

2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	LS/LT ENGINE <ul style="list-style-type: none"> - LS Swaps - LT Breakdown - LS/LT Engine Builder Profile - LS Power Adder Options - Squeezing HP from Cylinder Heads - Oil Options & Clearances - Engine Blocks, Main Caps & Bearings 	ON THE DYNO <ul style="list-style-type: none"> - Dynamometers - Engine, Hub & Chassis - Building a Dyno Room - EFI Set Ups - Carburetors - Engine Tuning - Product Development - Ford Engine Profile - Firing Order 	ALL ABOUT MACHINING <ul style="list-style-type: none"> - CNC Machines - Sleeving - Surface Finishes - Cylinder Head Porting - Tooling, Cutters & Abrasives - Machining Tolerances - Seat & Guide Machines - Flow Benches 	SMALL ENGINE <ul style="list-style-type: none"> - Powersport Engines - Go Kart Engines - Motorcycle Engines - Small Bore Diesel - Engine Sealing - Pistons, Rings and Things - Cooling Components 	DIESEL <ul style="list-style-type: none"> - Truck Pulling Engines - Dissecting a Diesel Powerstroke - Diesel Engine Builder Profile - Powertrain Work - Diesel Injectors / Fuel Systems - Diesel Oil Options - Ultimate Callout Challenge Profile - Building the Perfect Diesel 	KNOWLEDGE IS POWER <ul style="list-style-type: none"> - Continued Education Opportunities - Auto Tech Schools - Shop Employees - Onboarding Strategy - Succession Planning - Timing Components - Superchargers - Intake Manifolds
	SPECIAL OPPORTUNITIES THIS YEAR	<ul style="list-style-type: none"> ■ LABOR COSTING STUDY (2X PER YEAR) ■ MACHINE SHOP MARKET PROFILE ■ PARTS PREFERENCE SURVEY 		<ul style="list-style-type: none"> ■ ENGINE OF THE WEEK ■ DIESEL OF THE WEEK ■ AMERICA'S BEST ENGINE SHOP 		

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE ENGINE BUILDER BRAND PAGE AT Babcox.com/brand/engine-builder/

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 → MATERIALS DUE DATE



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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	ENGINE SWAP <ul style="list-style-type: none"> - Popular Engine Swaps - Foreign Cars, American Engines - ECUs - Engine Installs / Fabrication - Wiring - Gauges - Nitrous Systems - Transmissions 	WOMEN IN THE INDUSTRY <ul style="list-style-type: none"> - Profiles of Women in the Industry - Social Media - Rotating Assemblies - Bearings - Camshaft Design / Selection - 3D Printing 	IMPORT <ul style="list-style-type: none"> - Drift / Import / Tuner Market - Turbochargers - Volkswagen / Air-Cooled Engines - Nissan Skyline Build - Inside Subaru's Closed Deck - Oiling Systems - Import Engine Products - Import Engine Transmissions 	CLEANING / GREEN <ul style="list-style-type: none"> - Soda Blasting - Cleaning Equipment - Parts Washers - Keeping a Clean Shop - The Customer Experience - The State of WDs 	RACING <ul style="list-style-type: none"> - Endurance Racing/ Engines - Drag Racing/ Engines - Boat Racing/ Engines - Dirt Late Model / Modified Racing - Motorcycle Racing/ Engines - Off-Road Racing/ Engines - PRI Preview 	AMERICA'S BEST ENGINE SHOPS / TOP 10 ENGINES <ul style="list-style-type: none"> - America's Best Engine Shop Winners - Top 10 Engines / Winner - Top 10 Diesel Engines / Winner - Connecting Rods - Vintage Engine Work - PRI and SEMA Show Recap - Hot Products
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