

JANUARY

Cover Feature

What Body Shop Owners Wish They Knew Starting Out

Technical

Welding Series Part I: Spot Welding
 Related topics: Spot weld removal tools, air chisels, grinders

Body Shop Essentials

Air Compressors

MSO

Growing Your Organization

Supplement

Aluminum Guide

Ad Closing: December 23
Ad Materials Due: December 30

FEBRUARY

Cover Feature

The Key to Successful Training

Technical

Welding Series Part II: MIG Brazing
 Related topics: Safety equipment, weld screens, fume extraction

Body Shop Essentials

Frame Machines & Benches
 Related topics: Measuring, clamps

MSO

Setting Yourself Up for Sale

Ad Closing: January 23
Ad Materials Due: January 30

MARCH

35th ANNIVERSARY ISSUE

Cover Feature

The Secret to Successful Marketing

Technical

Welding Series Part III: Weld Bonding
 Related topics: Adhesives, safety equipment, weld screens, fume extraction

Body Shop Essentials

Scan Tools

MSO

When to Hire an HR Person

Refinish

The Painter's Toolbox
 Related topics: Spray guns, respirators, spraybooths, abrasives, gun cleaners

Ad Closing: February 17
Ad Materials Due: February 24

APRIL

READER'S CHOICE ISSUE

Cover Feature

Reader's Choice: We answer reader-submitted questions on a variety of topics

Technical

Welding Series Part IV: Wire and Steels
 Related topics: Safety equipment, weld screens, fume extraction

Body Shop Essentials

Spraybooths
 Related topics: Respirators, filters, curing equipment, infrared heaters, prep stations, fire protection

MSO

SOPs

Ad Closing: March 20
Ad Materials Due: March 27

MAY

INDUSTRY PROFILE

Cover Feature

Dissecting Today's Vehicles

Technical

Hybrid Repair
 Related topics: Safety equipment, OE repair data

Body Shop Essentials

Low-VOC Refinishes
 Related topics: Curing equipment, respirators, abrasives, infrared heaters

MSO

Load Leveling for Success

Ad Closing: April 17
Ad Materials Due: April 24

JUNE

REFERENCE GUIDE ISSUE

Cover Feature

Know Your Cost of Doing Business

Technical

Complex Refinishes of Today
 Related topics: Spray guns, respirators, spraybooths, abrasives, gun cleaners, scales

Body Shop Essentials

Abrasives
 Related topics: Power sanders, sanding blocks, respiratory protection

MSO

Marketing

Ad Closing: May 15
Ad Materials Due: May 22

JULY

Cover Feature

Buying, Selling & Succession Planning

Technical

Riveting

Related topics: Self-piercing rivet guns, adhesives

Body Shop Essentials

Measuring Systems

MSO

Growing Your Insurance Business

Refinish

Habits of Efficiency

Related topics: Spray guns, respirators, spraybooths, abrasives, gun cleaners, scales

Ad Closing: June 16
Ad Materials Due: June 23

AUGUST

Cover Feature

Process Improvement

Technical

Plastic Repair

Related topics: Plastic welders, plastic repair kits, staplers, refinish supplies, adhesives

Body Shop Essentials

Spray Guns

Related topics: Compressors, air drying systems

MSO

OE Certification

Ad Closing: July 24
Ad Materials Due: July 31

SEPTEMBER

Cover Feature

The Ultimate Add-On Businesses

Technical

Proper Paint Prep

Related topics: Abrasives, detailing supplies, refinish

Body Shop Essentials

Aluminum Tools

Related topics: Isolation stations, dust extractors, dent repair stations, tool protection

MSO

Training

Supplement

OE Certification

Ad Closing: August 22
Ad Materials Due: August 29

OCTOBER

SEMA ISSUE

Cover Feature

Traits of a Successful Body Shop Owner

Technical

Recalibrations

Related topics: Diagnostic tools, scan tools, OE repair info

Body Shop Essentials

Clean Air Equipment

MSO

Finding Qualified Help

Ad Closing: September 18
Ad Materials Due: September 25

NOVEMBER

Cover Feature

Improving Your CSI

Technical

Mastering Metallics & Pearls

Body Shop Essentials

Drying/Curing

Related topics: Infrared heaters, spraybooth retrofit systems, blowers, fans

MSO

Keeping Up With Technology

Ad Closing: October 30
Ad Materials Due: November 6

DECEMBER

Cover Feature

OE Referrals: The New Steering

Technical

Glass Removal and Installation

Body Shop Essentials

Aluminum Welders

MSO

Competing Against Other MSOs

Supplement

CRASH Survey

Ad Closing: November 23
Ad Materials Due: November 30