


	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 › Improving Communications - Customer Follow-Up 	<ul style="list-style-type: none"> › Shop Management Systems to Tie Departments Together › Online Marketing - Success Starts with Your Website › Payroll Services 	<ul style="list-style-type: none"> › Easier Payment Methods › Social Media - Business Blessing or Customer Curse? › Employee Training Services
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › Electric Power Steering Diagnostics › Ball Joint or New Control Arm? › Center Differential Inspection › Brake Pad Errors and Mismatches › Passive Ride Control Options for Active Systems 	<ul style="list-style-type: none"> › ADAS: Safety Service Checklist › Brake Pedal Stroke Simulators for EVs › Jatco CVT Transmissions › Locking Axles and Hubs › What Is Wrong With Your Strut Sales? 	<ul style="list-style-type: none"> › Torque Converter Clutch Diagnostics › Light-Weight Brake Components › Eight Ball Joint Front Suspensions › Sourcing Shocks and Struts
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › Setting up a Reflashing and Calibration Bay › Intermittent Overheating Tips › Spark Plug Fouling Detection › PCV Systems DTCs › Heated Windshield and Mirrors › Belt Tensioner Intervals 	<ul style="list-style-type: none"> › Are EGR Systems Coming Back? › Turbochargers Oil Line Options › Turbocharger Intercooler Leaks › Direct Fuel Injection Waveforms › Why Do AGM Batteries Fail? 	<ul style="list-style-type: none"> › Multiple Alternator Failure Checklist › The Why Behind Fine-Wire Spark Plugs › Ford Electric Vehicle Opportunities › Cracking Fuel Trim Codes › Non-Conductive Fluids for Hybrids and EVs
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › Mercedes-Benz BlueTech Engines › Five BMW Adaptations › AUDI EVAP Case Study 	<ul style="list-style-type: none"> › BMW N54 Water Pump Replacement › VW Intake Manifold Induced Codes › Mercedes-Benz GDI HP Pumps 	<ul style="list-style-type: none"> › Mercedes-Benz Fourmatic Diagnostics › European Oil Specifications › Low-Viscosity Brake Fluids for Imports
	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 › Special Issue (polybagged with Shop Owner)
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › 2023 Equipment, Tools & Supplies Buyer's Guide › A/C Machine Accuracy: The Consequence of an Incorrect Charge 	<ul style="list-style-type: none"> › EV Update: Getting Started with Tools and Safety › An Eye on Diagnostic Equipment: What to Do When Your Scan Tool Doesn't Work 	<ul style="list-style-type: none"> › TPMS: Staying Ahead of the Game: The Truth About Sensors and RF Signals › Inside the Tool: How Wrenches are Made

→ 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"> > Cybersecurity - Is Your Shop Safe? > Secure Your Sites - Taking Advantage of Yelp, Google, Facebook Business Pages > Tooling Up For Success 	<ul style="list-style-type: none"> > When To Modify Your Business Plan > Extended Warranty Programs > Finding and Grooming Talent 	<ul style="list-style-type: none"> > Road Test Best Practices > ADA Compliance > Improving Tech and Shop Efficiency
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> > Transmission Sensors and Modules > Brake Pad Ecology > Power Steering Pull Compensation and ADAS > Brake Hardware Replacement Tips > EV Charging System Installation > Rear Tire Wear Issues and Alignment 	<ul style="list-style-type: none"> > Working Through ADAS Calibration Aborts > ABS Pedal Sink Problems > Trailer Brakes and Bearings > What Do Your Customer Think About Ride Control? > Driveshaft Center Support Bearings 	<ul style="list-style-type: none"> > Specialty and Premium Brake Pads > Tesla Model 3 Alignment > Brake Boosters and Stop/Stop Systems > Troubleshooting Brake Drag Problems > Electric Fleet Vehicle Service Opportunities
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> > Misfire Complaints Without Codes > Alternators and Power Management Systems > Cylinder Deactivation Systems and Complaints > A/C Condensor Replacement and Flushing > Air Filters and Fuel Trims > Turbocharger Boost Pressure Testing 	<ul style="list-style-type: none"> > HV and EV Battery Pack Replacement > Dual Scroll Turbochargers > Four- and Five-Wire Ignition Coil Diagnostics > HVAC Humidity and Cabin Temperature Sensors > Fuel Pumps and Long Crank Problems 	<ul style="list-style-type: none"> > Flushing Out R134a from a R1234yf System > Completing Emissions Monitors for State Inspections > Detecting ECM Internal Damage > Cabin Air Filter Sales > E15 Fuel Update
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> > MINI AWD System Service > AUDI Quattro Driveline Opportunities > Mercedes-Benz Key Programming > Mercedes-Benz R-1234yf A/C Systems 	<ul style="list-style-type: none"> > Mercedes-Benz ABC Suspensions > MINI Turbocharger Pattern Failures > Cartridge Oil Filters > BMW TBSs For HVAC Problems 	<ul style="list-style-type: none"> > BMW Infotainment System Navigation > Mercedes Benz Metris Van Brakes and Chassis > BMW S55 Oil Change > VW Four-Motion Service
	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 > Special Issue (polybagged with Shop Owner)
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> > Critical Fluids: A/C Oil: Using the Correct Tools and the Correct Amount > Fluid Line Repair: New and Old, Good as Gold 	<ul style="list-style-type: none"> > EV Update: EV Battery Charging: What Shops Need to Know > Rock'em Sock'em: The Pneumatic or Cordless Battle Continues 	<ul style="list-style-type: none"> > Remote Tech Support: A Lesson in Economics > Tools from a Tube: Sealants, Anti-Seize and Loctite

