

	JANUARY	FEBRUARY	MARCH
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>Evaluating Credit Card Processing Services</li> <li>Offering Consumer Financing for Expensive Repairs</li> <li>Back To School - Build Your Team With Tomorrow's Techs</li> </ul>	<ul style="list-style-type: none"> <li>Roadside Assistance and Towing</li> <li>Shop Management Software: Tax Prep Assistance</li> <li>Improving Customer Communication</li> </ul>	<ul style="list-style-type: none"> <li>Handling Workers Comp Claims</li> <li>Boosting Performance - Tuning, Exhausts, Handling</li> <li>Implementing Incentive Programs</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>Scope/Circuit Diagnostics for Undercar Techs: Wheel Speed Sensors and Hub Units</li> <li>EV: Brake Pad Replacement Options</li> <li>Chassis: How Can New Chassis Parts Change Alignment Angles?</li> <li>Brake Boosters: Vacuum Pumps</li> </ul>	<ul style="list-style-type: none"> <li>Ride Control Replacement for EVs</li> <li>Brakes: What the Edge Code Doesn't Tell You</li> <li>ADAS: Steering Angle Sensors</li> <li>Nissan CVT Transmission Service and Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>ADAS Wheel Bearing Hub Units</li> <li>DPF Replacement and Pressure Sensor Diagnostics</li> <li>Brakes: The difference Between Pulsation and Judder</li> <li>What You Need To Know Before You Order a Catalytic Converter</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>High-Pressure Direct Injection Systems</li> <li>ILSAC's New GF-7 Oil Standards</li> <li>Stop/Start Starters and Batteries</li> <li>Chrysler Power Distribution Modules</li> <li>Improving on Intake Manifold Gaskets</li> </ul>	<ul style="list-style-type: none"> <li>Ignition: Misfires Under Load</li> <li>Oil and Air Filter Monitors</li> <li>Renewing High-Mileage Accessory Belt Systems</li> <li>LED Headlight Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>Secondary Ignition Waveform Interpretation</li> <li>HVAC: Recharging R1234yf Systems</li> <li>EV: Gaskets For Battery Packs and Inverters</li> <li>DTCs Caused by Clogged Air Filters</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>Audi/VW Wheel Bearing Replacement</li> <li>Cleaning Up Carbon Deposits on European Engines</li> <li>Mercedes Ignition Coil Pack Diagnostics</li> <li>Mercedes Benz Turbocharged Engine Service and Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>BMW: Servicing Cooling Systems</li> <li>Mercedes: Transmission Noises and Missed Shifts</li> <li>Push Button Start and Security Diagnostics</li> <li>Porsche IMS Bearing Replacement</li> </ul>	<ul style="list-style-type: none"> <li>Audi Active Ride Control Service</li> <li>VW/AudiFlange Mounted Wheel Hub Replacement</li> <li>BMW: Belt System Restoration</li> <li>Servicing Carbon Ceramic Brake Systems</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>All Weather Tires</li> </ul>	<ul style="list-style-type: none"> <li>Tires for EVs</li> </ul>	<ul style="list-style-type: none"> <li>Ag Tires</li> <li><b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>Scan Tools</li> <li>Tool Intel: Multimeter Current Testing</li> </ul>	<ul style="list-style-type: none"> <li>Tool Box Guide</li> <li>Tool Intel: Crimping Tools</li> </ul>	<ul style="list-style-type: none"> <li>ADAS Equipment</li> <li>Tool Intel: Line Flaring Tools</li> </ul>

