

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