**EDITORIAL CALENDAR**

**Display Advertising**

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### JANUARY

- **4**
  - **2020 Review/Preview 2021**
- **18**
  - **2021 Motorsports Preview**
  - **Baxter Research**

### FEBRUARY

- **1**
  - **OTR and Farm Tires Update**
- **12**
  - **TIA OTR Conference** (Feb. 17-20, Tucson, AZ)

### MARCH

- **1**
  - **The Pandemic: One Year Later**
- **15**
  - **ANNUAL WHOLESALE REPORT**
  - **SPECIAL REPORT**
  - **North American Tire Market Profile**
  - **Baxter Research**
- **20**
  - **SEMA/AAPEX** (Nov. 2-5, Las Vegas, NV)
  - **BONUS DISTRIBUTION**

### APRIL

- **2**
  - **Commercial Tire and Retreading Report**
- **8**
  - **COMMERCIAL TIRE & RETREADING REPORT**
- **12**
  - **SEMA/AAPEX** (Nov. 2-5, Las Vegas, NV)
  - **BONUS DISTRIBUTION**
- **17**
  - **Tech 4 Tomorrow: A Look at Innovations in Tires**
  - **BONUS DISTRIBUTION**
- **21**
  - **Summer Driving Season**
  - **BONUS DISTRIBUTION**

### MAY

- **1**
  - **Tire Brands Report**
  - **Flag, Import, Associate, Private Brands**
- **10**
  - **The Latest in UHP**
  - **The Latest in Light Truck Tires**
  - **Women in the Tire Industry**
- **15**
  - **Tech 4 Tomorrow: A Look at Innovations in Tires**
  - **BONUS DISTRIBUTION**

### JUNE

- **5**
  - **Mid-Year Tire Report**
  - **Focus on Tire Manufacturers**
- **14**
  - **Mid-Year Tire Report**
  - **Focus on the Aftermarket & Beyond**

### JULY

- **5**
  - **Trends in the Winter Tire Market**
- **13**
  - **The Latest in UHP**
- **21**
  - **Trends in Light Truck Tires**
- **30**
  - **36th Annual GLOBAL TIRE REPORT**

### AUGUST

- **13**
  - **Women in the Tire Industry**
- **21**
  - **Other Tire Updates: Specialty, Industrial, Farm OTR**
  - **BONUS DISTRIBUTION**
  - **Baxter Research**

### SEPTEMBER

- **11**
  - **2021 Motorsports Update**
- **19**
  - **Mid-Year Tire Report**
  - **Focus on Tire Manufacturers**

### OCTOBER

- **8**
  - **2nd SEMA/AAPEX Show Issue**
  - **BONUS DISTRIBUTION**
- **16**
  - **Marketing Groups**
  - **Baxter Research**
- **25**
  - **Other Tire Updates: Specialty, Industrial, Farm OTR**
  - **BONUS DISTRIBUTION**

### NOVEMBER

- **10**
  - **Mid-Year Tire Report**
  - **Focus on the Aftermarket & Beyond**
- **18**
  - **Tech 4 Tomorrow: A Look at the Shop and Tools**

### DECEMBER

- **15**
  - **3rd SEMA/AAPEX Show Issue**
  - **BONUS DISTRIBUTION**
- **23**
  - **Mid-Year Tire Report**
  - **Focus on Tire Manufacturers**
- **31**
  - **Mid-Year Tire Report**
  - **Focus on the Aftermarket & Beyond**

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