

THE SHOP

EDIT CALENDAR 2020

In addition to the in-depth monthly coverage found in each of *THE SHOP*'s editorial sections – Performance, Restyling, Hot Rod & Customizing, Technology & Electronics and Shop Tools & Equipment – here are some of the featured subjects scheduled for 2020...

JANUARY

- Bumpers
- Oils & Fluids
- *Precision Engine* Special Section

Ad Materials Deadline: 11/15/2019

Mail Date: 12/10/2019

FEBRUARY

- Work Trucks
- Drag Racing
- Polyurethane

Ad Materials Deadline: 12/13/2019

Mail Date: 1/13/2020

MARCH

- SPECIAL REPORT: Overlanding
- Fuel Pumps
- Advanced Driver Assistance Systems

Ad Materials Deadline: 1/16

Mail Date: 2/10

APRIL

- Clutches
- Interior Accessories
- *Precision Engine* Special Section

Ad Materials Deadline: 2/14

Mail Date: 3/10

MAY

- Exhaust Systems
- Wheels & Tires
- Heat & Sound Deadening

Ad Materials Deadline: 3/13

Mail Date: 4/7

JUNE

- Dynos
- Tonneau Covers
- Lift Kits

Ad Materials Deadline: 4/13

Mail Date: 5/6

JULY

- Made in USA Products
- SPECIAL REPORT: Tint & PPF
- *Precision Engine* Special Section

★ **Bonus Distribution at industry trade shows and events**

Ad Materials Deadline: 5/11

Mail Date: 6/4

AUGUST

- *THE SHOP* Guide 2020
- Light Bars
- Brakes

★ **Bonus Distribution at industry trade shows and events**

Ad Materials Deadline: 6/10

Mail Date: 7/8

SEPTEMBER

- SPECIAL REPORT: Powersports
- Towing & Hauling
- Sport Compacts

Ad Materials Deadline: 7/13

Mail Date: 8/5

OCTOBER

- Drivetrain
- Seats & Interior Trim
- *Precision Engine* Special Section

★ **Bonus distribution at industry events**

Ad Materials Deadline: 8/13

Mail Date: 9/8

NOVEMBER

- Project Vehicles
- Wraps & Graphics
- Pro-Touring

★ **Bonus Distribution: SEMA, Las Vegas and PRI, Indianapolis**

Ad Materials Deadline: 9/15

Mail Date: 10/8

DECEMBER

- Circle Track
- Turbos
- Toolboxes & Cargo Management

★ **Bonus Distribution: PRI, Indianapolis**

Ad Materials Deadline: 10/14

Mail Date: 11/6

