

2020 EDITORIAL CALENDAR

| MONTH | ISSUE DATE | AD CLOSE** | ISSUE HIGHLIGHTS | SPECIAL RANKINGS & REPORTS | AUTO SERVICE | INDUSTRY EVENTS/ BONUS DISTRIBUTION |
|-----------|------------|------------|--|---|--------------|--|
| January | 01/06/20 | 12/20/19* | Review 2019/Preview 2020 | | ✓ | |
| | 01/20/20 | 01/08/20 | 2020 Motorsports Preview plus a quarterly look at the Wholesale market | | ✓ | |
| February | 02/03/20 | 01/22/20 | OTR and Farm Tires Update | | ✓ | TIA OTR Conference, Palm Springs, CA Feb. 19-21 |
| | 02/17/20 | 02/05/20 | 31st Annual Market Data Book | North American Tire Market Profile | ✓ | |
| March | 03/02/20 | 02/19/20 | Tackling the Technician Shortage | | ✓ | Vision KC, Overland Park, KS March 5-8 |
| | 03/16/20 | 03/04/20 | Annual Wholesaler Report | Directory of Major Wholesalers by Region | ✓ | |
| | 03/30/20 | 03/18/20 | The Shop of the Future | | ✓ | |
| April | 04/13/20 | 04/01/20 | Commercial Tire & Retreading Report | Rankings of NA's Largest Commercial Tire Dealerships/Retreaders | ✓ | |
| | 04/27/20 | 04/15/20 | Trends in the Winter Tire Market | | ✓ | |
| May | 05/11/20 | 04/29/20 | Tire Brands Report (Flag, Import, Associate, Private Brands) | Annual Brands @ A Glance List | ✓ | |
| | 05/25/20 | 05/13/20 | Tech4Tomorrow plus a quarterly look at the Wholesale market | | ✓ | The Tire Cologne, Koelnmesse, Cologne, Germany June 9-12 |
| June | 06/08/20 | 05/27/20 | Mid-Year Tire Report; focusing on Tire Manufacturers | | ✓ | |
| | 06/22/20 | 06/10/20 | Mid-Year Tire Report; focusing on the Aftermarket | | ✓ | |
| July | 07/06/20 | 06/24/20 | Ultimate Performance Tire Guide | | ✓ | |
| | 07/20/20 | 07/08/20 | Marketing Groups | North American Marketing Groups Directory & Cross Reference | ✓ | |
| August | 08/03/20 | 07/22/20 | Trends in Light Truck Tires plus a quarterly look at the Wholesale market | | ✓ | |
| | 08/17/20 | 08/05/20 | Automotive Service/Auto Service Franchise Programs | Directory of Auto Service Programs | ✓ | |
| | 08/31/20 | 08/19/20 | 35th Annual Global Tire Report | Global Tire Company Rankings/Global Tire Production Facilities | ✓ | |
| September | 09/14/20 | 09/02/20 | Faces of the Industry: A Look at Industry's Difference-Makers | | ✓ | |
| | 09/28/20 | 09/16/20 | Other Tires Update: Specialty, Industrial, Farm, OTR | Directory of Specialty Tire Marketers | ✓ | |
| October | 10/12/20 | 09/30/20 | 2020 Motorsports Update | | ✓ | |
| | 10/26/20 | 10/14/20 | 1st TIA/SEMA/AAPEX Show Issue | Rankings of Largest Independent Dealers/ Top Retail Dealerships | ✓ | AAPEX/SEMA, Las Vegas, NV Nov. 3-6 |
| November | 11/09/20 | 10/21/20* | 2nd TIA/AAPEX/SEMA Show Issue, Tire Dealer Humanitarian Award Winner plus a quarterly look at the Wholesale market | | ✓ | AAPEX/SEMA, Las Vegas, NV Nov. 3-6 |
| | 11/23/20 | 11/11/20 | TIA/SEMA/AAPEX Show Coverage | | ✓ | |
| December | 12/07/20 | 11/23/20* | Tech4Tomorrow | | ✓ | |
| | 12/21/20 | 12/09/20 | Annual Book of Lists/Directory | Directories of Tire Makers, Private Branders, Associations | ✓ | |

* Early close dates