rectangle 5	\$790
Sponsored Content	\$2,000

Market Focused Insight with MARKET MOVES NEWSLETTERS

ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

Twice Monthly on Fridays

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

CUSTOM EMAIL MARKETING

Promote your company's products and services by sending a custom email to our entire list of tire dealerships or by targeting your message based on geography or demographics. These third-party emails are based on a \$400 CPM. Please contact your marketing rep for details.

Email Addresses Available **18,000**

Open Rate **41.67%**

[+VIEW SPECS](#)



NEWSLETTER SPECS

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

AI-POWERED MARKETING



Leverage the power of artificial intelligence to drive highly qualified prospects from **our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.

UNDERSTANDING HOW PERSONIF.AI WORKS.

DATA COLLECTION

Personif.ai gathers real-time data about users interests and behaviors across our extensive network in our B2B industry brands.

INTELLIGENT ANALYSIS

Our AI harnesses this data to create personas and find those most likely to engage with your brand or product.

STRATEGIC DELIVERY

Your content is delivered to qualified prospects in real time, driving high-quality traffic directly to your site.

+ Personalization and targeting capabilities.

+ Actionable insights for optimization and decision making.

DELIVERING PERSONALIZED EXPERIENCES

Data privacy-compliant.

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ'S
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUICKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



LEAD GENERATION

Highly Qualified, Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

Real-Time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precise marketing solutions for building awareness and keeping brands top of mind with decision makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customers' marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

RATES, SPECS & SUBMISSION



MAGAZINE

AD TYPE	RATE
Full Page Spread	\$15,000
Full Page	\$11,750
1/2 Page	\$8,500
1/3 Page	\$5,625
1/4 Page	\$3,750
1/6 Page	\$1,875
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%

PERFORMANCE HANDBOOK

AD TYPE	RATE
Full Page Spread	\$15,000
Full Page	\$11,750
1/2 Page	\$8,500
1/3 Page	\$5,625
1/4 Page	\$3,750
2nd cover – earned rate	+15%
3rd cover – earned rate	+10%
4th cover – earned rate	+20%

Print Ad Material Contact

Karen Runion krunion@endeavorb2b.com

Include advertiser name, publication, and issue date

+ PRINT SPECS

DIGITAL BANNERS

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

WEBSITE ADVERTISING

STANDARD ADVERTISING ROS (CPM)

Leaderboard	\$90
Medium Rectangle	\$90

HIGH-IMPACT ADVERTISING ROS (CPM)

Welcome Ad	\$250
Reskin	\$225
Billboard Video	\$200
Expanding Half Page	\$200
In-Article Flex	\$200
In-Article Premium	\$200
Half-Page Ad	\$200
Pushdown - ROS	\$200
In-Article Video	\$175
Billboard	\$150
Expanding Rectangle	\$150
In-banner Video Ad	\$150
Native Ad	\$105

AUDIENCE EXTENSION ROS (CPM)

AEX Leaderboard	\$80
AEX Rectangle	\$80

CONTENT MARKETING

Online Article	\$2,500 net/month
Podcast Chat	\$4,000 net/podcast
Video Interview	\$3,500 net/month
Custom Webinar	Ask your sales rep for details

PODCAST SPONSORSHIP

Monthly Sponsorship	\$3,000 net/month
Quarterly Sponsorship	\$8,000 net/quarter
Annual Sponsorship (Exclusive)	\$30,000 net

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site

+ DIGITAL BANNER AD SPECS

+ NEWSLETTER SPECS

CONTACT US



LEARN MORE

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 Vehicle Service & Repair

ENDEAVOR BUSINESS MEDIA

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Keeping America's vehicles on the move by providing the latest trends, technology, and sound business practices for automotive service and repair professionals, including shop owners, technicians and distributors.

Learn more at vehiclerepair.endeavorb2b.com

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY



Thank you for supporting the industry's premier journalistic brands. We are committed to maintaining the highest integrity, ethics and values so your ad message is viewed in the highest quality environment possible.

QUICK LUBE:



National Oil and Lube News is the only media brand dedicated to quick lube and fast maintenance business owners, operators, and managers. *NOLN* keeps readers up to date on key industry issues and trends, and helps operators lead and manage their operations by covering the latest knowledge, technology, and strategies for business success.

TECHNICAL TRAINING:



Motor Age Training offers an extensive library of high-level training and learning opportunities to help shop owners and technicians expand their skills for servicing highly complex vehicles and keep pace with rapidly evolving repair trends.

DISTRIBUTION:



Professional Distributor is the leading brand exclusively serving the automotive tool and equipment distribution channel, providing new product information and best practices to help mobile tool dealers maximize sales and effectively run their business.



Aftermarket Business World connects marketers to an audience of buyers including aftermarket suppliers, parts manufacturers and distributors, merchandise managers, and more.

SERVICE & REPAIR:



Ratchet+Wrench is the resource for auto care and service center owners, operators, and managers to lead cutting-edge operations. It equips readers with the most progressive shop management strategies, tactics, and tools for future success through stories from real industry professionals and experts on issues that matter most to the automotive aftermarket.



Since 1899, *Motor Age* has served the technical automotive service professional by providing real-world technical information and service/repair solutions. In its mission to advance the automotive service industry, *Motor Age* provides the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.



PTEN is the brand automotive repair shop owners and technicians turn to first to learn about the latest tools and equipment in the automotive aftermarket, helping to increase productivity in the shop and maximize billable hours.



VehicleServicePros.com provides automotive professionals exclusive content, technical training resources, the latest tool and equipment information, technology trends, and an audience reach unmatched in the aftermarket.



Auto Job Central is a powerful job board for the auto repair industries. Find technical and management careers, or search for skilled employees.

COLLISION REPAIR:



ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.



FenderBender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.

TIRE SERVICE:



Modern Tire Dealer is the premier source of news, research and market trend analysis. *MTD's* expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.



+ WATCH OUR GROUP STORY

ENDEAVOR ADVANTAGE

90+ media brands and **45+ in-person events** that attract and engage B2B decision makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines**, and **delivering high quality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences and move decision makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and trade shows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