	APRIL	MAY	JUNE
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>› Services To Manage Your Online Reputation</li> <li>› Developing Mentorship Programs</li> <li>› Cybersecurity Update</li> </ul>	<ul style="list-style-type: none"> <li>› AI - Curse or Savior in the Bays</li> <li>› Road Test Solutions</li> <li>› Developing Your Service Advisors</li> </ul>	<ul style="list-style-type: none"> <li>› Labor Payment Methods</li> <li>› What is Your Shop's Social Media Policy?</li> <li>› Partnership with Collision Repair Facilities</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>› ADAS: System Deactivation Diagnostics</li> <li>› Measuring Ride Height Guide For Springs</li> <li>› Exhaust System Fabrication</li> <li>› Alignment Adjustment Kits and Parts</li> </ul>	<ul style="list-style-type: none"> <li>› Chassis: Why Do Ball Joints Fail?</li> <li>› Driveshaft Service Procedures and Tools</li> <li>› Brakes: Does Rotor Finish Still Matter?</li> <li>› Isolating Wheel Bearing Noise</li> </ul>	<ul style="list-style-type: none"> <li>› EV: CV Joint and Axle Service</li> <li>› Presenting the Customer with Ride Control Options</li> <li>› ADAS: Automatic Emergency Braking Systems</li> <li>› Finding Bent and Worn Control Arms</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>› Ignition: Coil Degradation</li> <li>› Dual Scroll and Variable Geometry Turbochargers</li> <li>› Belt and Pulley Alignment</li> <li>› Testing PCV systems</li> </ul>	<ul style="list-style-type: none"> <li>› Packaging Maintenance Services</li> <li>› HVAC: Recharging R1234yf Systems</li> <li>› Sealing Transmissions: Seals and Gaskets</li> <li>› What to do When Over-the-Air Updates Stop Working</li> <li>› New Stretch Belt Applications</li> </ul>	<ul style="list-style-type: none"> <li>› EV: Cooling System Service</li> <li>› Diesel Particulate Filter Regeneration</li> <li>› Oxygen Sensor and Air/Fuel Ratio Sensors</li> <li>› GM Telematic System Errors</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>› EV: Mercedes EQ FAQ</li> <li>› Brake Fluid Replacement For Hybrid and EV European Vehicles</li> <li>› VW/Audi CVT Transmissions</li> <li>› BMW N-Series Head Gasket Replacement</li> </ul>	<ul style="list-style-type: none"> <li>› BMW Misfire Diagnostics</li> <li>› Land Rover Air Ride Service Options</li> <li>› Mercedes FlexRay Data Bus Diagnostics</li> <li>› TPMS: BMW/Mercedes/VW</li> </ul>	<ul style="list-style-type: none"> <li>› Electric Power Steering For Imports</li> <li>› BMW: Manual Transmission Clutch Replacement</li> <li>› MINI Cooper Suspension Alignment</li> <li>› VW TDI Service and Maintenance</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>› Tires for Last-Mile Delivery</li> </ul>	<ul style="list-style-type: none"> <li>› All-Season Tires</li> </ul>	<ul style="list-style-type: none"> <li>› UHP All-Season Tires</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>› Cordless Tools</li> <li>› Tool Intel: Multimeter Resistance Testing</li> </ul>	<ul style="list-style-type: none"> <li>› EV &amp; Electrical Testing Equipment</li> <li>› Tool Intel: EV Service Tools</li> </ul>	<ul style="list-style-type: none"> <li>› Cooling System Service Tools/AC Equipment</li> <li>› Tool Intel: Multimeter Special Functions</li> </ul>

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→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE  
→ MATERIALS DUE DATE










	JULY	AUGUST	SEPTEMBER
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>&gt; Curing Customer Check-In/Drop Off Problems</li> <li>&gt; Maximizing Local Online Advertising Campaigns</li> <li>&gt; Looking For Help In All The Odd Places</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Tech Retention Techniques</li> <li>&gt; Maximizing Multi-Shop Operations</li> <li>&gt; Can You Fire Your Customer?</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Car Washes - in-house or local vendor?</li> <li>&gt; How Importance Is Shop Appearance?</li> <li>&gt; Maximizing Trade Show Attendance</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>&gt; Tie Rod Geometry and Adjustments</li> <li>&gt; Driveshaft Balance and Vibrations</li> <li>&gt; Diagnosing Active Ride Control Codes</li> <li>&gt; Wheel Bearing Pre-Load and Geometry</li> </ul>	<ul style="list-style-type: none"> <li>&gt; ADAS: Steering Angle Sensors</li> <li>&gt; Scope/Circuit Diagnostics for Undercar Techs: Brake Pedal Travel Sensors</li> <li>&gt; Drum Brake Service Guide</li> <li>&gt; Wheel Alignment Tips and Tricks</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Top 10 Wheel Bearing Mistakes</li> <li>&gt; Correcting Memory Steer Problems</li> <li>&gt; Analyzing Brake Pad Wear Patterns</li> <li>&gt; Parking Brake Adjustments</li> <li>&gt; Limited-Slip Differential Diagnostics</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>&gt; New Methods for Finding Head Gasket Leaks</li> <li>&gt; HVAC: Diagnosing No-Cooling Complaints</li> <li>&gt; EV: Replacing Traction Motors and Inverters</li> <li>&gt; EGR Valve Diagnostics</li> <li>&gt; New Belt Tensioner Technology</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Push Button No-Start Diagnostics</li> <li>&gt; Calibrating Crankshaft Position Sensors</li> <li>&gt; EV: Charging System Diagnostics</li> <li>&gt; Engine R&amp;R: Sourcing Short and Long Blocks</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Replacing Rear Main Seals and Gaskets</li> <li>&gt; Packaging Maintenance Services</li> <li>&gt; Curing Torque Converter Shudder Problems</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>&gt; BMW Common Chassis and Brake Problems</li> <li>&gt; Audi/VW Oil Cooler Diagnostics</li> <li>&gt; Cartridge Oil Filter Replacement</li> <li>&gt; Servicing Vintage European Vehicles</li> </ul>	<ul style="list-style-type: none"> <li>&gt; VW 2.0 TSFI Water Pump Replacement</li> <li>&gt; Mercedes Zone HVAC Diagnostics</li> <li>&gt; Curing Memory Steer</li> <li>&gt; Tuning Bosch Jetronic Systems</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Audi Active Ride Control Service</li> <li>&gt; VW/Audi Flange Mounted Wheel Hub Replacement</li> <li>&gt; BMW: Belt System Restoration</li> <li>&gt; Servicing Carbon Ceramic Brake Systems</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>&gt; OTR Tires</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Touring Tires</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Industrial Tires</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>&gt; Specialty Tools</li> <li>&gt; Tool Intel: Files</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Suspension &amp; Alignment tools and equipment</li> <li>&gt; Tool Intel: Hammers</li> </ul>	<ul style="list-style-type: none"> <li>&gt; TPMS, Tire and Wheel Service Equipment</li> <li>&gt; Tool Intel: Drill Bits</li> </ul>