→ 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 	<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 	<ul style="list-style-type: none"> › 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 Chassis and Suspension Repairs › 10 Brake Job Mistakes › ADAS: Toyota Radar Alignment › ABS/ESC: What Happens When Valves Stick? › Removing Difficult Wheel Bearing Hub Units › Isolating Electric Power Steering Problems 	<ul style="list-style-type: none"> › Diagnosing Brake Pulls › Why You Need a Brake Lathe › ADAS: Testing Pre-Braking Systems › Air Ride Diagnostics › Dual-Mass Flywheel Replacement Options › Tesla Model X Brake Job 	<ul style="list-style-type: none"> › Top 10 Wheel Bearing Mistakes › ADAS: Lane Keeping Diagnostics › EPA and CARB Catalytic Converters › Brake Caliper Replacement › Hydro Boost Brakes
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › HV and EV HVAC Service › Reprogramming Modules 101 › Stop/Start Systems and A/C operation › Rough Idle and Throttle Body Issues › Air Filter CBA Monitors › Crankshaft Position Sensors 	<ul style="list-style-type: none"> › A/C Evaporator Core and Case Repair › Fast Fuel Pump Diagnostics › Crossed Wires: Clearing Up Communication DTCs › Honda A/C Compressor and Condenser Diagnostics › Auxiliary Cooling Pumps For Turbochargers 	<ul style="list-style-type: none"> › KIA Fuel Trim Numbers › Timing Chain Replacement › Honda Turbocharged Engines › Subaru Head Gasket Issues › Repairing Wiring Harnesses › Multiple Ignition Coil Failures
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › Land Rover Defender Maintenance › Jaguar Cooling System Operation and Common Problems › VW CVT Transmission Service 	<ul style="list-style-type: none"> › Mercedes-Benz Alignment Tips › VW Secondary Air Injection Systems › Coolant Formulations for European Vehicles › BMW E90 and E92 Brake Service 	<ul style="list-style-type: none"> › BMW LED Lighting › AUDI E-Tron EV Maintenance › Mercedes V6 VVT Actuator Diagnostics › AUDI Active Suspension Systems
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › OTR Tires 	<ul style="list-style-type: none"> › Touring Tires 	<ul style="list-style-type: none"> › Industrial Tires
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> › EV Update: Finding A/C Leaks. Is Dye the Answer? › When Your Digital is Dead: Reading Calipers and Micrometers + Bonus Toolbox Chart 	<ul style="list-style-type: none"> › Brake Lathe Basics: A Refresher Course...Just in Case › Battery Chargers: Which One Do You Need? 	<ul style="list-style-type: none"> › On Your Feet: An Inside Look at the Heart and Sole of a Workboot › The Cell Phone Connection: Diagnostics, Your Android or Apple

→ 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 › Financial Planning For 2023 › 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 › Community Partnerships 	<ul style="list-style-type: none"> › What I Wish I Would Have Known › Training Calendar 2023 › Loaner Cars › Roadside Assistance
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> › Tesla TPMS Systems › What Do Your Customers Know About Brake Pads? › Curing Caster and Camber Problems › ADAS: Why Some Calibration Procedure Fail › Struts and Memory Steer Diagnostics 	<ul style="list-style-type: none"> › Measuring Automatic Transmission Line Pressures › Solid Axle Wheel and Pinion Bearings › Cross Camber Alignment Solutions › Drilled and Slotted Brake Rotors › Clearing EPS Pull Compensation Codes 	<ul style="list-style-type: none"> › ADAS: Year-In-Review › Transmission Valve Body Reprogramming › Better Brake Law Update › Wheel Bearing Fasteners and Threadlockers › Tuning Compression and Rebound Settings on Adjustable Shocks and Struts
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> › Fixing Overcharged A/C Systems › Servicing EV Range Extender Engines › Fuel Pressure PIDs and Scan Tools › Diesel EGR Cooler Leaks and Clogs › AGM Battery Inspection 	<ul style="list-style-type: none"> › HVAC Defrost Diagnostics › What Codes Can't Tell You About Misfires › Types of EV Charger Plugs › Hybrid Drivetrain Restorations › Telematic-Enabled Scan Tools 	<ul style="list-style-type: none"> › Turbocharger Blow Off Valves › Reading A/C Manifold Pressure Gauges › Cabin Air Filter Improvements › Spark Plug Replacement TSBs › Using CO2 to Find A/C Leaks
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> › Exotic Car Service and Maintenance › AUDI Carbon Deposit Cures › ZF 8HP Transmission Service › BMW V8 Coolant Leaks 	<ul style="list-style-type: none"> › Road Racing European Sedans › AUDI Key Programming › ECM Reflashing › BMW Telematic and Infotainment Updates 	<ul style="list-style-type: none"> › BMW 4-Series › Jaguar V6 Timing Chain Service › Mercedes Extended Service Air Filters › Audi Q3 Alignment
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> › Off-Road Tire Segments › Special Issue (polybagged with Shop Owner) 	<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"> › Electrical Measurements: Reading Your DVOM + Bonus Toolbox Chart › A Technician's Toolbox: Home Away from Home 	<ul style="list-style-type: none"> › Balancing Act: Wheel Balancing and the Equipment that Gets it Done › EV Update: DVOM Accuracy: How Important Is It? 	<ul style="list-style-type: none"> › Inside the Tool: A Twin-Clutch Impact Teardown › Just in Time for the Holidays: Gimicky Tools: The Winners and Losers

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

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE

