

2021 CONTENT PLAN

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|---|---|---|---|--|--|---|
| <p>MONTHLY CONTENT FOCUS</p> <p>ACROSS ALL PLATFORMS</p> | <p>TIRE FOCUS: GRAND-TOURING & HP ALL-SEASON TIRES</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Service: Equipment Tire Tech: Speed Ratings Tire Trends/Tips: OTR: Earthmover Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Ride Control: Air Ride Underhood: Engine Performance/Belts TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>TIRES FOR EVS & AUTONOMOUS FLEETS</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Highway-Terrain Truck Tires Tire Service: Wheel Torque Tire Tech: Tire Compounds Tire Trends/Tips: Premium CUV tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: ADAS & Brake Pads Underhood: Modern Timing Complexities TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>INCREASING CAR COUNTS & BOOSTING TIRE SALES</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Commercial Truck Tires Tire Service: Wheel Weights Tire Tech: Pre-installed TPMS Sensors Tire Trends/Tips: SUV Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Tires Sell Shocks and Struts Underhood: Climate Control & A/C TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>ALL-SEASON VS ALL-WEATHER TIRES</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Service: Tire Rotation Tire Tech: Tire Disposal Tire Trends/Tips: Ag Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Alignment Underhood: Ignition/Spark Plug Replacement TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business: Finding & Retaining Top Talent</p> <p>Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>SUSTAINABILITY & AIRLESS TIRES</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: UHP Summer Tires Tire Service: Demounting/ Mounting Tire Tech: Farm Tires Tire Trends/Tips: OTR: Materials Handling Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Wheel Bearing Tech Underhood: Filtration TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>CLUB 3633 SPECIAL SECTION*</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Mud-Terrain Truck Tires Tire Service: Equipment Tire Tech: Commercial Tires/Wheel End Safety Tire Trends/Tips: Grand Touring (HP) Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: CAN Bus Diagnostics Underhood: Engine Cooling/Water Pumps TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> |
| | <p>*SPECIAL OPPORTUNITIES THIS YEAR</p> | <p>■ CLUB 3633 Featuring an exclusive group of industry professionals that celebrates the next generation of innovators in the tire industry. We spotlight and congratulate our 2021 Class of Club 3633 in this very special section.</p> | | <p>■ 2021 TOP SHOP Profiles of the Winner and 3 Finalists of Tire Review's 2021 Top Shop competition, detailing the history, operations and best practices of four of the best tire dealerships in North America.</p> | | |

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE TIRE REVIEW BRAND PAGE AT Babcox.com/brand/tire-review/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
→ CLOSING DATE
→ MATERIALS DUE DATE



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| | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---|--|---|--|--|---|--|
| <p>MONTHLY CONTENT FOCUS</p> <p>ACROSS ALL PLATFORMS</p> | <p>GREEN TIRES (SUSTAINABLY MADE)</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Service: Industrial Tires Tire Tech: Commercial/Retreading Tire Trends/Tips: Ag Tires, Precision Ag <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Brakes/Friction Underhood: Coolant Flush/Fill TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business: Inventory Management & Using Data to Increase Turns</p> <p>Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>2021 TOP SHOP*</p> <p>State of the Industry Special Section: Thought-leadership editorial will provide a comprehensive look at the trends shaping the global tire industry through the eyes of subject matter experts and influencers.</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>MAKING MORE MONEY ON SERVICE</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Off-Road Tires/Sidewall Designs Tire Service: Earthmover Tires Tire Tech: Tread Designs Tire Trends/Tips: SUV, CUV Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: EV Repairs Underhood: Drive Belt Diagnostic Checklist TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>RACING TIRES</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Service: OSHA Regulations Tire Tech: Tire Construction Tire Trends/Tips: OTR: Construction, Mining Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Brakes/Rotors & Calipers Underhood: Oil: GF-6 TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>BUSINESS PLANNING GUIDE</p> <ul style="list-style-type: none"> Paying back your PPP– What You Need to Know Adjusting the Perks: The Value of Associate Dealer Programs During the Coronavirus Pandemic Using AI and VR Technology in Your Selling to Help Educate Customers Customer Financial Services Business Software Systems that Help Drive Profits Tools & Equipment Upgrades to Build Business <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Commercial Truck Tires Tire Service: Equipment Tire Tech: Tread Depth & Safety Tire Trends/Tips: Industrial, Forklift Tires <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Electric Brake Pad Wear Sensors Underhood: Emissions/O2 Sensors TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> | <p>PROFITABILITY IN THE NEW YEAR</p> <p>TIRES:</p> <ul style="list-style-type: none"> Tire Focus: Winter Tires Tire Service: Balance and Runout Tire Tech: Puncture Repair & Wheel Care Tire Trends/Tips: Specialty Tires: ATVs, UTVs <p>SERVICE:</p> <ul style="list-style-type: none"> Undercar: Chassis/Bushings Underhood: Battery Replacement TPMS: TPMS Talk <p>First Look: Tire Launches</p> <p>Onsite: Live Event Coverage</p> <p>Business Operations: Marketing, Sales, Training, Legal, Finance</p> <p>Independent Tire Dealer Focus: Dealer Profile</p> |
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