

2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH
<p>MONTHLY CONTENT FOCUS</p> <p>ACROSS ALL PLATFORMS</p>	<p>AMN</p> <ul style="list-style-type: none"> » THE YEAR AHEAD - 2021 DISTRIBUTION PREVIEW » QUARTERLY RESEARCH REPORT FROM BABCOX MEDIA RESEARCH TEAM » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View</p> <ul style="list-style-type: none"> + New Year's Resolutions for Counter Pros + Selling and Installing Headlight & Taillight Bulbs <p>Tech Topics</p> <ul style="list-style-type: none"> + Brake Pads - Copper Update + Cold-Weather Hot Sellers + ADAS Update + Celebrating Superchargers 	<p>AMN</p> <ul style="list-style-type: none"> » EXECUTIVE PROFILE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » TOP 10 TRENDS MAKING THEIR WAY INTO THE AFTERMARKET THIS YEAR (OE VEHICLE INNOVATIONS) » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View</p> <ul style="list-style-type: none"> + Embracing Buy Online/Pick Up in Store + Overview of Basic Vehicle Fluids <p>Tech Topics</p> <ul style="list-style-type: none"> + Variable Valve Timing + DIY Diagnostics + Safety Products + Regenerative Braking 	<p>AMN</p> <ul style="list-style-type: none"> » EXECUTIVE PROFILE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » MILES DRIVEN TRENDS, AFTER COVID-ONE YEAR LATER » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>NATIONAL CAR CARE MONTH</p> <p>Potential topics: Brake friction, fuel pumps, gaskets, starters/alternators, wheel bearings, O2 sensors, spark plugs, shocks/struts, A/C compressors, performance exhaust, brake rotors, antifreeze, belts & hoses, chemicals, filters, batteries, TPMS, water pumps, wipers and more.</p> <p>Counter View</p> <ul style="list-style-type: none"> + What Are Cores? + Using Customer Rebates to Drive Sales
	<p>INDUSTRY INSIGHTS</p> <p>DOMINANT SPONSORSHIP OPPORTUNITIES</p>	<p>AMN MAGAZINE TOPICS:</p> <ul style="list-style-type: none"> ■ TRENDS - INFOGRAPHICS, UPDATES AND NEWS BYTES ON KEY INDUSTRY INDICATORS ■ BUSINESS BEAT - THE LATEST NEWS ON QUARTERLY FINANCIAL NUMBERS, MERGERS, ACQUISITIONS AND MORE FROM AFTERMARKET SUPPLIERS AND DISTRIBUTION ■ TECHLINE - A TECHNICIAN'S TAKE ON NEW INNOVATIONS 	<ul style="list-style-type: none"> ■ GLOBAL/MOBILITY - EVERY OTHER MONTH, WE SHARE INTERNATIONAL AFTERMARKET UPDATES OR THE LATEST ADVANCEMENTS IN AUTOMOTIVE MOBILITY ■ PARTS DEPT. - PARTNER CONTENT ON THE LATEST NEW PRODUCTS ■ BREAKROOM - COOL AND CLEVER SOCIAL MEDIA POSTS FROM AROUND THE AFTERMARKET

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	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<p>AMN</p> <ul style="list-style-type: none"> » EXECUTIVE PROFILE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » QUARTERLY RESEARCH REPORT FROM BABCOX MEDIA RESEARCH TEAM » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View</p> <ul style="list-style-type: none"> + Dealerships: Friend or Foe? + Selling and Mixing Paint <p>Tech Topics</p> <ul style="list-style-type: none"> + Engine and Transmission Mounts + Understanding Multiple-Ground Electrode Spark Plugs + Types of Control-Arm Assemblies + Starter and Battery Diagnostics 	<p>AMN</p> <ul style="list-style-type: none"> » WOMEN AT THE WHEEL <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options, possible webinar series)</i> » READER SURVEY RESULTS » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View</p> <ul style="list-style-type: none"> + Performance and Racing Parts + Death of a Jobber Store <p>Tech Topics</p> <ul style="list-style-type: none"> + Timing Systems Explained + Advantages of Galvanized Brake Pads + Understanding Gasoline Direct Injection + Pumped up About Water Pumps 	<p>AMN</p> <ul style="list-style-type: none"> » EXECUTIVE PROFILE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » LEAD BY EXAMPLE - INDUSTRY LEADERS SHARE THE BEST CAREER ADVICE THEY EVER RECEIVED » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View</p> <ul style="list-style-type: none"> + Appearance Products for Summer + Work Zones, Orange Cones and Chassis Parts <p>Tech Topics</p> <ul style="list-style-type: none"> + Disc Brakes vs. Drum Brakes + Handling Lithium Batteries + Exhaust-Gas Recirculation + Power Steering Explained
	INDUSTRY INSIGHTS DOMINANT SPONSORSHIP OPPORTUNITIES	<p>AMN MAGAZINE TOPICS:</p> <ul style="list-style-type: none"> ■ TRENDS - INFOGRAPHICS, UPDATES AND NEWS BYTES ON KEY INDUSTRY INDICATORS ■ BUSINESS BEAT - THE LATEST NEWS ON QUARTERLY FINANCIAL NUMBERS, MERGERS, ACQUISITIONS AND MORE FROM AFTERMARKET SUPPLIERS AND DISTRIBUTION ■ TECHLINE - A TECHNICIAN'S TAKE ON NEW INNOVATIONS 	

