

# 2015

## New in 2015!

**HR Affairs** – An intense look at laws and regulations that impact small business employer-employee relationships.

**Insanity** – All-new timely tire dealer business perspectives by the author of the popular book “Entrepreneurial Insanity.”

**Business Doctor** – We help dealers with their concerns about various aspects of their businesses.

**Driving Improvement** – An insightful infographic focused on key findings from our Tire Industry Benchmarking Study.

**Business Toolbox** – Ideas, tips, techniques every tire dealer can leverage to improve their profit outlook.

**Key Developments** – A monthly review of the key findings from regular polls focused on real-world tire sales and market trends.

### January

**Cover: Sports Marketing & Dealers**

Sales Support  
 Insanity  
 Business Toolbox  
 TPMS  
 Tire Technology  
 Truck Tires – Steer Tires  
 Vehicle Service – Brakes

Ad Closing/Materials Due:  
 December 23

### February

**Cover: Personality Profiling**

Marketing Matters  
 HR Affairs  
 Business Doctor  
 Key Developments  
 Tire Focus – Small OTR Tires  
 For Tire Techs Only  
 OTR Tires  
 Vehicle Service – Shocks/Struts

Ad Closing/Materials Due:  
 January 23

### March

**Cover: The Competition**

Sales Support  
 Insanity  
 Business Toolbox  
 TPMS  
 Tire Technology  
 Truck Tires – Drive Tires  
 Vehicle Service – Chassis/Steering

Ad Closing/Materials Due:  
 February 20

### April

**Cover: The Connected Car**

Marketing Matters  
 HR Affairs  
 Business Doctor  
 Key Developments  
 Tire Focus – Comm. Landscape  
 For Tire Techs Only  
 Ag Tires  
 Vehicle Service – Air Conditioning

Ad Closing/Materials Due:  
 March 26

### May

**Cover: Survival of The Fittest**

Sales Support  
 Insanity  
 Business Toolbox  
 TPMS  
 Tire Technology  
 Truck Tires – Trailer Tires  
 Vehicle Service – Brakes

Ad Closing/Materials Due:  
 April 23

### June

**Cover: Reimagining Tire Store**

Marketing Matters  
 HR Affairs  
 Business Doctor  
 Key Developments  
 Tire Focus – LT Off Road  
 For Tire Techs Only  
 OTR Tires  
 Vehicle Service – Shocks/Struts

Ad Closing/Materials Due:  
 May 25

## Sponsorship Opportunities

### July 2015

**Benchmarking Study** – We build off the success of our inaugural survey by adding new data points and criteria to help tire dealers learn more from the most successful dealers in the industry and how they stack up against the competition.

### August 2015

**SourceBook and Buyers Guide** – The most anticipated issue of the year now includes sponsorship of each section including the Tire Market Profile, Consumer Profile, TIRES Study and Buyers Guide.

### September 2015

**Platinum Performers** – Using the results from the 2015 Benchmarking Study, we rank the best of the best in our second annual Platinum Performers Award.

## July

### Cover: 2015 Benchmarking Study

Sales Support

Ensanity

Business Toolbox

TPMS

Tire Focus – Specialty/Trailer Tires

Tire Technology

Truck Tires – Retreaded MTR

Vehicle Service – Wheel Bearings

Ad Closing/Materials Due: June 23

## August

**SourceBook and Buyers Guide** – The most anticipated issue of the year now includes sponsorship of each section including the Tire Market Profile, Consumer Profile, TIRES Study and Buyer's Guide.

Ad Closing/Materials Due: July 24

## September

### Cover: Platinum Performers

Marketing Matters

HR Affairs

Business Doctor

Key Developments

Tire Focus

For Tire Techs Only

Ag Tires

Vehicle Service – Brakes

Ad Closing/Materials Due: August 25

## October

### Cover: Top Shop Awards

Marketing Matters

HR Affairs

Sales Support

Ensanity

Business Doctor

Business Toolbox

Key Developments

Tire Focus – Forestry Tires

TPMS

Tire Technology

Truck Tires – Super Wides

For Tire Techs Only

OTR Tires

Vehicle Service – Chassis/Steering

Ad Closing/Materials Due: September 23

## November

### Cover: 2016 Purchasing Guide

Sales Support

Ensanity

Business Toolbox

TPMS

Tire Technology

Truck Tires – Fuel Efficiency Update

Vehicle Service – Brakes

SEMA/GTE Wrap Up

Ad Closing/Materials Due: October 20

## December

### Cover: Promises for a Price

Marketing Matters

HR Affairs

Business Doctor

Key Developments

Tire Focus – Ag Implement Tires

For Tire Techs Only

Ag Tires

Vehicle Service – Wheel Bearings

Ad Closing/Materials Due: November 24

# 2015

## Featured Content:

First Off – Editor Jim Smith's column

Newsmakers

Onsite – Event recap

Market Pricing

Marketing Matters

Sales Support

Tire Focus

For Tire Techs Only

TPMS

Tire Technology

Top Shop Profiles

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### September 2015

**State of the Industry Supplement** – A global look at where the tire industry is headed and how the industry will react. New in this supplement will be an analysis of the results from our first comprehensive consumer research tire study.

### October 2015

**Top Shop Awards** – Now in its ninth year, Tire Review's Top Shop Award is the industry's most coveted award and honors an independent tire dealer for excellence.

### November 2015

**2016 Purchasing Guide** – Independent tire dealers are building budgets and planning for the new year. Will your product or service be selected?