

EDITORIAL CALENDAR

JULY

TECH/TRAINING

Diesel Oil Pumps • Connecting Rods • Break-In Oil

BUSINESS STRATEGIES

Women in the Industry (Jen Dickmeyer, Brandi Anderson, Cindy Nickerson)

MARKET COVERAGE

Sprint Cars/World of Outlaws Racing

BUILDER FOCUS

Stroker Engines

BUILD FEATURE

Race Engine Dyno Build

EXPANDED COVERAGE

Equipment Resource Guide

Ad Closing: June 28
Ad Materials Due: July 5

AUGUST

TECH/TRAINING

Engine Parts Coatings (Mitchell Wilson, Rob Decker) • Cooling Systems
• Heavy-Duty Diesel Oil (Southwest Research Institute)

BUSINESS STRATEGIES

Social Media - Setting Up Instagram
• Additional Profit Opportunities (rear ends)

MARKET COVERAGE

Demolition Derby

BUILDER FOCUS

Baldwin Racing Engines/Demolition Derby

BUILD FEATURE

Race Engine Dyno Build

Ad Closing: July 24
Ad Materials Due: July 31

SEPTEMBER

TECH/TRAINING

OE vs. Aftermarket Specs - What's the preference? • Batteries/Electric - Where Are We? • Sleeves & Liners

BUSINESS STRATEGIES

Business Marketing Contest Results

MARKET COVERAGE

F1 Electric

BUILDER FOCUS

Nostalgia/Air-Cooled

BUILD FEATURE

Race Engine Dyno Build

EXPANDED COVERAGE

Future of the Industry (electric, autonomous, gas engine, etc.)

Ad Closing: August 21
Ad Materials Due: August 28

OCTOBER

TECH/TRAINING

Chassis and Engine Dynos – Can You Benefit From Both? • Fasteners & Bolts
• Shop Tools and Equipment

BUSINESS STRATEGIES

Continued Education – Staying Up-To-Date • Additional Profit Opportunities (Transmissions)

MARKET COVERAGE

Import Drag Racing

BUILDER FOCUS

Import

BUILD FEATURE

Race Engine Dyno Build

EXPANDED COVERAGE

Labor Costing Study - GTR 3.8L

Ad Closing: September 20
Ad Materials Due: September 27

NOVEMBER

TECH/TRAINING

Soda Cleaning Methods and Machines
• Oil Starvation Issues • Pushrods

BUSINESS STRATEGIES

Social Media - Making the Most of Instagram • Tradeshow Game Planning

MARKET COVERAGE

Offshore Marine Racing

BUILDER FOCUS

Small Bore Diesels

EXPANDED COVERAGE

Parts Preference Survey Results

Ad Closing: October 30
Ad Materials Due: November 6

DECEMBER

TECH/TRAINING

Blocks, Boring & Honing • Torque Wrench Calibration

BUSINESS STRATEGIES

Planning for the Future: 2020 Tax Prep

MARKET COVERAGE

Motorcycle

BUILDER FOCUS

Engine Builders of the Year

BUILD FEATURE

Race Engine Dyno Build

EXPANDED COVERAGE

Advertiser Take Over Issue

Ad Closing: November 19
Ad Materials Due: November 26