












| | JANUARY | FEBRUARY | MARCH | APRIL |
|---|--|--|--|--|
| | ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE. | | | |
| TRENDING NOW Monthly Content | TIRE TRENDS All-Weather Tires | TIRE TRENDS Tires for EVs | TIRE TRENDS Ag Tires (Content included in Tire Review podcast) | TIRE TRENDS Tires for Last-Mile Delivery |
|  | TIRE TECHNOLOGY Load & Inflation | TIRE TECHNOLOGY Tire Noise (Noise, Vibration and Harshness) (Content included in Tire Review podcast) | TIRE TECHNOLOGY IF/VF Technology | TIRE TECHNOLOGY Treadwear (Content included in Tire Review podcast) |
|  | SELLING THE SEGMENT OTR Tires | SELLING THE SEGMENT Tires for Pickups | SELLING THE SEGMENT Tires for CUVs/SUVs | SELLING THE SEGMENT Rugged-Terrain Tires |
|  | TIRE SERVICE Wheel Alignment (Content included in Tire Review podcast) | TIRE SERVICE Wheel Balancing | TIRE SERVICE Control Arms & Bushings | TIRE SERVICE Mounting/Demounting |
|  | TPMS Sensors | TPMS Tools | TPMS Relearns | TPMS Servicing Commercial Tire TPMS/ATIS |
|  | SERVICE Brake Pad Noise Cures | SERVICE ADAS: Camera Calibrations | SERVICE Undercar Overhaul: Why Replacing Control Arms and Bushings in Pairs is Necessary | SERVICE Brake Pad Edge Codes |
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|  | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: All-Weather Tires Service: Combating Carbon Deposits | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Tires for EVs Service: HV and EV Regenerative Braking System | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Tires for CUVs/SUVs Service: Import Oil Specifications | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Tires for Last-Mile Delivery Service: Getting Rid of HVAC Smells |
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→ ADVERTISING INFORMATION AND RESOURCES FOR THE TIRE REVIEW BRAND AT Babcox.com/brand/tire-review/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE



| | MAY | JUNE | JULY | AUGUST |
|---|--|---|---|--|
| | ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE. | | | |
| TRENDING NOW Monthly Content | TIRE TRENDS All-Season Tires | TIRE TRENDS UHP All-Season Tires (Content included in Tire Review podcast) | TIRE TRENDS OTR Tires | TIRE TRENDS Touring Tires |
|  | TIRE TECHNOLOGY Load Rating and Load Capacity (Content included in Tire Review podcast) | TIRE TECHNOLOGY OTR Tires | TIRE TECHNOLOGY Mud-Terrain Tires | TIRE TECHNOLOGY Designing Tires for SUVs/CUVs |
|  | SELLING THE SEGMENT Summer Tires for Supercars | SELLING THE SEGMENT All-Terrain Tires | SELLING THE SEGMENT Ag Tires | SELLING THE SEGMENT Run-Flat Tires |
|  | TIRE SERVICE Airmatic Suspension | TIRE SERVICE Ag Tire Maintenance | TIRE SERVICE Tire Rotation | TIRE SERVICE Commercial Tires |
|  | TPMS Selling Tips | TPMS Sensors | TPMS Service Kits | TPMS Turning off the Light |
|  | SERVICE Mercedes Benz Airmatic Suspension | SERVICE Dealing With A Brake Noise Comeback | SERVICE Land Rover Air Suspension Repairs | SERVICE Brake Booster Replacement |
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|  | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: All-Season Tires Service: Transmission Programming and Adaptations | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: UHP All-Season Tires Service: Dealing With A Brake Noise Comeback | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: OTR Tires Service: HV and EV Battery Temperature Management Systems | TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Touring Tires Service: Brake Booster Replacement |
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| | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|--|--|---|--|---|
| | ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE. | | | |
| TRENDING NOW Monthly Content | <p>TIRE TRENDS Industrial Tires</p> <p>TIRE TECHNOLOGY Telematics & Tires (Content included in Tire Review podcast)</p> <p>SELLING THE SEGMENT OTR Tires</p> <p>TIRE SERVICE Wheel Weights</p> <p>TPMS The Future of TPMS Technology</p> <p>SERVICE Scoping Out Wheel Speed Sensors and Bearings</p> | <p>TIRE TRENDS Off-Road Tire Segments</p> <p>TIRE TECHNOLOGY Track to Street: How Track Tires Influence UHP Tire Design (Content included in Tire Review podcast)</p> <p>SELLING THE SEGMENT CUV Tires</p> <p>TIRE SERVICE Ride Height</p> <p>TPMS Tools</p> <p>SERVICE Ride Height Myth: Using Ride Height To Diagnose More Than Springs</p> | <p>TIRE TRENDS Commercial Tires</p> <p>TIRE TECHNOLOGY Tire Sidewalls</p> <p>SELLING THE SEGMENT Ag Tires</p> <p>TIRE SERVICE Tread Depth/Digital Vehicle Inspection (DVI) (Content included in Tire Review podcast)</p> <p>TPMS Sensor Batteries</p> <p>SERVICE The ADAS Suspension Alignment</p> | <p>TIRE TRENDS Winter Tires</p> <p>TIRE TECHNOLOGY Green Tires (Content included in Tire Review podcast)</p> <p>SELLING THE SEGMENT SUV Tires</p> <p>TIRE SERVICE Tire Safety</p> <p>TPMS Selling Tips</p> <p>SERVICE ADAS: Blindspot Detection Systems</p> |
| | <p>TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Wheel Weights Service: Cooling System Leak Testing</p> | <p>TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Off-Road Tires Service: Replacing Master Cylinders</p> | <p>TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Tire Sidewalls Service: Solving No Heat Complaints</p> | <p>TIRE REVIEW'S WEBINAR SERIES PRESENTS: Tires: Winter Tires Service: Tesla Diagnostics</p> |

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