

2021 CONTENT PLAN

	JANUARY	FEBRUARY/MARCH	APRIL	MAY
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	2021 Equipment, Tools & Supplies Buyer's Guide & Directory Personal Protective Equipment	Alignment Equipment Diagnostic Digest (March) <i>(polybagged with Feb. issue)</i> <ul style="list-style-type: none"> Focusing on diagnostic tools, equipment and procedures. 	Refrigerant Recovery & Recycling Machines A/C Service Equipment & Tools	Spring Product Showcase
	JUNE/JULY	AUGUST/SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER
	Shop Climate Equipment Shop Efficiencies	Tool Organization & Storage Solutions	Brake Service Equipment & Tools, including Lathes, Lifts & Specialty Tools	Pneumatic Tools & Air Systems
ALL MONTHS	<ul style="list-style-type: none"> TPMS QUICK TIPS THE TOOL TRUCK DRIVER ASSORTED BITS 			
SPECIAL OPPORTUNITIES THIS YEAR	<ul style="list-style-type: none"> PRODUCT PREVIEWS GUESS THE TOOL CONTEST ALSO FEATURED: <ul style="list-style-type: none"> MAXIMIZING TOOLS THE HUMBLE MECHANIC TOOL REVIEWS 			
	VIDEO: <ul style="list-style-type: none"> TOOL REVIEWS PODCAST: <ul style="list-style-type: none"> AUDIO VERSIONS OF THE PRINT ARTICLES CODE READER PODCAST 			

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→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
 → CLOSING DATE
 → MATERIALS DUE DATE

