
























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

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE















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

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

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