

	JANUARY	FEBRUARY	MARCH
TRENDING NOW Monthly Content	AMN	AMN	AMN
	<ul> <li>Cover Story - The Year Ahead         (Distribution Group Preview)</li> <li>Second Feature - Where Do We Stand         With Right to Repair?</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,         Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature - Mobility Trends:         Electrified, Connected, Autonomous</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,         Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature - Quarterly Research</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,             Research, EVs     </li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert     </li> </ul>
	COUNTERMAN	COUNTERMAN	COUNTERMAN
	<ul> <li>COUNTER VIEW</li> <li>Understanding the Basic Types of Customers</li> <li>Selling Performance Parts</li> <li>TECH TOPICS</li> <li>'Road Earrings' - Why Do Springs Fail?</li> <li>Fuel-System Overview</li> <li>All Aboard the CAN bus</li> <li>Why Spark Plugs Get Dirty</li> </ul>	COUNTER VIEW  Deep Dive: Mazda  Understanding Modern Battery Functions  TECH TOPICS  Driveshaft Basics  Interpreting Brake Pad Marketing  What's a Solenoid?  Functional Fluids	COUNTER VIEW  OE vs. Aftermarket Parts  Selling Belts and Hoses  TECH TOPICS  When Water Pumps Go Bad  Selling the Complete Brake Job  Monotube vs. Twin-Tube Shocks  Gaskets and Seals

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	APRIL	MAY	JUNE
RENDING NOW Monthly Content	AMN	AMN	AMN
	<ul> <li>Cover Story - State of the Industry: Supplier Perspectives</li> <li>Second Feature - The Impact of Trade and Tariff Issues on the Aftermarket</li> <li>Topics Pages: Business Beat, Parts Dept., Breakroom, Trends, Technology, Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Women at the Wheel</li> <li>Second Feature - Data Standards: What's Next Beyond ACES and PIES?</li> <li>Topics Pages: Business Beat, Parts Dept., Breakroom, Trends, Technology, Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>5 Minutes With (human interest profile)</li> <li>AMN Connect - Podcast Q&amp;A on industry topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature - Quarterly Research</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,             Research, EVs     </li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert     </li> </ul>
	COUNTERMAN	COUNTERMAN	COUNTERMAN
	COUNTER VIEW  Rotating Electrical 101  The DIFM Dilemma: Price vs. Quality  TECH TOPICS  DIY: Coolant Flush  Filter Fundamentals  Parts and Accessories for Tire/Wheel Service  OHV/DOHC/SOHC: What's the Diff?	COUNTER VIEW  The Real Cost of Cheap Brake Pads  When Mistakes Happen  TECH TOPICS  A Closer Look at CV Axles  Cleaning an Engine  Selling Shocks and Struts  What Are Driveshaft Couplers?	COUNTER VIEW  > Best Practices for Parts Delivery > Selling A/C Parts and Tools  TECH TOPICS > Selling Parts for Motorcycles and ATVs > ADAS Opportunities > Why Catalytic Converters Fail > A Closer Look at Fuel Injectors

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	JULY	AUGUST	SEPTEMBER
TRENDING NOW Monthly Content	AMN	AMN	AMN
	<ul> <li>Cover Story - Mid-Year Distribution         Update</li> <li>Second Feature - M&amp;A: What Investment         Activity Can Foretell About Our Industry's         Future</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,         Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature - Supply Chain Update:         Opportunities and Challenges Ahead</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,         Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature - Quarterly Research</li> <li>Topics Pages: Business Beat, Parts         Dept., Breakroom, Trends, Technology,             Research, EVs     </li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry         topics with subject matter expert     </li> </ul>
	COUNTERMAN	COUNTERMAN	COUNTERMAN
	SUPPLEMENT: 2024 Sales Manual  COUNTER VIEW  Lawnmower and Tractor Maintenance The Other Modules  TECH TOPICS No-Start Engine Diagnostics Why Do Clutches Fail? Universal Coolants The Evolution of Ignition Systems	<ul> <li>COUNTER VIEW</li> <li>Deep Dive: Nissan</li> <li>Powertrain, Drivetrain, Driveline: What's the Diff?</li> <li>TECH TOPICS</li> <li>Getting a Grip on Fasteners</li> <li>What Happened to Intake Manifolds?</li> <li>Cartridge Oil Filters</li> <li>DIY: Changing Spark Plugs and Ignition Coils</li> </ul>	COUNTER VIEW  The Last-Mile Delivery Opportunity  Electric Power-Assisted Steering  TECH TOPICS  Vacuum Pumps for Brakes  Are Lifters an Issue Anymore?  Oxygen Sensors  A Closer Look at Torque Converters

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<sup>→</sup> DIGITAL ADVERTISING SPECIFICATIONS

<sup>→</sup> CLOSING DATE→ MATERIALS DUE DATE



	OCTOBER	NOVEMBER	DECEMBER
TRENDING NOW Monthly Content	AMN	AMN	AMN
	<ul> <li>Cover Story - Executive Profile</li> <li>Special Feature: MEMA Aftermarket Top Suppliers</li> <li>Topics Pages: Business Beat, Parts Dept., Breakroom, Trends, Technology, Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - Executive Profile</li> <li>Second Feature: Effective Leadership in Your Organization</li> <li>Topics Pages: Business Beat, Parts Dept., Breakroom, Trends, Technology, Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry topics with subject matter expert</li> </ul>	<ul> <li>Cover Story - 2024 Counter Professional of the Year</li> <li>Second Feature - Quarterly Research</li> <li>Topics Pages: Business Beat, Parts Dept., Breakroom, Trends, Technology, Research, EVs</li> <li>AMN People (aftermarket photo gallery)</li> <li>AMN Connect - Podcast Q&amp;A on industry topics with subject matter expert</li> </ul>
((3))	COUNTERMAN	COUNTERMAN	COUNTERMAN
	ASE P2 TEST PREP SPECIAL SECTION  COUNTER VIEW  The Importance of Fit, Form and Function  Selling Heavy-Duty Parts	<ul> <li>SUPPLEMENT: P.A.R.T.S.</li> <li>COUNTER VIEW</li> <li>The Evolution of Thermostats</li> <li>When Is It OK to Recommend Alternative Parts?</li> <li>TECH TOPICS</li> <li>What Can Suspension Noise Tell You?</li> <li>DIY: Replacing a Battery</li> <li>Traction Control vs. Stability Control</li> <li>Selling Engine Parts</li> </ul>	COUNTER VIEW  > Starting Fluid, Windshield De-Icers and Other Cold-Weather Items  > Lights, Camera, Action III: More Automotive-Themed Movies and TV Shows  TECH TOPICS > A Closer Look at Antilock Braking Systems > Understanding the EVAP System > Unitized Control Arms > What Can Go Wrong with Heater Cores?
		SPECIAL PROGRAMMING:	
	<ul> <li>&gt; Women at the Wheel</li> <li>&gt; AASA Top Suppliers</li> <li>&gt; AMN DriveTime</li> <li>&gt; The Buzz</li> </ul>	<ul> <li>Year In Review</li> <li>Counter Professional of the Year</li> <li>Counterman Sales Manual</li> <li>P.A.R.T.S.</li> </ul>	> ASE P2 Test Prep

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