








	JANUARY	FEBRUARY	MARCH
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> › Consumer Financing Options › Emerging Technology - In the Office and In the Shop › Eliminating Outdated Business Practices › Improving Communications - Customer Follow-Up 	<ul style="list-style-type: none"> › Tax Strategies That Work › Shop Management Systems to Tie Departments Together › Online Marketing - Success Starts with Your Website › Payroll Services › Improving Service Manager Sales Skills 	<ul style="list-style-type: none"> › Easier Payment Methods › Working With a Mentor or Advisory Council › Social Media - Business Blessing or Customer Curse? › Employee Training Services › Finding and Grooming Talent
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › Tesla Model S Alignment › Greaseable or Sealed? What is the Best For Ball Joints? › Transfer Case Diagnostics › Brake Pad Noise Cures › GM Magna-Ride Replacement Options 	<ul style="list-style-type: none"> › ADAS: Camera Calibrations › HV and EV Regenerative Braking System › Torque Converter Lock-Up Clutches › CV Axle Replacement › Shock and Strut Sales 	<ul style="list-style-type: none"> › Clutch and Flywheel Replacement › Servicing Carbon Ceramic Brakes › Undercar Overhaul: Why Replacing Control Arms and Bushings in Pairs is Necessary › Loaded Shocks and Strut
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › Setting Up A PC For Programming and Reflashing › Tesla Model S Coolant Maintenance and Service › Spark Plug Replacement: Ford EcoBoost › Combating Carbon Deposits › A/C Receiver/Dryer Replacement After Compressor Failure 	<ul style="list-style-type: none"> › Resolving EGR Emissions Problems › Turbochargers Failures › Using Mode \$06 Misfire Information › GM Active Fuel Management › AGM Batteries and Stop/Start Systems 	<ul style="list-style-type: none"> › Serpentine Belt Post Mortem: Why Do Some Belts Fail? › The Do's and Don'ts of Installing Spark Plugs › Ford Mustang Mach E Service and Maintenance › Spotting Bad Fuel Trims Before They Cause a CEL › Electrically Driven A/C Compressors
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › Mercedes-Benz Direct Injection Systems › Clearing BMW Sensor Adaptations › Porsche Motor Mounts 	<ul style="list-style-type: none"> › BMW Lithium-Ion Cranking Batteries › VW 1.4 Maintenance and Pattern Failures › Audi 48-Volt Hybrid Systems 	<ul style="list-style-type: none"> › Mercedes-Benz Fourmatic Driveshaft Diagnostics › VW/Audi 506 and 507 Oil Specifications › Volvo Power Steering Diagnostics and Repair
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › All Weather Tires 	<ul style="list-style-type: none"> › Tires for EVs 	<ul style="list-style-type: none"> › Ag Tires
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › Special Issue (polybagged with Shop Owner) 	<ul style="list-style-type: none"> › Lift Guide 	<ul style="list-style-type: none"> › A/C Service Equipment & Tools

→ FOR ADVERTISING INFORMATION AND RESOURCES THE SHOP OWNER BRAND PAGE AT Babcox.com/shop-owner

