













	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
TRENDING NOW Content Highlights            	<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 	<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
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	<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 	<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
<p>EVERY MONTH:</p> <p>Guess the Tool Contest (sponsorship opportunities available) & Assorted Bits</p> <p>Diagnostic Update Column - topical articles regarding diagnostic tools (adjacency opportunities available)</p> <p>The Top Drawer (editor's column)</p> <p>Online Exclusive: Not a Pry Bar or Punch - Life as a Tech column</p> <p>Online Exclusive: Double-Duty Tools: Home Tools for the Technician</p> <p>Product Previews</p>						

→ ADVERTISING INFORMATION AND RESOURCES FOR THE TECH SHOP
 BRAND AT Babcox.com/brand/techshop/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
 → MATERIALS DUE DATE

