

# 2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p><b>TIRE FOCUS: GRAND-TOURING &amp; HP ALL-SEASON TIRES</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Service: Equipment</li> <li>Tire Tech: Speed Ratings</li> <li>Tire Trends/Tips: OTR: Earthmover Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Ride Control: Air Ride</li> <li>Underhood: Engine Performance/Belts</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>TIRES FOR EVS &amp; AUTONOMOUS FLEETS</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Highway-Terrain Truck Tires</li> <li>Tire Service: Wheel Torque</li> <li>Tire Tech: Tire Compounds</li> <li>Tire Trends/Tips: Premium CUV tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: ADAS &amp; Brake Pads</li> <li>Underhood: Modern Timing Complexities</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>INCREASING CAR COUNTS &amp; BOOSTING TIRE SALES</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Commercial Truck Tires</li> <li>Tire Service: Wheel Weights</li> <li>Tire Tech: Pre-installed TPMS Sensors</li> <li>Tire Trends/Tips: SUV Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Tires Sell Shocks and Struts</li> <li>Underhood: Climate Control &amp; A/C</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>ALL-SEASON VS ALL-WEATHER TIRES</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Service: Tire Rotation</li> <li>Tire Tech: Tire Disposal</li> <li>Tire Trends/Tips: Ag Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Alignment</li> <li>Underhood: Ignition/Spark Plug Replacement</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business:</b> Finding &amp; Retaining Top Talent</p> <p><b>Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>SUSTAINABILITY &amp; AIRLESS TIRES</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: UHP Summer Tires</li> <li>Tire Service: Demounting/ Mounting</li> <li>Tire Tech: Farm Tires</li> <li>Tire Trends/Tips: OTR: Materials Handling Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Wheel Bearing Tech</li> <li>Underhood: Filtration</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>CLUB 3633 SPECIAL SECTION*</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Mud-Terrain Truck Tires</li> <li>Tire Service: Equipment</li> <li>Tire Tech: Commercial Tires/Wheel End Safety</li> <li>Tire Trends/Tips: Grand Touring (HP) Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: CAN Bus Diagnostics</li> <li>Underhood: Engine Cooling/Water Pumps</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>
	<p><b>*SPECIAL OPPORTUNITIES THIS YEAR</b></p>	<ul style="list-style-type: none"> <li> <p><b>CLUB 3633</b> Featuring an exclusive group of industry professionals that celebrates the next generation of innovators in the tire industry. We spotlight and congratulate our 2021 Class of Club 3633 in this very special section.</p> </li> <li> <p><b>SOURCEBOOK 2021</b> A comprehensive look at the tire and auto industry with facts, figures and projections through special sections including a Dealer Study that will detail tire dealer operations and the many aspects of owning and operating a tire dealership; Consumer/Passenger Tire Brand Study; Service Operations; Commercial Operations; and Key Market Indicators.</p> </li> <li> <p><b>2021 TOP SHOP</b> Profiles of the Winner and 3 Finalists of Tire Review's 2021 Top Shop competition, detailing the history, operations and best practices of four of the best tire dealerships in North America.</p> </li> </ul>				

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p><b>MONTHLY CONTENT FOCUS</b></p> <p>ACROSS ALL PLATFORMS</p>	<p><b>GREEN TIRES (SUSTAINABLY MADE)</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Service: Industrial Tires</li> <li>Tire Tech: Commercial/Retreading</li> <li>Tire Trends/Tips: Ag Tires, Precision Ag</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Brakes/Friction</li> <li>Underhood: Coolant Flush/Fill</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business:</b> Inventory Management &amp; Using Data to Increase Turns</p> <p><b>Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>SOURCEBOOK 2021*</b></p> <p><b>PLUS: State of the Industry Special Section:</b> Thought-leadership editorial will provide a comprehensive look at the trends shaping the global tire industry through the eyes of subject matter experts and influencers.</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>MAKING MORE MONEY ON SERVICE</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Off-Road Tires/Sidewall Designs</li> <li>Tire Service: Earthmover Tires</li> <li>Tire Tech: Tread Designs</li> <li>Tire Trends/Tips: SUV, CUV Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: EV Repairs</li> <li>Underhood: Drive Belt Diagnostic Checklist</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>2021 TOP SHOP*</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Racing Tires</li> <li>Tire Service: OSHA Regulations</li> <li>Tire Tech: Tire Construction</li> <li>Tire Trends/Tips: OTR: Construction, Mining Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Brakes/Rotors &amp; Calipers</li> <li>Underhood: Oil: GF-6</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>BUSINESS PLANNING GUIDE</b></p> <ul style="list-style-type: none"> <li>Paying back your PPP– What You Need to Know</li> <li>Adjusting the Perks: The Value of Associate Dealer Programs During the Coronavirus Pandemic</li> <li>Using AI and VR Technology in Your Selling to Help Educate Customers</li> <li>Customer Financial Services</li> <li>Business Software Systems that Help Drive Profits</li> <li>Tools &amp; Equipment Upgrades to Build Business</li> </ul> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Commercial Truck Tires</li> <li>Tire Service: Equipment</li> <li>Tire Tech: Tread Depth &amp; Safety</li> <li>Tire Trends/Tips: Industrial, Forklift Tires</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Electric Brake Pad Wear Sensors</li> <li>Underhood: Emissions/O2 Sensors</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>	<p><b>PROFITABILITY IN THE NEW YEAR</b></p> <p><b>TIRES:</b></p> <ul style="list-style-type: none"> <li>Tire Focus: Winter Tires</li> <li>Tire Service: Balance and Runout</li> <li>Tire Tech: Puncture Repair &amp; Wheel Care</li> <li>Tire Trends/Tips: Specialty Tires: ATVs, UTVs</li> </ul> <p><b>SERVICE:</b></p> <ul style="list-style-type: none"> <li>Undercar: Chassis/Bushings</li> <li>Underhood: Battery Replacement</li> <li>TPMS: TPMS Talk</li> </ul> <p><b>First Look:</b> Tire Launches</p> <p><b>Onsite:</b> Live Event Coverage</p> <p><b>Business Operations:</b> Marketing, Sales, Training, Legal, Finance</p> <p><b>Independent Tire Dealer Focus:</b> Dealer Profile</p>
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