

EDITORIAL CALENDAR

Display Advertising

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
4 CLOSE: 12/22	1 CLOSE: 1/20	1 CLOSE: 2/17	12 CLOSE: 3/31	10 CLOSE: 4/28	7 CLOSE: 5/26
2020 Review/ Preview 2021	OTR and Farm Tires Update BONUS DISTRIBUTION ▶ TIA OTR Conference (Feb. 17-20, Tuscon, AZ)	The Pandemic: One Year Later	Commerical Tire and Retreading Report RANKING ▶ North America's Largest Commercial Tire Dealerships/Retreaders	Tire Brands Report (Flag, Import, Associate, Private Brands) SPECIAL REPORT ▶ Annual Brands @ A Glance List BONUS DISTRIBUTION ▶ The Tire Cologne (May 18-21, Cologne, Germany)	Mid-Year Tire Report Focus on Tire Manufacturers
18 CLOSE: 1/6	15 CLOSE: 2/3	15 CLOSE: 3/3	26 CLOSE: 4/14	24 CLOSE: 5/12	21 CLOSE: 6/9
2021 Motorsports Preview ▶ Baxter Research	32 nd Annual MARKET DATA BOOK SPECIAL REPORT ▶ North American Tire Market Profile	ANNUAL WHOLESALE REPORT SPECIAL REPORT ▶ Directory of Major Wholesalers by Region	Tech 4 Tomorrow A Look at Innovations in Tires ▶ Baxter Research	Summer Driving Season	Mid-Year Tire Report Focus on the Aftermarket & Beyond
		29 CLOSE: 3/17			
		Trends in the Winter Tire Market			
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
5 CLOSE: 6/23	2 CLOSE: 7/21	13 CLOSE: 9/1	11 CLOSE: 9/29	8 CLOSE: 10/20	6 CLOSE: 11/23
The Latest in UHP	Trends in Light Truck Tires	Women in the Tire Industry	2021 Motorsports Update	2 nd SEMA/AAPEX Show Issue, Tire Dealer Humanitarian Award Winner BONUS DISTRIBUTION ▶ SEMA/AAPEX (Nov. 2-5, Las Vegas, NV)	Tech 4 Tomorrow: A Look at the Shop and Tools
19 CLOSE: 7/7	16 CLOSE: 8/4	27 CLOSE: 9/15	25 CLOSE: 10/13	22 CLOSE: 11/10	21 CLOSE: 11/18
Marketing Groups SPECIAL REPORT ▶ North American Marketing Groups Directory & Cross-Reference ▶ Baxter Research	Automotive Service/ Auto Service Franchise Programs SPECIAL REPORT ▶ Directory of Auto Service Programs	Other Tire Updates: Specialty, Industrial, Farm OTR SPECIAL REPORT ▶ Directory of Specialty Tire Marketers	1 st SEMA/AAPEX Show Issue RANKING ▶ Largest Independent Dealers/ Top Retail Dealerships BONUS DISTRIBUTION ▶ SEMA/AAPEX (Nov. 2-5, Las Vegas, NV) ▶ Baxter Research	Coverage from SEMA/AAPEX	THE BOOK SPECIAL REPORT ▶ Annual Book of Lists
	30 CLOSE: 8/18				
	36 th Annual GLOBAL TIRE REPORT SPECIAL REPORT ▶ Global Tire Company Rankings/ Global Tire Production Facilities				