2027 EDITORIAL CALENDAR

FB™ FENDERBENDER™

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	**12/11/26**	**1/7/27**	**2/5/27**	**3/4/27**	**4/5/27**	**4/29/27**
MATERIAL DUE	**12/16/26**	**1/12/27**	**2/10/27**	**3/9/27**	**4/7/27**	**5/4/27**
MAIN FEATURE	**Setting up for success in 2027:** Shop operators share winning strategies.	**More than Collision Repair:** There are multiple income streams a collision repair shop can offer for customer-pay, including ceramic coating, paint correction, vinyl wraps (and even murals for structure walls), and more. Introduce glass installation, but this specialty is broken out in a strategy article for March.	**Celebrating women in the collision repair industry**: This feature, popular since it first appeared in 2025, returns for 2027 as part of Women's History Month. We talk with a new group of women from various roles who help make our industry great.	**Carve a niche with luxury and specialty vehicle repairs:** Discover the unique requirements of what it takes to satisfy a demanding clientele.	**Building longevity as an independent in a world of MSOs**	**Why Future Technicians Will Need to Be Part Mechanic, Part IT Specialist:** What really sets an ADAS technician apart is the ability to be technology-focused and also have a great grasp on collision repair.
ADDITIONAL CONTENT	• Recruiting from outside your organization: Your next best team member could be right in front of you every day • Optimize your daily scorecard • Challenging long-held assumptions about leadership	• OEM Repair Procedures in Repair Planning • The cost of fear in leadership	• Fleet calibrations: The next billion-dollar ADAS opportunity • Add glass installation to your services	• Optimize paint and materials gross profit • How to Handle an OSHA site visit	• Implementing an in-process checklist • Should you build your own ADAS calibration department or partner with a specialist?	• Leveraging remote estimating • Midyear consolidation review • MSO REPORT

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSE	**6/2/27**	**7/1/27**	**7/29/27**	**9/2/27**	**10/1/27**	**10/27/27**
MATERIAL DUE	**6/7/27**	**7/7/27**	**8/3/27**	**9/8/27**	**10/6/27**	**11/1/27**
MAIN FEATURE	**Community Influence and Mentorship:** Examples of how shops and industry professionals are engaging schools, mentoring future technicians, and creating positive change within their local communities.	**Career Pathways in Collision Repair:** Stories that highlight journeys from entry-level roles to leadership and shop ownership.	• **FenderBender Award** • **Best Repair Planner/Estimator Award**	**Gearing up for OEM certifications:** Tools, equipment, training, facility	**Beyond traditional roles:** From Client Solutions Specialist to Director of Client Insurance Reconciliation, these operators defy convention.	**FenderBender State of the Industry Report Issue:** This special issue will combine insights from our annual survey with key industry research on trends, challenges, technology, and growth opportunities for collision repair shops.
ADDITIONAL CONTENT	• Apprenticeship programs • Leverage remote estimating	• Practical quality assurance and continuous improvement • Designing an In-house production system	• The benefits of belonging to an association • Why ADAS calibration is becoming a customer retention tool, not just repair procedure	• All-women body team • Advanced inspection & disassembly repair planning	• The ADAS calibration gap: Why vehicle technology is outpacing industry readiness • Tie your body work and reassembly operations to the paint flow line	Columnists Mike Anderson, Tiffany Menefee, and Greg Lobsiger will offer their perspectives and industry outlooks.

Estimated mail date is the 15th of each month

IN EACH ISSUE:

- Industry news coverage from throughout the nation
- In-depth features on the industry's most pressing issues
- Profiles of thriving shops and their tactics for success
- Case studies exploring common challenges and solutions
- Training events and news from your local and regional associations
- Proven strategies for business growth
- Numerical breakdowns of industry trends

COLUMNISTS AND SUBJECT MATTER EXPERTS:

- Mike Anderson, Owner and President of Collision Advice
- Greg Lobsiger, Owner of Loren's Body Shop in Bluffton, Indiana
- Tiffany Menefee, Owner of Pronto Body Shop in El Paso, Texas
- Chris Johnston, Senior Partner of Johnston | Martineau, pllc.
- Shey Knight, CFO of Autosport Bodyworks, Opelika, Alabama
- Ted Williams, Collision Repair Industry Strategist and Consultant

SPECIAL OPPORTUNITIES & PRINT RATES



BRAND INSIGHT SURVEY

APRIL - Designed to provide participating companies with a current view of what the industry is saying about their company or brand.
+ VIEW EXAMPLE



FENDERBENDER AWARD

SEPTEMBER - Tie your brand to the biggest feature of the year honoring the leading shop owner or executive in collision repair. **+ VIEW EXAMPLE**



MSO REPORT

JUNE - A annual opportunity to put your brand in front of the biggest, most influential collision repairers in the country. **+ VIEW EXAMPLE**



BEST REPAIR PLANNER/ESTIMATOR AWARD

SEPTEMBER - Today's complex vehicles demand safe and precise repairs. The 2027 Best Repair Planner/ Estimator Award recognizes the individual in that role who best demonstrates a dedication to following OEM repair procedures and a commitment to safe and quality repairs. **+ VIEW EXAMPLE**



FENDERBENDER STATE OF THE INDUSTRY REPORT

JULY - Become a thought leader aligning with current trends, statistics, data and content shaping the industry.
+ VIEW EXAMPLE



ULTIMATE COLLISION REPAIR SHOP

OCTOBER - The Ultimate Collision Repair Shop (UCRS) is designed to highlight the best-of-the-best products, services, tools and equipment that all shop operators must have to run the most efficient, profitable, and successful shop possible.
+ VIEW EXAMPLE



AD INSIGHT STUDY

AUGUST - The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative. **+ VIEW EXAMPLE**



SEMA SHOW PREVIEW

OCTOBER - Strategically timed in October, FenderBender's 2027 SEMA Show Preview helps drive awareness and foot traffic for participating advertisers. A directory of featured and must-see exhibitors is included in this special section that highlights the SEMA Show. **+ VIEW EXAMPLE**

MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

AD TYPE	1X
Full Page Spread	$10,000
Full Page	$6,000
1/2 Page	$4,000
1/3 Page	$2,750
1/4 Page (ABRN only)	$2,250
COVER PREMIUM	
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%

+ PRINT SPECS

Print Ad Material Contact

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Include advertiser name, publication, and issue date