

TIRE BUSINESS

2018 Editorial Calendar

Month	Issue Date	Ad Close**	Issue Highlights	Ranking Reports & Special Content	Industry Events/ Bonus Distribution
January	01/01/18	12/19/17*	Review 2017/Preview 2018		
	01/15/18	01/03/18	2018 Motorsports Preview		
	01/29/18	01/17/18	OTR and Farm Tire Update		TIA OTR Conference, Feb. 21-24, Ponte Vedra Beach, FL
February	02/12/18	01/31/18	29th Annual Market Data Book	North American Tire Market Profile, Tire Market Facts, Graphs and Charts	
	02/26/18	02/14/18	Latest in Brakes and Shocks		
March	03/12/18	02/28/18	Trends in the Winter Tire Market		
	03/26/18	03/14/18	The Role of the Tire Shop Manager		
April	04/09/18	03/28/18	Commercial Tire & Retreading Report, plus Scrap Tire and Recycling Update	Rankings of North America's Largest Commercial Tire Dealerships and Retreaders	
	04/23/18	04/11/18	The Latest Innovations in Shop Tools & Equipment		
May	05/07/18	04/25/18	Tire Brands Report, covering Flag, Import, Associate and Private Brands, and a Special Focus on China	Annual Brands @ A Glance List	The Tire Cologne, May 29-June 1, Cologne
	05/21/18	05/09/18	Latin America Tire & Automotive Report		Latin American & Caribbean Tyre Expo, June 6-8, Panama
June	06/04/18	05/23/18	Mid-Year Tire Report		
	06/18/18	06/06/18	Game Changing Technology: A Look at Innovation & Automation and its Impact on Tire Manufacturing and Tire Dealers		
July	07/02/18	06/20/18	The Ultimate Performance Tire Guide		Latin Parts Expo, July 25-27, Panama
	07/16/18	07/04/18	Marketing Groups	North American Marketing Groups Directory & Cross-Reference	
	07/30/18	07/18/18	Trends in Light Truck Tires		
August	08/13/18	08/01/18	Focus on Automotive Service and Automotive Service Franchise Programs	Directory of Auto Service Programs	
	08/27/18	08/15/18	33rd Annual Global Tire Report	Global Tire Company Rankings and Global Tire Production Facilities	
September	09/10/18	08/29/18	How to Boost Your Sale of Wheels		
	09/24/18	09/12/18	Other Tires Update: A Look at Specialty, Industrial, Farm and OTR Tires	Directory of Specialty Tire Marketers	
October	10/08/18	09/26/18	2018 Motorsports Update		
	10/22/18	10/10/18	1st TIA/SEMA/AAPEX Show Issue	Ranking of Largest Independent Retail Dealerships	AAPEX/SEMA Shows, Oct. 30- Nov. 2, Las Vegas, NV
November	11/05/18	10/18/18*	2nd TIA/AAPEX/SEMA Show Issue, including focus on Tire Wholesalers & Announcement of the Tire Dealer Humanitarian Award Winner	Directory of Major Wholesalers by Region	AAPEX/SEMA Shows, Oct. 30- Nov. 2, Las Vegas, NV
	11/19/18	11/07/18	TIA/SEMA/AAPEX Show Coverage		
December	12/03/18	11/20/18*	How the Digital Workspace is Changing How Dealers Operate		
	12/17/18	12/05/18	Book of Lists	Directories of Tire Makers, Private Branders, Associations, etc.	

* Early close dates ** Classified ad close dates are 10 days prior to published date