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	JULY	AUGUST	SEPTEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<p>AMN</p> <ul style="list-style-type: none"> » MID-YEAR PROGRAM GROUP/DISTRIBUTION UPDATE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » AVERAGE VEHICLE AGE - ARE WE STILL IN THE SWEET SPOT? » QUARTERLY RESEARCH REPORT FROM BABCOX MEDIA RESEARCH TEAM » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN Supplement: Counter Pros Sales Guide</p> <p>Counter View + Classic-Car Restoration + The Importance of Continuing Education</p> <p>Tech Topics + A Closer Look at Electronic Throttle Bodies + Intro to API Service Categories for Oil + HVAC: What Can Go Wrong + Signs of a Bad Fuel Filter</p>	<p>AMN</p> <ul style="list-style-type: none"> » ALL IN THE FAMILY (YEAR TWO) <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » EXECUTIVE PROFILE » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View + Boats, Lawnmowers and Motorcycles, Oh My! + Bearing Down on Bearing and Hub-Assembly Sales</p> <p>Tech Topics + Rotating Electrical + Air Supply: Understanding Air Suspension + Getting a Lift from Lifters + Heavy-Duty Diagnostics</p>	<p>AMN</p> <ul style="list-style-type: none"> » EXECUTIVE PROFILE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i> » AFTERMARKET LEGISLATIVE UPDATE FROM CAPITOL HILL » AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events » ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light <hr/> <p>COUNTERMAN</p> <p>Counter View + Selling Shocks and Struts + Communicating with Customers in the Smartphone Era</p> <p>Tech Topics + High-Tech Coolant Hose + MAP vs. MAF Sensors: What's the Diff? + Advanced Immo and Key Programming + Comparing Gen 1, 2 and 3 Bearings</p>
	INDUSTRY INSIGHTS DOMINANT SPONSORSHIP OPPORTUNITIES	<p>AMN MAGAZINE TOPICS:</p> <ul style="list-style-type: none"> ■ TRENDS - INFOGRAPHICS, UPDATES AND NEWS BYTES ON KEY INDUSTRY INDICATORS ■ BUSINESS BEAT- THE LATEST NEWS ON QUARTERLY FINANCIAL NUMBERS, MERGERS, ACQUISITIONS AND MORE FROM AFTERMARKET SUPPLIERS AND DISTRIBUTION ■ TECHLINE - A TECHNICIAN'S TAKE ON NEW INNOVATIONS 	

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	OCTOBER	NOVEMBER	DECEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	<p>AMN - AAPEX ISSUE</p> <p>» DRIVEN TO LEAD - SHOWCASING THE 40+ SET HEADED TO THE C-SUITE, ALONG WITH THE MENTORS THAT HELPED GUIDE THEM THERE <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options)</i></p> <p>» QUARTERLY RESEARCH REPORT FROM BABCOX MEDIA RESEARCH TEAM</p> <p>» AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events</p> <p>» ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light</p> <hr/> <p>COUNTERMAN - ASE P2 Counter Pros Sales Guide</p> <p>Counter View + Selling Shocks and Struts + Communicating with Customers in the Smartphone Era</p>	<p>AMN</p> <p>» START UP STAND OUTS <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options, possible webinar series)</i></p> <p>» BEST OF INDUSTRY WEEK 2021</p> <p>» AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events</p> <p>» ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light</p> <hr/> <p>COUNTERMAN Supplement: PARTS Survey</p> <p>Counter View + Best Supporting Actor: Lift Supports + Developing a Rewards Program</p> <p>Tech Topics + To Seize or Anti-Seize, That Is the Question + Timing Belts vs. Timing Chains + Selling Wiper Blades + Name that Gasket</p>	<p>AMN</p> <p>» 2021 COUNTER PRO OF THE YEAR <i>(content plan: Print, Online, Social Media Quote Graphics, Video interview snippets or Podcast options, possible webinar series)</i></p> <p>» THE YEAR IN REVIEW - TOP AFTERMARKET NEWS STORIES FROM THE PAST 12 MONTHS</p> <p>» AMN PEOPLE: A colorful photo gallery capturing the industry's best and brightest at key industry events</p> <p>» ICEBREAKER INTERVIEW: Get to know industry movers and shakers in a whole new light</p> <hr/> <p>COUNTERMAN</p> <p>Counter View + Total Recall: Understanding Vehicle Recalls + Tools and Supplies for Electrical Work</p> <p>Tech Topics + DIY Brake Jobs + Understanding the Role of Tensioners and Pulleys + Scan-Tool Stocking Stuffers + Selling Distributor Components</p>
INDUSTRY INSIGHTS DOMINANT SPONSORSHIP OPPORTUNITIES	<p>AMN MAGAZINE TOPICS:</p> <ul style="list-style-type: none"> ■ TRENDS - INFOGRAPHICS, UPDATES AND NEWS BYTES ON KEY INDUSTRY INDICATORS ■ BUSINESS BEAT- THE LATEST NEWS ON QUARTERLY FINANCIAL NUMBERS, MERGERS, ACQUISITIONS AND MORE FROM AFTERMARKET SUPPLIERS AND DISTRIBUTION ■ TECHLINE - A TECHNICIAN'S TAKE ON NEW INNOVATIONS <p>GLOBAL/MOBILITY - EVERY OTHER MONTH, WE SHARE INTERNATIONAL AFTERMARKET UPDATES OR THE LATEST ADVANCEMENTS IN AUTOMOTIVE MOBILITY</p> <p>PARTS DEPT. - PARTNER CONTENT ON THE LATEST NEW PRODUCTS</p> <p>BREAKROOM - COOL AND CLEVER SOCIAL MEDIA POSTS FROM AROUND THE AFTERMARKET</p> <p>EXCLUSIVE SPONSORSHIPS:</p> <ul style="list-style-type: none"> ■ AMN WEBSITE ■ COUNTERMAN WEBSITE ■ AMN E-NEWSLETTERS ■ COUNTERMAN E-NEWSLETTER ■ AMN GARAGE STUDIO ■ COUNTERMAN GARAGE STUDIO 		

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