



EDITORIAL CALENDAR

2018 ENGINE BUILDER EDITORIAL PLAN

Each issue will contain a market profile, engine builder spotlight, multiple parts/product features, multiple technical/training features, opinion and business-related columns.

Plus, new for each issue in 2018: Rebuilding History: Special Profile for Full Page Advertisers. One profile per month.

JANUARY

Market Profile

Sprints and Stock Cars

Parts/Products

2018 Hot Products from SEMA & PRI

Performance Pistons

Engine Oil

Tech/Training

Rear Ends/Differentials – 9” Fords

Dyno Designs – What Are the Critical Requirements?

Builder Spotlight

Sprint Car Engine Builder

Ad Closing: December 14
Ad Materials Due: December 19

FEBRUARY

Market Profile

Rat Rods

Parts/Products

Timing Components

Injectors – Gas/Diesel

Engine Bearings

Tech/Training

Cryogenics

Outlaw V-Twin Motorcycle Build

Builder Spotlight

Marine Engine Builder

Engine Math Supplement

Why Calculations matter, explanations of different calculations for street and race applications

Ad Closing: January 18
Ad Materials Due: January 23

MARCH

HP Buyers Guide

Market Profile

Offroad Engines – PWC and Side by Side

Parts/Products

Camshafts

Performance Oiling

EFI Components

Tech/Training

Buyers Guide Listings

Assembly Measuring/Gauging

Builder Spotlight

Import Engine Builder

Stock/Diesel Buyers Guide

Market Profile

Small Diesels – 2.8L Duramax, 2.8L Cummins, 3.0L Power Stroke

Parts/Products

Valves and Valve Seats

Piston Rings

Welding Cast Iron/Aluminum

Tech/Training

Buyers Guide

Rear Ends/Differentials – 12-Bolt GM

Builder Spotlight

Diesel Engine Builder

Ad Closing: February 15
Ad Materials Due: February 20





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APRIL

Market Profile

Lawn & Landscape Engines

Parts/Products

Intake Manifolds

Balancing Parts and Components

Pushrods, Valve Springs, Valve Lifters

Tech/Training

Making Sense of Emissions Regs

Safe Cleaning Methods

Builder Spotlight

Ag Engine Builder

Ad Closing: March 8
Ad Materials Due: March 13

MAY

Market Profile

International Engine Market

Parts/Products

Gaskets and Sealants

Rocker Arms

Diesel Oils

Tech/Training

Labor Costing Study – Engine TBD

Military-Grade Coatings

Builder Spotlight

International Engine Builder: Metric, South Africa

SPECIAL OPPORTUNITY

INTERNATIONAL BONUS DISTRIBUTION AT REMATEC, AMSTERDAM, JUNE 2018

Ad Closing: April 12
Ad Materials Due: April 17

JUNE

Market Profile

Performance Diesel Market

Parts/Products

Four and 6-cylinder Performance Engine Parts

Power Adders

Oil Pumps

Tech/Training

Machine Shop Market Profile

Rear Ends/Differentials – Dana/Spicer Model 60

Builder Spotlight

Celebrity Engine Builder

Ad Closing: May 17
Ad Materials Due: May 22

JULY

Market Profile

Marine Market and Government Regulations

Parts/Products

Performance Rotating Assemblies – Cranks/Rods

Cylinder Heads

Surfacing Equipment

Tech/Training

Stroker Resource Guide

Stroker Engine Build

Builder Spotlight

Drag Race Engine Builder

Equipment Buyers Guide

How to shop for, test, install, finance and train/use different machines

Ad Closing: June 14
Ad Materials Due: June 19

AUGUST

Market Profile

Muscle Car Market

Parts/Products

Engine Valves

Shop Tools and Supplies

Carburetors

Tech/Training

Labor Costing Study – Engine TBD

Outlaw V Twin Engine Build

