

# EDITORIAL CALENDAR

## 2019 ENGINE BUILDER EDITORIAL PLAN

Each issue will contain a market profile, engine builder spotlight, multiple parts/product features, multiple technical/training features, opinion and business-related columns.

JANUARY	FEBRUARY	MARCH
<b>TECH/TRAINING</b> <ul style="list-style-type: none"><li>• Street Performance Cylinder Heads</li><li>• Valve Springs &amp; Retainers</li></ul>	<b>TECH/TRAINING</b> <ul style="list-style-type: none"><li>• Pistons &amp; Rings • Timing Components</li><li>• Ignition Systems and Components</li></ul>	<b>TECH/TRAINING</b> <ul style="list-style-type: none"><li>• Boost Applications for Sport Compact (Turbos/Superchargers) • Injectors (Gas/Diesel) • Oil • Engine Sealing</li></ul>
<b>BUSINESS STRATEGIES</b> <p>What to Expect in 2019 - Taxes and Tariffs</p>	<b>BUSINESS STRATEGIES</b> <p>Social Media - Setting Up Your Business Facebook</p>	<b>BUSINESS STRATEGIES</b> <p>CNC Parts and Trademark Laws (Jeff Banyas) • Additional Profit Opportunities (Engine Installations)</p>
<b>MARKET COVERAGE</b> <p>Drifting Race Series</p>	<b>MARKET COVERAGE</b> <p>24-Hour Endurance Racing</p>	<b>MARKET COVERAGE</b> <p>Tractor Pulling Series</p>
<b>BUILDER FOCUS</b> <p>Sport Compact</p>	<b>BUILDER FOCUS</b> <p>Next Gen Builders, Inside a Heavy-Duty Reman</p>	<b>BUILDER FOCUS</b> <p>Tractor Engine Builder</p>
<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>	<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>	<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>
<b>EXPANDED COVERAGE</b> <p>Hot Products</p>	<b>EXPANDED COVERAGE</b> <p>Labor Costing Study - Chrysler 3.6L • Engine Math Supplement</p>	<b>EXPANDED COVERAGE</b> <p>Buyer's Guide 2019</p>
Ad Closing: December 28 Ad Materials Due: January 4	Ad Closing: January 25 Ad Materials Due: February 1	Ad Closing: February 126 Ad Materials Due: march 5

APRIL	MAY	JUNE
<b>TECH/TRAINING</b> <p>Performance Engine Tuning (Steve Morris) • Ultrasonic Cleaning Methods and Machines • LS-Specific Parts</p>	<b>TECH/TRAINING</b> <p>Harmonic Balancers • Engine Bearings • Camshafts</p>	<b>TECH/TRAINING</b> <p>Oil pumps, Screens and Pans • Valves and seats • Seat and Guide Machines</p>
<b>BUSINESS STRATEGIES</b> <p>Finding Good Employees &amp; Building Trade School Relationships • Two-Wheel Wonders - Motorcycles</p>	<b>BUSINESS STRATEGIES</b> <p>US vs. China/Asia Perception of Quality, Selling International Business (website ebay)</p>	<b>BUSINESS STRATEGIES</b> <p>Social Media - Making the Most of Your Business Facebook</p>
<b>MARKET COVERAGE</b> <p>Drag Racing (Top Sportsman)</p>	<b>MARKET COVERAGE</b> <p>Rally Racing Series</p>	<b>MARKET COVERAGE</b> <p>Trophy Truck Off-Road/Endurance Series</p>
<b>BUILDER FOCUS</b> <p>Boosted LS Builder</p>	<b>BUILDER FOCUS</b> <p>Australian Engine Builder</p>	<b>BUILDER FOCUS</b> <p>Performance Diesel Builder</p>
<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>	<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>	<b>BUILD FEATURE</b> <p>Race Engine Dyno Build</p>
<b>EXPANDED COVERAGE</b> <p>LS Issue</p>	<b>EXPANDED COVERAGE</b> <p>ReMaTec - International Coverage</p>	<b>EXPANDED COVERAGE</b> <p>Machine Shop Market Profile • Labor Costing Study - 5.9L Cummins</p>
Ad Closing: March 29 Ad Materials Due: April 5	Ad Closing: April 26 Ad Materials Due: May 3	Ad Closing: May 29 Ad Materials Due: June 3