



## 2020 Print Editorial Calendar

2020 ISSUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE ADVERTISING OPPORTUNITIES	AD RESERVATION DEADLINE	AD MATERIALS DUE
January	Exclusive tire market share data / Tire shipments / Pricing analysis / Retreading statistics	Exclusive auto service data / TPMS Service	John Healy, North Coast Research, Interview	<b>EXCLUSIVE</b> 54th Annual FACTS issue – The best-read and most-quoted issue of the year	12/20/19	1/3/20
February	Analyzing the HP/UHP tire market / Brand share analysis of this changing market segment/ The latest in performance tires	Suspension service / Tire/wheel service equipment / TPMS service	Dealing with technician shortages / Customer financing solutions	<b>Commercial Tire Dealer</b> OTR/construction tires / Dealer profile / Commercially Viable / TIA OTR Conference (2/19-2/22, Palm Springs, CA)	1/13/20	1/27/20
March	Annual winter tire issue / Latest trends for winter tires / Examining the growth of this segment	Profiting from ride control work / TPMS service / Spring Car Care month sales strategies	Tips for understanding your tool and equipment needs / Keeping payroll costs in check	Ad Readership Study	2/14/20	2/24/20
April	The latest on tire marketing groups / Specialty trailer tires / OTR Conference wrap-up	Cooling system work / A/C service / TPMS service	Keys to winning with social media	<b>Commercial Tire Dealer</b> Annual top retreaders list / Industrial tire market / Commercially Viable <i>(Performance Handbook is Polybagged With this Issue)</i>	3/16/20	3/23/20
May	Selling green tire technology / The market for low-rolling resistance tires / Specialty tires	Increasing battery sales / Proper oil change service / TPMS service	Effective ecommerce marketing strategies		4/15/20	4/24/20



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June	Annual truck tire issue / Commercial tire market shares / Truck tire shipments	Brake Work / Tire/wheel diagnostic equipment / TPMS service	Best practices for attracting new customers	<b>Commercial Tire Dealer</b> Truck Tires / Retreading & repair / Commercially Viable	5/15/20	5/26/20
July	The MTD 100 Dealer Listing / How the top tire dealers view the market / M&A strategies / Store expansions	Annual Buyers' Guide / TPMS service	Innovative store designs	Annual Buyers' Guide	6/15/20	6/22/20
August	Tire Marketing / All weather tires place in today's market / Run-flat tire update	Suspension service / Successful hybrid service procedures / TPMS service	Analyzing your P&L statement / Tools & equipment – repair or replace?	<b>Commercial Tire Dealer</b> Small OTR tires / Servicing fleet customers / Ad readership study	7/15/20	7/24/20
September	28 <sup>th</sup> Annual MTD Tire Dealer of the Year / Pre-SEMA Show report	Brake repair / TPMS service	Understanding your marketing budget	28 <sup>th</sup> Annual MTD Tire Dealer of the Year	8/17/20	8/24/20
October	Top Commercial Dealer List / CUV/SUV tire trends	Undercar work / TPMS service	How to increase your hourly labor rates	<b>Commercial Tire Dealer</b> Top 25 Commercial Dealers / Commercially Viable / <i>AAPEX/SEMA Show Package</i>	9/9/20	9/18/20
November	Consumer light truck tire market / R/T, M/T and A/T tire update / Wheel replacement	New technology, new service opportunities / TPMS service	Financial planning for 2021 and beyond	<i>AAPEX/SEMA Show Package</i>	9/25/20	10/9/20
December	Tire Marketing / Annual AG/Farm tire issue/ Shipments, trends and SOM / Post AAPEX/SEMA Show coverage	Post AAPEX/SEMA Show product coverage / TPMS service	Using a year-end review to plan ahead	<b>Commercial Tire Dealer</b> A look at where the ag market is headed / Commercially Viable	11/13/20	11/20/20