### January
- **Cover:** Sports Marketing & Dealers
- Sales Support
- Ensanity
- Business Toolbox
- TPMS
- Tire Technology
- Truck Tires – Steer Tires
- Vehicle Service – Brakes

Ad Closing/Materials Due: December 23

### February
- **Cover:** Personality Profiling
- Marketing Matters
- HR Affairs
- Business Doctor
- Key Developments
- Tire Focus – Small OTR Tires
- For Tire Techs Only
- OTR Tires
- Vehicle Service – Shocks/Struts

Ad Closing/Materials Due: January 23

### March
- **Cover:** The Competition
- Sales Support
- Ensanity
- Business Toolbox
- TPMS
- Tire Technology
- Truck Tires – Drive Tires
- Vehicle Service – Chassis/Steering

Ad Closing/Materials Due: February 20

### April
- **Cover:** The Connected Car
- Marketing Matters
- HR Affairs
- Business Doctor
- Key Developments
- Tire Focus – Comm. Landscape
- For Tire Techs Only
- Ag Tires
- Vehicle Service – Air Conditioning

Ad Closing/Materials Due: March 26

### May
- **Cover:** Survival of The Fittest
- Sales Support
- Ensanity
- Business Toolbox
- TPMS
- Tire Technology
- Truck Tires – Trailer Tires
- Vehicle Service – Brakes

Ad Closing/Materials Due: April 23

### June
- **Cover:** Reimagining Tire Store
- Marketing Matters
- HR Affairs
- Business Doctor
- Key Developments
- Tire Focus – LT Off Road
- For Tire Techs Only
- OTR Tires
- Vehicle Service – Shocks/Struts

Ad Closing/Materials Due: May 25

### Sponsorship Opportunities
- **July 2015**
  - **Benchmarking Study** – We build off the success of our inaugural survey by adding new data points and criteria to help tire dealers learn more from the most successful dealers in the industry and how they stack up against the competition.

- **August 2015**
  - **SourceBook and Buyers Guide** – The most anticipated issue of the year now includes sponsorship of each section including the Tire Market Profile, Consumer Profile, TIRES Study and Buyers Guide.

- **September 2015**
  - **Platinum Performers** – Using the results from the 2015 Benchmarking Study, we rank the best of the best in our second annual Platinum Performers Award.
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**Featured Content:**
- First Off – Editor Jim Smith’s column
- Newsmakers
- Onsite – Event recap
- Market Pricing
- Marketing Matters
- Sales Support
- Tire Focus
- For Tire Techs Only
- TPMS
- Tire Technology
- Top Shop Profiles

**September 2015**
State of the Industry Supplement – A global look at where the tire industry is headed and how the industry will react. New in this supplement will be an analysis of the results from our first comprehensive consumer research tire study.

**October 2015**
Top Shop Awards – Now in its ninth year, Tire Review’s Top Shop Award is the industry’s most coveted award and honors an independent tire dealer for excellence.

**November 2015**
2016 Purchasing Guide – Independent tire dealers are building budgets and planning for the new year. Will your product or service be selected?

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