

# ENGINE BUILDER 2017 MARKETING GUIDE

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MONTH	ENGINE PLATFORM	BUILDER PROFILE	MARKET FOCUS	PARTS	TECH	BUSINESS	EXPANDED COVERAGE
<b>JANUARY</b> Ad Close: 12/29	Drag Racing	Performance	Grassroots Racing	Connecting Rods <b>Camshafts</b> Abrasives/ Cutting Tools	CNC Software	Race Engine Warranties	Trade Show Top 100
<b>FEBRUARY</b> Ad Close: 1/30	V-Twin	Small Engine	Motorcycle	Pistons/Rings <b>Valves/Seats</b> Carburetors	Dynos	Figuring Labor Rates	Tech Bulletins Supplement
<b>MARCH</b> Ad Close: 2/24	Import Engine		EBBG	Fasteners <b>Solvent Cleaning</b> Engine Add-Ons	Sonic Testing	Labor & Benefits Study Results	Transmission Rebuilding Buyers Guide
<b>MARCH HP</b> Ad Close: 2/24	Marine Engine		HPBG	Motor Oil Differences <b>Bearings</b> Forced Induction (Turbos/Supers)	Powertrain Options	How to sell value, not price	
<b>APRIL</b> Ad Close: 3/31	Tractors	Agricultural	Agricultural	Performance Cylinder Heads <b>CNC Equipment</b> Parts Coatings	Oil/Filter Testing	Shop Safety Guide	Safety Guide: Safety Procedures <b>Safety Inspectors</b> Workers Comp <b>Safety Products</b>
<b>MAY</b> Ad Close: 4/28	Ford 6.0 Powerstroke Labor study	Performance Diesel	HP Diesel	Diesel Oils PC-11 <b>Gaskets-Diesel</b> Add-ons: Cooling Fans	Blast Cleaning	Ford 6.0L Power Stroke Labor Costing Study	Transmissions
<b>JUNE</b> Ad Close: 5/25	Olds V8	Industrial Engines	Restoration Engines	Oil Pumps <b>Building Custom Parts</b> Balancing	Gasket Surface Prep	MSMP Report	Modern Machine Shop Supplement
<b>JULY</b> Ad Close: 6/28	383 Chevy Stroker	Medium/HD Diesel	Stroker Engines	Stroker Parts/Kits <b>Valve Springs</b> Add-Ons: Installation	Aluminum Blocks and Bearing Clearances	Building a Website that Works	Rebuilding History
<b>AUGUST</b> Ad Close: 7/28	Chrysler X.7 Labor Costing Study	Distributor Profiles	Hybrid Start/ Stop	Motorcycle Heads & Components <b>Engine Timing</b> Lifters	Line Honing/ Boring	Chrysler 2.7/3.7/4.7L Labor Costing Study	WD Survey Results/ Engine Parts Buying Preferences Study Report
<b>SEPTEMBER</b> Ad Close: 8/25	3.6L Chrysler Engine Build	Marine Engines	Direct Injection Motors	Assembly/Fastening Lubes <b>MLS Gaskets</b> Core Sourcing Blocks/ Heads	Identifying, Avoiding or Solving GDI Issues	Exit Strategies	Building an In-House "Crate" Program
<b>OCTOBER</b> Ad Close: 9/25	Pontiac V8s	Light Duty Diesel	Drag Racing Market	Valvetrain <b>HD Pistons</b> Add-Ons: Engine "Bling"	Solving Diesel EGR Problems	Selling Your Vintage (Junk) Parts	Transmissions
<b>NOVEMBER</b> Ad Close: 10/27	LS Engines	Stock Gas	LS- Parts/Core Identification	Sleeves/Liners <b>Diesel Cylinder Heads</b> Ultrasonic Cleaning	Cylinder Boring/Honing	Tax Tips 2018	Engine Tech Guide <b>PRI Show Ad/Video Package</b>
<b>DECEMBER</b> Ad Close: 11/22	Marine Diesel	2017 Engine Builders of the Year	HD Diesel	Oils <b>Crankshafts</b> Marine Parts		Understanding Competition	Marketing Toolbox