

# EDITORIAL CALENDAR 2012

Publication Date	Ad Closing Date**	Special Marketing / Editorial Focus of Issues
Jan. 2	Dec. 21, 2011	Preview 2012/Latest tire and automotive service news, including Factory Fixes
Jan. 16	Jan. 4, 2012	Motorsports and High Performance Tire Update / Latest tire and automotive service news
Jan. 30	Jan. 18	OTR, Farm Tire, Scrap Tire and Recycling Update / Latest tire and automotive service news, including Factory Fixes
Feb. 13	Feb. 1	23rd Annual Market Data Book / Latest tire and automotive service news
Feb. 27	Feb. 15	TPMS Tips – including Brakes and Components Update / Latest tire and automotive service news, including Factory Fixes
March 12	Feb 29	Latest tire and automotive service news / including Factory Fixes
March 26	March 14	Commercial Tire & Retreading Report, including rankings of North America's Largest Commercial Tire Dealerships and Retreaders / Factory Fixes
April 9	March 28	The Business Side of a Tire Dealership: Technology, Software, Social Media and More / Latest tire and automotive service news, including Factory Fixes
April 23	April 11	Motorsports and High Performance Update / Latest tire and automotive service news, including Factory Fixes
May 7	April 25	Tire Brands Report, covering Flag, Import, Associate and Private Brands / Latest tire and automotive service news
May 21	May 9	Latest tire and automotive service news, including Factory Fixes
June 4	May 23	Mid-Year Tire Report, featuring Interviews with Some of the Industry's Top Executives/Latest tire and automotive service news
June 18	June 6	Latest tire and automotive service news, including Factory Fixes
July 2	June 20	The 'Greening' of the Tire Retail/Auto Service Industry, including Eco Tires / Latest tire and automotive service news
July 16	July 3*	Marketing Groups / Latest tire and automotive service news, including Factory Fixes
July 30	July 18	Focus on Auto Service – including Auto Service Franchise Programs / Latest tire and automotive service news, including Factory Fixes
Aug. 13	Aug. 1	The Other Tires Update: A Look at Specialty, Industrial, Farm and OTR tires /Latest tire and automotive service news, including Factory Fixes
Aug. 27	Aug. 15	27th Annual Global Tire Report / Latest tire and automotive service news
Sept. 10	Aug. 29	ITEC Show Issue: The Changing Face of the Independent Tire Dealer Special Report (Special show distribution at ITEC Show, Sept. 18-20, 2012, Cleveland, Ohio / Latest tire and automotive service news
Sept. 24	Sept. 12	Motorsports and High Performance Update / Latest tire and automotive service news, including Factory Fixes
Oct. 8	Sept. 26	ITEC Show Coverage / Latest tire and automotive service news
Oct. 22	Oct. 10	1st TIA/SEMA/AAPEX Show issue, including Rankings of North America's Largest Independent Tire Dealerships (Special show distribution at SEMA Show, Oct.30 - Nov. 2, Las Vegas) / Latest tire and automotive service news, including Factory Fixes
Nov. 5	Oct. 19*	2nd TIA/SEMA/AAPEX Show issue, including Focus on Tire Wholesalers and announcement of the Tire Dealer Humanitarian Award winner (Special distribution Nov. 1-2 at SEMA show) / Latest tire and automotive service news, including Factory Fixes
Nov. 19	Nov. 7	TIA/SEMA/AAPEX Show coverage / Latest tire and automotive service news, including Factory Fixes
Dec. 3	Nov. 19*	Book of Lists (Directories of tire makers, private branders, associations, etc.) / Latest tire and automotive service news
Dec. 17	Dec. 5	Review of 2012/Latest tire and automotive service news, including Factory Fixes

\*Indicates an early ad closing

\*\*Classified ad closing dates are 10 days prior to publication date.