

JANUARY

Tech Features

Reman calipers
Cabin air filters
Chassis parts

Counter View

Mass airflow sensors
Fuel additives

In every issue: Editor's Ink; Counter View by Thomas Dayton; From the Publisher; Counter-tech by Mandy Aguilar; Counterman News; Marketplace: The latest tools, equipment and technology; Tech Tips: Recommended repair procedures and need-to-know product information; Guess the Car contest.

Ad Closing: January 2
Ad Materials Due: January 6

FEBRUARY

Tech Features

Crankshaft position sensors
Gaskets
Lighting
ECMs

Counter View

Steering linkage parts
Ball joints
Top Super Stores

Special Feature

Editor for a Month – a parts pro becomes *Counterman* editor

Ad Closing: January 26
Ad Materials Due: February 2

MARCH

Tech Features

EVAP system components
Brake hardware
Motor oil
Power steering pumps

Counter View

Ignition components
Visibility

Ad Closing: February 22
Ad Materials Due: March 1

APRIL

Tech Features

National Car Care Month Car Care
Maintenance Seminars
Potential topics: Brake friction, fuel pumps, gaskets, starters/alternators, wheel bearings, O2 sensors, spark plugs, shocks/struts, AC compressors, performance exhaust, brake rotors, antifreeze, belts & hoses, chemicals, filters, batteries, TPMS and much more

Counter View

Clutch kits
Drive lines

Ad Closing: April 3
Ad Materials Due: April 10

MAY

Tech Features

TTY (torque-to-yield) fasteners
Fuel
Manual clutch kits
Oxygen sensors

Counter View

Radiators
Timing belts

Ad Closing: April 17
Ad Materials Due: April 24

JUNE

Tech Features

Oil filters
Brake pads
Fuel injection
Spark plugs

Counter View

Rack and pinion
TPMS

Program Group Distribution Overview

Program group distribution leaders discuss trends; includes annual program group recap

Ad Closing: May 30
Ad Materials Due: June 6

JULY

Tech Features

Engine hard parts
Specialty chemicals
Ball joints
Engine management

Counter View

A/C
Shocks

Ad Closing: June 23
Ad Materials Due: June 30

AUGUST

Tech Features

Annual Tech Forum
Potential topics: alternators, filters, friction, fuel & engine additives, fuel pumps, gaskets, ignition parts, pistons, shocks, wheel bearings, wipers, TPMS and much more

Counter View

Valve timing parts
Fuel pumps

Ad Closing: July 17
Ad Materials Due: July 24

SEPTEMBER

Tech Features

Starters and alternators
Water pumps
Smart battery chargers
Fuel

Counter View

Engine lubrication
Starting/charging

Manufacturer Spotlights

1/2-page AAPEX previews

P.A.R.T.S.

Professional Automotive Repair
Technician Survey

Ad Closing: August 28
Ad Materials Due: September 5

OCTOBER

The AAPEX Show Issue

Tech Features

ASE P2 Test Prep Guide
Potential topics: automatic transmission, brake system, cooling system, drivetrain, electrical system, emission system, engine parts, gaskets, exhaust system, fuel system and much more

Counter View

Engine replacement parts
Wheel bearing hubs

Manufacturer Spotlights

1/2-page AAPEX previews

Ad Closing: September 29
Ad Materials Due: October 6

NOVEMBER

Tech Features

FWD halfshafts
Brake rotors
Antifreeze
Air & oil filters

Counter View

Drive axle bearings
Suspension parts

Ad Closing: October 23
Ad Materials Due: October 27

DECEMBER

2017 Counter Professional of the Year

Tech Features

Scan Tools (DIY & entry-level products)
Batteries
Low-copper brake friction

Counter View

Belts
Maintenance aerosols

Ad Closing: November 20
Ad Materials Due: November 30