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	OCTOBER	NOVEMBER	DECEMBER
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>› Road Test Solutions</li> <li>› Evaluating Your Labor Rates</li> <li>› Year-End Review/Next Year Planning</li> </ul>	<ul style="list-style-type: none"> <li>› Selling With Instagram</li> <li>› Mental Health Checkup</li> <li>› Maximizing Supplier Communications</li> </ul>	<ul style="list-style-type: none"> <li>› Sourcing A Tire Inventory</li> <li>› What Do Extended Warranties Mean For Productivity</li> <li>› Shop Management Systems - How To Know What You Need</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>› Diagnostics for Rear Brake Pad Wear</li> <li>› Master Cylinder and Booster Diagnostics</li> <li>› Drive Shaft Center Bearing Replacement Options</li> <li>› Regenerative Braking On Hybrid and Electric Vehicles</li> </ul>	<ul style="list-style-type: none"> <li>› Chassis: Electric Power Steering Codes and Cures</li> <li>› Exhaust System Gasket Technology</li> <li>› Hybrid Brake Jobs</li> <li>› Replacing Wheel Bearing on Solid Axles</li> <li>› Why Are Shocks and Struts Gas Charged</li> </ul>	<ul style="list-style-type: none"> <li>› Air Ride: Dodge Full-Sized Pickups</li> <li>› Scope/Circuit Diagnostics: Transmission Solenoids</li> <li>› Wheel Bearing Hub Unit Tricks and Tips</li> <li>› EV: Toyota Regenerative Braking</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>› Diagnostic Strategies for GDI Systems</li> <li>› Replacing Belts and Tensioners</li> <li>› HVAC: Orifice Tubes and Expansion Valves</li> <li>› VVT Oil Control Solenoids</li> </ul>	<ul style="list-style-type: none"> <li>› Direct Fuel Injection High-Pressure Pump Diagnostics</li> <li>› Turbocharger Boost Control Sensors</li> <li>› Reflashing and Reprogramming For Profit</li> <li>› Decouple Pulley Diagnostics and Replacement</li> </ul>	<ul style="list-style-type: none"> <li>› Drop Voltage Testing of Starting and Charging Circuits</li> <li>› Relay Controlled and Power Circuits</li> <li>› Valve Cover and Gasket Technology</li> <li>› Misfires and Mechanical Problems</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>› Aligning the BMW 4-Series</li> <li>› Mercedes: A, B and C Maintenance Services</li> <li>› BMW: M-Series Brake Service</li> <li>› VW: Electronic Brake Distribution and Rear Pad Wear</li> </ul>	<ul style="list-style-type: none"> <li>› ADAS: Mercedes Safety Systems</li> <li>› VW DSG Transmission Diagnostics</li> <li>› Intermediate CV Shaft Inspection</li> <li>› HVAC: Audi Cabin Comfort Sensors</li> </ul>	<ul style="list-style-type: none"> <li>› Clearing BMW Adaptation Data</li> <li>› Import Timing and Balance Shaft Belts</li> <li>› MINI: Stop/Start Problems</li> <li>› 36-Volt Audi Hybrids</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>› Overlanding/Off-Road Tire Segments</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>	<ul style="list-style-type: none"> <li>› Commercial Tires</li> </ul>	<ul style="list-style-type: none"> <li>› Winter Tires</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>› Lifts</li> <li>› Tool Intel: Punches and Chisels</li> </ul>	<ul style="list-style-type: none"> <li>› Air Compressors and Air Tools</li> <li>› Tool Intel: Air Compressors</li> </ul>	<ul style="list-style-type: none"> <li>› Shop Management Systems</li> <li>› Tool Intel: Thread Repair</li> </ul>

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