Builder Spotlight

Buick Engine Builder

Ad Closing: July 12
Ad Materials Due: July 17

SEPTEMBER

Market Profile

Commercial/Industrial Diesel Market

Parts/Products

Sleeves/Liners

CNC Machines

Diesel Engine Parts

Tech/Training

Performance Engines & Alternative Fuels

Rear Ends/Differentials 8.8" Mustangs

Builder Spotlight

Motorcycle Engine Builder

Ad Closing: August 9
Ad Materials Due: August 14





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OCTOBER

Market Profile

Reclaiming Unwanted Race Engines

Parts/Products

Engine Bearings

Break-In/Assembly Fluids and Tools

Honing Stones

Tech/Training

Software for Engine Builders

Cleaning

Builder Spotlight

Diesel Engine Builder

Ad Closing: September 13
Ad Materials Due: September 18

NOVEMBER

Market Profile

Nostalgia/Resto-mod

Parts/Products

Racing Oil & Systems

Engine Blocks

Marine Engine Parts

Tech/Training

Labor Costing Study – Engine TBD

Race Engine Challenge Recap

Builder Spotlight

Ford Engine Builder

Ad Closing: October 11
Ad Materials Due: October 16

DECEMBER

Special Issue

Engine Builders of the Year Profiles

Full-page advertisers get equivalent space for their product sales message.

Plus

Company Profiles from SEMA/PRI

Parts and Equipment Shopping List

Ad Closing: November 15
Ad Materials Due: November 20

2018 EDITORIAL MATRIX

	JAN	FEB	MAR	APR	MAY	JUN	JLY	AUG	SEP	OCT	NOV	DEC
Accessories	•		•			•						•
Bearings		•	•							•		•
Business Operations	•	•	•	•	•	•	•	•	•	•	•	•
Camshafts			•				•					•
Circle Track/Stock Car Racing	•		•				•					•
Cleaning			•	•			•			•		•
Coatings/Surface Treatments		•	•		•				•			•
Crack Detection/Repair			•					•				•
Cylinder Heads/Engine Blocks			•				•	•			•	•
Diesel	•	•	•	•	•	•	•	•	•	•	•	•
Drag Racing			•				•	•				•
Dynamometers	•		•								•	•
Engine Builder Profiles	•	•	•	•	•	•	•	•	•	•	•	•
Engine Components	•	•	•	•	•	•	•	•	•	•	•	•
Equipment/Tools	•		•	•			•	•		•		•
Fuels/Fuel Systems		•	•					•			•	•
Gaskets/Sealing			•		•							•
Heavy Duty			•			•						•
Intake/Exhaust			•	•				•				•
International			•		•							•
Lubes/Oils			•		•	•				•		•
Machining	•		•			•	•	•	•			•
Marine		•	•				•				•	•
Motorcycle		•	•						•			•
Performance/Racing	•	•	•	•	•	•	•	•	•	•	•	•
Pistons/Rings	•		•				•					•
Power-Adders			•			•						•
Pricing/Labor			•		•			•			•	•
Product/Core Sourcing			•									•
Pumps/Filtration	•		•			•			•			•
Rear End/Differentials			•									•
Restoration/Vintage Engines		•	•				•				•	•
Rotating Assemblies			•				•					•
Shop Management	•	•	•	•	•	•	•	•	•	•	•	•
Stroker Motors			•				•					•
Surface Finish			•		•		•		•			•
Tech Bulletins/Shop Tips	•	•	•	•	•	•	•	•	•	•	•	•
Timing		•	•									•
Training/Technical Information	•	•	•	•	•	•	•	•	•	•	•	•
Transmission			•									•
Valvetrain			•	•	•			•				•

This Editorial Highlights/Matrix Chart indicates product categories to be covered in a particular issue. Editorial may change, so verify coverage with your Engine Builder sales representative.

Engine Builder's editorial content focuses on key topics our readers have indicated are essential to achieving their goals of making the most cost-effective marketing, product and equipment selection decisions.

Specific components may be featured within other more general market stories so multiple additional opportunities for adjacencies exist – contact your Babcox sales rep for more information.