














	JANUARY	FEBRUARY	MARCH	APRIL
	ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE.			
<b>TRENDING NOW</b> Monthly Content	TIRE TRENDS <b>All-Weather Tires</b>	TIRE TRENDS <b>Trailer Tires</b>	TIRE TRENDS <b>Tires for CUVs/SUVs</b>	TIRE TRENDS <b>Van Tires</b> <b>(cargo van, last-mile delivery)</b>
	TIRE TECHNOLOGY <b>Load Rating and Load Capacity</b>	TIRE TECHNOLOGY <b>Tire Belts</b>	TIRE TECHNOLOGY <b>IF/VF Technology</b>	TIRE TECHNOLOGY <b>Inflation</b>
	TIRE SERVICE <b>Wheel Alignment</b>	SELLING THE SEGMENT <b>Highway Tires</b>	TIRE SERVICE <b>OTR Tire Service</b> Application Specific	SELLING THE SEGMENT <b>Rugged-Terrain Tires</b>
	TPMS <b>Sensors</b>	TIRE SERVICE <b>Wheel Balancing</b>	TPMS <b>Relearns</b>	TIRE SERVICE <b>Mounting/Demounting</b>
	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	TPMS <b>Tools</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	TPMS <b>Selling Tips</b>
	BUSINESS <b>Digital Marketing</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	BUSINESS <b>Technician Retention</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>
		BUSINESS <b>Management &amp; Leadership</b>		BUSINESS <b>Q1 M&amp;A Update</b>
				
				
	ADDITIONAL OPPORTUNITIES	ADDITIONAL OPPORTUNITIES	ADDITIONAL OPPORTUNITIES	ADDITIONAL OPPORTUNITIES
	Webinar: <b>Digital Marketing</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	Webinar: <b>Management</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	Webinar: <b>Technician Retention/ Recruitment</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	Webinar: <b>TPMS</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight
				








→ ADVERTISING INFORMATION AND RESOURCES FOR THE TIRE REVIEW BRAND AT [Babcox.com/brand/tire-review/](http://Babcox.com/brand/tire-review/)

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE  
→ MATERIALS DUE DATE



	MAY	JUNE	JULY	AUGUST
	<b>ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE.</b>			
<b>TRENDING NOW</b> Monthly Content	TIRE TRENDS <b>Summer UHP Tires</b>	TIRE TRENDS <b>Grand Touring Tires</b>	TIRE TRENDS <b>UHP All-Season Tires</b>	TIRE TRENDS <b>Ag Tires</b>
	TIRE TECHNOLOGY <b>Tires for EVs</b>	TIRE TECHNOLOGY <b>Ag Tires</b>	TIRE TECHNOLOGY <b>Mud-Terrain Tires</b>	TIRE TECHNOLOGY <b>Tread Patterns</b>
	TIRE SERVICE <b>Rotation</b>	SELLING THE SEGMENT <b>All-Terrain Tires</b>	TIRE SERVICE <b>Retreads</b>	SELLING THE SEGMENT <b>All-Season Tires</b>
	TPMS <b>Tire Mounted Sensors</b>	TIRE SERVICE <b>Inspection Equipment</b>	TPMS <b>Diagnostics</b>	TIRE SERVICE <b>Commercial Tires</b>
	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	TPMS <b>Service Kits</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	TPMS <b>Turning off the Light</b>
	BUSINESS <b>Rewards Programs/Spiffs</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	BUSINESS <b>POS Software</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>
		BUSINESS <b>Succession Planning</b>		BUSINESS <b>Q2 M&amp;A Update</b>
				
				
	ADDITIONAL OPPORTUNITIES  Webinar: <b>Tires for EVs</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>Inspection Equipment</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>Retreads</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>POS Software</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight
				
				

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
	ADDITIONAL TIRE CONTENT TO APPEAR IN SHOP OWNER MAGAZINE.				
<b>TRENDING NOW</b> Monthly Content           	TIRE TRENDS <b>Specialty Tires</b>	TIRE TRENDS <b>Off-Road Tire Segments</b>	TIRE TRENDS <b>OTR Tires</b>	TIRE TRENDS <b>Light Truck Tires</b>	
	TIRE TECHNOLOGY <b>Compounding</b>	TIRE TECHNOLOGY <b>Competition Tires</b>	TIRE TECHNOLOGY <b>Winter Tires</b>	TIRE TECHNOLOGY <b>Green Tires</b>	
	TIRE SERVICE <b>Wheel Weights</b>	SELLING THE SEGMENT <b>Ag Tires</b>	SELLING THE SEGMENT <b>SUV/CUV Tires</b>	TIRE SERVICE <b>Tire Safety</b>	
	TPMS <b>The Future of TPMS Technology</b>	TIRE SERVICE <b>Tire Repairs</b>	TIRE SERVICE <b>Equipment Maintenance</b>	TPMS <b>Customer Conversations</b>	
	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	TPMS <b>Tools</b>	TPMS <b>Sensor Batteries</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	
	BUSINESS <b>Going Multi-Location</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	SERVICE <b>Articles from Shop Owner, a Tire Review sister publication</b>	BUSINESS <b>Finance</b>	
		BUSINESS <b>Technician Training /Sales Training</b>	BUSINESS <b>Q3 M&amp;A Update</b>		
		ADDITIONAL OPPORTUNITIES  Webinar: <b>Going Multi-Location</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>Sales Training</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>Technician Training</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight	ADDITIONAL OPPORTUNITIES  Webinar: <b>Tire Safety</b> What's Treading Podcast What's The Deal?: Tire Dealer Spotlight

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