



EDITORIAL CALENDAR

JANUARY

Ad Closing: December 21

Ad Materials Due: December 26

SUPPLEMENT:
Simplifying Service

Redefining the Tiers:

Exploring the Tier Levels of Today's Tiremakers

Proud to be an Independent Tire Dealer

Tire Focus: Construction Tires

Tire Tips: All-Season Differences

Truck Tires: Steer Tires

Tire Service 101: Extending Tread Life

Service: Better Brake Jobs

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Power Training

Ensanity: Tire Marketing Advisory

In The Shop: Operations & Profitability

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FEBRUARY

Ad Closing: January 18

Ad Materials Due: January 23

SUPPLEMENT:
Commercial Truck
Tire Guide

Sex in the Workplace:

A Closer Look at the Romances, Relationships and Potential for Hostile Work Environment Inside Tire Dealerships

Proud to be an Independent Tire Dealer

Tire Tech: Commercial Steer Tire Design

Tire Tips: Classic Whitewalls

Tire Service 101: Adhesive Wheel Weights

Service: Active Speed Sensor Wheel Diagnostics

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Selling Smart

Marketing Matters: Digital Marketing

You & The Law: HR and Legal Ideas

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MARCH

Ad Closing: February 15

Ad Materials Due: February 20

SUPPLEMENT:
AG Tire Guide

The Real Cost of Marketing:

Your website is your best salesperson, yet tire dealers hesitate to invest in improving it. Facebook could help snag more customers, but you think advertising on social media is a waste. We will explore the tactics and expenses of best practices, plus: Top places to buy media, customer lists, and more.

Proud to be an Independent Tire Dealer

Tire Focus: Ag Tire Update

Tire Tips: Specialty Trailer Tires

Tire Service 101: Changing Out Wheels

Service: Climate Control Systems

TPMS Talk: Selling & Educating on TPMS

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APRIL

Ad Closing: March 8 Ad Materials Due: March 13

**SUPPLEMENT:
Off-Road Enthusiast
Guide**

Employee Healthcare:

One of the top concerns of tire dealers, we explore solutions and options to address the rising costs of providing employee healthcare benefits

Proud to be an Independent Tire Dealer

Tire Tech: Rolling Resistance

Tire Tips: Winter Tires

Truck Tires: Trailer Tires

Tire Service 101: Filling Tires With... (air, nitrogen, TPMS considerations, etc.)

Service: Electric Power Steering Systems

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Selling Smart

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MAY

Ad Closing: April 12 Ad Materials Due: April 17

**SUPPLEMENT:
Vehicle Service
Guidebook**

Killing the Customer

Learning from lawsuits to keep your customers safe without sacrifice, plus using OSHA to your advantage

Proud to be an Independent Tire Dealer

Tire Focus: UHP Tires - selling what's new

Tire Tips: Retreads

Tire Service 101: How Tires Age

Service: Testing Fuel Injection Systems

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Power Training

Ensanity: Tire Marketing Advisory

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JUNE

Ad Closing: May 17 Ad Materials Due: May 22

**SPECIAL SECTION:
Specialty Tires**

Tattoos and Myth of Customer Preferences:

Exploring personal bias when it comes to customer preferences, expectations and shop employee policies

Proud to be an Independent Tire Dealer

Tire Tech: Commercial "Smart Tire" Systems

Tire Tips: HP Tires for supercars

Tire Service 101: Tire Vibration Cures

Service: Dynamic Alignment

TPMS Talk: Selling & Educating on TPMS

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JULY

Ad Closing: June 14 Ad Materials Due: June 19

**SUPPLEMENT:
Tire Art**

The Power of Mentors - Club 3633:

Many successful people have a mentor to thank for helping them find their way faster - including those recognized in Club 3633. In this issue, we look at the value of mentorship, how to encourage mentorship within your organization and celebrate those who had a real impact on others in the industry.

Proud to be an Independent Tire Dealer

Tire Focus: Skid Steer Tires and Tracks

Tire Tips: Runflats

Tire Service 101: What Tires are Made Of

Service: Solving for Brake Noise

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Ensanity: Tire Marketing Advisory

In The Shop: Operations & Profitability

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AUGUST

Ad Closing: July 12 Ad Materials Due: July 17

**SUPPLEMENT:
State of the Industry**

SOURCEBOOK

Data Includes:

- Passenger Tire Brand Study - brand preferences based on distinct criteria
- Commercial Tire Dealers' brand preferences based on criteria
- Consumer Study with research conducted on recent tire buyers

- Tire Dealer Operational Data- what they do, how they sell and business data
- Tire & Auto Industry Facts
- U.S. Sales and Sizes
- Top Manufacturers Globally
- Profitability Data

- Data on Dealer Preferences

BUYER'S GUIDE DIRECTORY

DEALER PROGRAMS DIRECTORY

INDUSTRY ASSOCIATIONS DIRECTORY

SEPTEMBER

Ad Closing: August 9 Ad Materials Due: August 14

**SPECIAL SECTION:
Materials Handling**

Industry Consolidation:

The pace of change has resulted in collaboration and partnerships between those once considered foes. We explore the trends and ways to create strategic alliances to benefit your business.

Secondary Feature: The Rise of the Regionals

As vehicles and the industry increase in complexity, dealers can find strength and support in numbers. We look at the current state of state and regional tire dealer associations as well as regional distributor programs and dealer groups."

Proud to be an Independent Tire Dealer

Tire Tech: Retread Tech

Tire Tips: Golf Cart Tires

Tire Service 101: Winter vs. All Season Tires

Service: Stretch Belts

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

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OCTOBER

Ad Closing: September 13

Ad Materials Due: September 18

SUPPLEMENT:
Simplifying Service

2019 Top Shop Issue:

Now in its 13th year, this issue profiles the Winner and 3 Finalists of our 2019 Top Shop competition, detailing the history, operations and best practices of four of the best dealerships in North America."

Proud to be an Independent Tire Dealer

Tire Focus: All-Weather Tires

Tire Tips: Winter Tires for Commercial Fleets

Truck Tires: Drive Tires

Tire Service 101: Why Tires are Expensive

Service: Stability Systems (shocks and struts)

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

Selling Smart

Ensanity: Tire Marketing Advisory

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NOVEMBER

Ad Closing: October 11

Ad Materials Due: October 16

SUPPLEMENT:
Customer Financing Guide

Business Planning Guide:

A comprehensive tool for profitable tire dealership operations.

- Inventory management
- Consumer credit and purchase financing
- Preparing to sell - ways to add business value
- Equipment upgrade schedules
- And more.

Proud to be an Independent Tire Dealer

Tire Tech: Making Massive Mining Tires

Tire Tips: Solid Tires

Tire Service 101: Sidewall Structure

Service: Exhaust Systems

TPMS Talk: Selling & Educating on TPMS

TPMS Service: Service Insights and Advice

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DECEMBER

Ad Closing: November 15

Ad Materials Due: November 20

SUPPLEMENT:
Then & Now

Oral History of... :

Revisit some of the most memorable moments in tire industry history, through the personal stories of those who witnessed it.

Proud to be an Independent Tire Dealer

Tire Focus: Touring Tires

Tire Tips: Commercial Drive Tires

Tire Service 101: Selling 4 versus 2 when the customer only needs one

Service: Lubricant Advice

TPMS Talk: Selling & Educating on TPMS

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