

2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	VALVE BODY UNITS/ PARTS SUPPLIERS <ul style="list-style-type: none"> - Focus Interview with Valve Body Remanufacturers - Focus Sponsored Supplemental: Video or Webinar - Listing of Valve Body Suppliers in 1/14 e-Newsletter with Logo available 	PERFORMANCE TRANSMISSION BUILDING <ul style="list-style-type: none"> - Focus Interview with Performance parts/ units suppliers - Coverage of PRI participants - Focus Sponsored Supplemental: Video or Webinar - Listing of Performance Suppliers in 2/11 e-Newsletter with Logo available 	ANNUAL INDUSTRY BUYER'S GUIDE AND DIRECTORY <ul style="list-style-type: none"> - General Subject Matter Sponsored Supplemental: Video or Webinar - Industry Directory in 3/11 e-Newsletter with Logo available 	HARD PARTS SEGMENT REVIEW <ul style="list-style-type: none"> - Focus Interview with Hard Parts Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of Hard Parts Suppliers in 4/15 e-Newsletter with Logo available 	KIT PACKAGER SEGMENT REVIEW <ul style="list-style-type: none"> - Focus Interview with Kit Package Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of Kit Suppliers (Matrix by Unit) in 5/13 e-Newsletter with Logo available 	GLOBAL ISSUES FOR POWERTRAIN AFTERMARKET <ul style="list-style-type: none"> - Focus Interview Concerning Supply Channel Concerns/ Opportunities - Focus Sponsored Supplemental: Video or Webinar - Listing of Global market participants in 6/11 e-Newsletter with Logo available
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	TORQUE CONVERTER UNIT/ PARTS SUPPLIERS <ul style="list-style-type: none"> - Focus Interview with Torque Converter Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of Converter units/parts Suppliers in 7/15 e-Newsletter with Logo available 	REMAN AUTOMATIC UNITS SUPPLIERS <ul style="list-style-type: none"> - Focus Interview with Reman Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of A/T Unit Suppliers (Matrix by Unit) in 8/12 e-Newsletter with Logo available 	FALL TRADE SHOW PROFILES <ul style="list-style-type: none"> - Company Profiles @\$895 - General Subject Matter Sponsored Supplemental: Video or Webinar - Listing of Trade Show Exhibitors in 10/8 e-Newsletter with Logo available - Live on-site Videos from Show floor - Powertrain/AAPEX/ SEMA 	EQUIPPING TRANSMISSION SHOP BACK END <ul style="list-style-type: none"> - Focus Interview with Shop Equipment Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of Equipment Suppliers in 9/16 e-Newsletter with Logo available 	NICHE SEGMENTS FOR POWERTRAIN SHOPS - MANUAL UNITS, DIFFS, DRIVESHAFTS <ul style="list-style-type: none"> - Focus Interview with Niche Units/Parts Suppliers - Focus Sponsored Supplemental: Video or Webinar - Listing of Niche Suppliers in 11/12 e-Newsletter with Logo available 	TOP 10 TOOLS + TOP 10 PRODUCTS CONTESTS (2022) <ul style="list-style-type: none"> - Nomination of Products / Tools - General Subject Matter Sponsored Supplemental: Video or Webinar - Balloting linked to 12/10 and 12/17 e-Newsletter - Live on-site Videos from Show floor - PRI (Tentative)

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