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE













	APRIL	MAY	JUNE
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> › Creative Business Models - Thinking Outside the Box › Cybersecurity - Is Your Shop Safe? › Secure Your Sites - Taking Advantage of Yelp, Google, Facebook Business Pages › Tool Programs 	<ul style="list-style-type: none"> › When To Modify Your Business Plan › Extended Warranty Programs › Improving Communication Within the Shop › Using Technology to Manage Workflow 	<ul style="list-style-type: none"> › DVI Best Practices › Set the Next Appointment Now › ADA Compliance › Improving Tech and Shop Efficiency
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › EV Vehicle Wheel Bearing Replacement › Brake Pad Edge Codes › Electric Power Steering Replacement Guide › Electric Parking Brakes › Inspecting Struts 	<ul style="list-style-type: none"> › Transmission Programming and Adaptations › ABS Hydraulic Control Unit Diagnostics › Tapered Wheel Bearing Replacement › Mazda ADAS Radar Sensors › Off-Road Shocks 	<ul style="list-style-type: none"> › Diagnosing Active Roll Bars › Tesla Model S Wheel Bearing Replacement › Dealing With A Brake Noise Comeback › Hydraulic Suspension Bushing Replacement Options › The Metallurgy of Springs
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › Using Mode \$06 Misfire Information › Alternator Voltage Ripple Testing › Lifter Diagnostics on Engines With Cylinder Deactivation › Getting Rid of HVAC Smells › Variable Valve Timing and Turbochargers 	<ul style="list-style-type: none"> › HV and EV Vehicle Lifting and Tool Guide › Turbocharger Diagnostic Codes › Spark Plug Replacement: GM EcoTech › Diagnosing Dual Zone HVAC Controls › Fuel Pump Replacement on Saddle-Style Fuel Tanks 	<ul style="list-style-type: none"> › Using J2534 Programming Devices › Forcing Vehicle Monitors For Calibration › Testing Ignition Coil Circuits › Ethanol Damage to Fuel Pumps
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › BMW Variable Valve Lift Systems › Audi Transaxle Service and Maintenance › VW Gasket Replacement 	<ul style="list-style-type: none"> › Mercedes-Benz Airmatic Suspension › VW 2.0 TSI Intake Manifold Problems › BMW Drivetrain Maintenance 	<ul style="list-style-type: none"> › BMW M-Series Maintenance › Porsche Intake Manifold Gasket Problems › BMW i-Series EV Service and Maintenance › Mercedes-Benz Oil Leaks and The PCV System
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › Tires for Last-Mile Delivery 	<ul style="list-style-type: none"> › All-Season Tires 	<ul style="list-style-type: none"> › UHP All-Season Tires
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › Shop Cleanup 	<ul style="list-style-type: none"> › Compressed Air Systems 	<ul style="list-style-type: none"> › Scopes and Waveforms

→ FOR ADVERTISING INFORMATION AND RESOURCES THE SHOP OWNER BRAND PAGE AT Babcox.com/shop-owner

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE













	JULY	AUGUST	SEPTEMBER
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> › Integrated Platforms - What Is Integration and Why is it Important? › Creating a Safe Working Environment › Explaining Quality to Customers › Employee Reviews - What Works 	<ul style="list-style-type: none"> › Growing to Open a Second (or more!) Shop › Shop Signage › Bonus Plans - Why What You're Doing May Not Work › Successful Marketing Campaigns 	<ul style="list-style-type: none"> › Retaining First Time Customers › Taboo Topics - Drug Policies in The Workplace › Maximizing Digital Inspections › Uniforms - Employee Appearance › New Hire Orientation
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › EV Vehicle Wheel Bearing Replacement › Road Testing Methods and Tools For Chassis Repairs (NVH) › ADAS: Forward Sensor Adjustment › ABS/ESC: Brake Solenoid and Pump Diagnostics › Improving Towing Capacity With Shocks and Springs 	<ul style="list-style-type: none"> › Brake Booster Replacement › Composite Rotor Replacement Options › ADAS: Testing Pre-Braking Systems › Tesla Model 3 Battery Replacement › Racing Shocks and Struts 	<ul style="list-style-type: none"> › Scoping Out Wheel Speed Sensors and Bearings › Electric Power Steering Sensors and PIDs › Calculating Catalytic Converter Efficiency › Parking Brake Adjustments (Conventional and Electronic) › Changing Truck Stances With Shocks and Springs
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › HV and EV Battery Temperature Management Systems › Reflashing and System Voltage › Spark Plug Replacement: Chrysler Tigershark › Throttle-By-Wire Replacement › Knock Sensor Testing 	<ul style="list-style-type: none"> › Testing Direct Injection Fuel Pressure Sensors › Ford F-150 Lightning EV Service and Maintenance Opportunities › CAN Bus Communication Codes › Nissan Variable Valve Timing › Auxiliary Cooling Pumps 	<ul style="list-style-type: none"> › Hyundai Hybrid Drivetrains › Sealing Crank Shafts and Rear Mains › Spark Plug Replacement: BMW › Cooling System Leak Testing
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › Land Rover Air Suspension Repairs › Volvo Cooling System Operation and Common Problems › Audi Dual Clutch Transmissions 	<ul style="list-style-type: none"> › Servicing Mercedes-Benz AMG Brake Systems › Audi A6 Alignment › MINI Turbocharger Service 	<ul style="list-style-type: none"> › BMW N54 Turbocharger Problems › Jaguar and Land Rover V8 Engine Sealing › Servicing Porsche Active Suspension Systems
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › OTR Tires › Special Issue (polybagged with Shop Owner) 	<ul style="list-style-type: none"> › Touring Tires 	<ul style="list-style-type: none"> › Industrial Tires › Special Issue (polybagged with Shop Owner)
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › Work Wear 	<ul style="list-style-type: none"> › Battery & Electrical System Testers 	<ul style="list-style-type: none"> › Cordless Tools

