

2019 AMN/COUNTERMAN EDITORIAL CALENDAR

OCTOBER

AD CLOSING: SEPTEMBER 11

AD MATERIALS DUE: SEPTEMBER 18

AMN:



***AAPEX SHOW ISSUE**
Bonus AAPEX Show Distribution
Manufacturer Spotlights –
Half-Page AAPEX Previews

Cover Story: Celebrating Crow-Burlingame's 100 Years as an Aftermarket Distribution Leader

Regular Features:

- Headlines from the Aftermarket
- AMN People
- Five Minutes with...
- Counter Profile
- Opinion/Guest Commentary

COUNTERMAN:

ASE P2 Test Prep Guide

Potential Topics: Automatic transmission, brake system, cooling system, drivetrain, electrical system, emission system, engine parts, gaskets, exhaust system, fuel system and more.

Regular Features:

Counter View with Tom Dayton

Tales from the Other Side: Weird and wacky stories about customers.

Collision Repair: Common parts, tools and hardware needed by body shops.

New Products

NOVEMBER

AD CLOSING: OCTOBER 23

AD MATERIALS DUE: OCTOBER 28

AMN:

Cover Story: AMN Interview with WIX Executive



EXCLUSIVE INTERVIEW

Regular Features:

- Headlines from the Aftermarket
- AMN People
- Five Minutes with...
- Counter Profile
- Opinion/Guest Commentary

COUNTERMAN:

Regular Features:

Tech Topics by Brendan Baker

Alternative-Fuel Vehicles: How parts needs differ for hybrid, electric and other alternative-fuel cars.

Belt Tensioners: The importance of replacing the tensioner assembly and associated pulleys when installing a new serpentine belt.

Advanced Suspension Systems: Replacement options for vehicles with air-ride, active or Nivomat suspension systems.

Scan Tools 202: Exploring the capabilities of professional scan tools.

New Products

Counter View with Tom Dayton

TPMS: Application-specific vs. universal TPMS replacement sensors.

Consumer Education: A refresher course on the Magnuson-Moss Warranty Act and vehicle owners' rights and responsibilities.

DECEMBER

AD CLOSING: NOVEMBER 20

AD MATERIALS DUE: NOVEMBER 27

AMN:

***AAPEX AWARD-WINNER SPOTLIGHTS**

Cover Story: 2019 Counter Professional of the Year



Regular Features:

- Headlines from the Aftermarket
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- Five Minutes with...
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- Opinion/Guest Commentary

COUNTERMAN:

Regular Features:

Tech Topics by Brendan Baker

Vehicle Tech 101: Common types of sensors found on modern vehicles.

Diesel Additives: Fuel-treatment products can be a godsend for fussy diesel engines in the winter.

Brake Friction: In the age of Uber and Lyft, premium brake linings are a must for some customers.

Thermostats: Why replacing the thermostat can be a fix for oil sludging in the valvetrain.

New Products

Counter View with Tom Dayton

Lighting: An illuminating overview of the latest LED lighting products.

More than Parts: Battery testing, wiper installation and other services that counter pros provide.