→ FOR ADVERTISING INFORMATION AND RESOURCES THE SHOP OWNER BRAND PAGE AT Babcox.com/shop-owner

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE



	OCTOBER	NOVEMBER	DECEMBER
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> › Parts Sales Priorities › Roadside Assistance › Do You Need More Customers (Or Just Better Ones)? › Workers Comp Claims › Developing an In-House Apprenticeship Program 	<ul style="list-style-type: none"> › Insurance - How Not to Lose What You've Worked For › Improving The Customer Interview Process › Taboo Topics - Theft and Embezzlement › Community Partnerships 	<ul style="list-style-type: none"> › What I Wish I Would Have Known › Training Calendar 2023 › Loaner Cars › Finding and Grooming Talent
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › Tesla Model S Air Ride Service › Liquid Silence: What Is new With Brake Lubricants and Pastes › Ride Height Myth: Using Ride Height To Diagnosis More Than Springs › Replacing Master Cylinders › Struts and Memory Steer Diagnostics 	<ul style="list-style-type: none"> › Clutch Pedal Slaves and Masters › Press Fit Wheel Bearings › EV Brake Jobs › The ADAS Suspension Alignment › Tesla Model S Ride Control Service 	<ul style="list-style-type: none"> › ADAS: Blindspot Detection Systems › Transmission Valve Body Replacement › Resetting Emissions Monitors After Catalytic Converter Replacement › Wheel Bearing Torque Procedures for All Bearings › Tuning Compression and Rebound Settings on Adjustable Shocks and Struts
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › The EV Scene In California › Nissan Leaf Battery Service › Using Fuel Trims On Toyota Vehicles › Ethanol Damage to Fuel Pumps › Measuring Battery Voltage Drop 	<ul style="list-style-type: none"> › Solving No Heat Complaints › Pre-Scan and Post-Scan Quality Control › Spark Plug Replacement: VW TSI › Probing the OBDII Connector for Serial Data Bus Information 	<ul style="list-style-type: none"> › Underhood Service › Understanding How Modern Engines Solve Turbo Lag Issues › Chevy Volt/Bolt Service Opportunities › Spark Plug Replacement: Hyundai V6 › Tesla Diagnostics
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › VW Automatic HVAC Diagnostics › MINI Belt Service › Deciphering BMW DIN codes 	<ul style="list-style-type: none"> › Mercedes-Benz Active Body Control (ABC) Suspension Service › VW E-Golf Service Potential › BMW X3, X5 and X6 Wheel Bearings and Axles 	<ul style="list-style-type: none"> › BMW 1-Series Alignment › Jaguar V6 Timing Chain Service › Porsche Oil and Filter Service › Audi Q5 SUV Drivetrain Diagnostics
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › Off-Road Tire Segments 	<ul style="list-style-type: none"> › Commercial Tires 	<ul style="list-style-type: none"> › Winter Tires › Special Issue (polybagged with Shop Owner)
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › Tire & Wheel Service Equipment & Tools › Special Issue (polybagged with Shop Owner) 	<ul style="list-style-type: none"> › Is Your Shop Properly Tooled? 	<ul style="list-style-type: none"> › Body & Collision Repair Equipment & Tools for the General Repair Shop

→ FOR ADVERTISING INFORMATION AND RESOURCES THE SHOP OWNER BRAND PAGE AT Babcox.com/shop-owner

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE

