

# 2025 EDITORIAL CALENDAR

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\*Editorial coverage is subject to change

ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
<b>JAN</b>	12/27/24	1/3/25	<b>2025 MTD Facts Issue</b> <ul style="list-style-type: none"> <li>Tire shipments and imports</li> <li>Exclusive tire brand market share</li> <li>Distribution channels</li> <li>Tire pricing, sizing, world sales leaders and more</li> </ul>	Suspension/ride control service TPMS service	John Healy analyzes the North American tire market	<b>59th MTD Facts Issue</b> (most well-read and quoted issue of the year)
<b>FEB</b>	1/22/25	1/27/25	<b>HP/UHP tire trends</b> <ul style="list-style-type: none"> <li>Exclusive market share data by speed rating</li> </ul>	Brake service TPMS service	Best digital marketing practices	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>Exclusive OTR tire market overview</li> <li>Dealer profile</li> <li>Commercially Viable</li> <li>2025 TIA OTR Tire Conference, 2/19-22, San Juan, Puerto Rico</li> </ul>
<b>MAR</b>	2/19/25	2/24/25	<b>Winter tire issue</b> <ul style="list-style-type: none"> <li>Winter tire trends</li> <li>Winter tire sales</li> </ul>	Battery service TPMS service	Employee recruitment and retention	Consumer financing options
<b>APR</b>	3/13/25	3/18/25	The latest on tire dealer program groups <ul style="list-style-type: none"> <li>List of U.S. program groups</li> </ul>	Servicing advanced cooling systems TPMS service	Best practices for inventory control	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>MTD's Top Retreaders List</li> <li>Overview of U.S. retread market</li> <li>Commercially Viable</li> </ul> <p><i>Performance Handbook</i> polybagged with April issue</p>
<b>MAY</b>	4/16/25	4/21/25	The latest on EV tires <ul style="list-style-type: none"> <li>Selling EV tires</li> <li>Tiremakers comment on EV tire segment</li> </ul>	Spring Car Care service TPMS service	Dealers share operational tips	<b>Annual Tire Dealer Survival Guide</b> <ul style="list-style-type: none"> <li>Experts share best practices</li> </ul>
<b>JUNE</b>	5/20/25	5/23/25	<b>Annual commercial truck tire issue</b> <ul style="list-style-type: none"> <li>Exclusive truck tire brand market share</li> <li>Truck tire market overview</li> <li>Truck tire trends</li> </ul>	Diagnostics TPMS service	Employee management	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>U.S. truck tire market report</li> <li>Truck tire market share by brand</li> <li>Truck tire dealer profile</li> <li>Commercially Viable</li> </ul>

## EACH MONTH

### Editorial

MTD's editor Mike Manges comments on the pressing issues of the industry in a manner that dealers have depended upon for over 30 years.

### Industry News

MTD editors select the top news stories of the industry and present them in a clear and concise way for dealers. When time is critical, dealers can stay informed by reading through this valuable section of the magazine.

### Numbers That Count

MTD editors pore over the massive amount of data floating around and select a handful of highly useful statistics that help make sense of the industry.

### Your Marketplace

John Healy of Northcoast Research shares his thoughts about the financial side of the industry backed by solid research done by MTD.

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JUL	6/12/25	6/17/25	<b>The 2024 MTD 100</b> <ul style="list-style-type: none"> <li>• Exclusive list of largest tire dealers</li> <li>• Dealers discuss trends and challenges</li> </ul>	Oil and lube service TPMS service	Dealers provide insights on market	<b>Annual Tire Industry Buyers' Guide</b> <ul style="list-style-type: none"> <li>• Exclusive listing of top tire industry companies</li> </ul>
AUG	7/23/25	7/28/25	Top tire company execs discuss market <ul style="list-style-type: none"> <li>• SUV/CUV/LT tire trends</li> </ul> <b>Ad Readership Study issue</b>	ADAS service TPMS service	How dealers are using artificial intelligence	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>• Industrial tire update</li> <li>• Dealer profile</li> <li>• Commercially Viable</li> </ul>
SEP	8/19/25	8/22/25	<b>33rd MTD Tire Dealer of the Year Issue</b> <ul style="list-style-type: none"> <li>• MTD honors top tire dealer</li> </ul>	EV service TPMS service	SEMA Show/AAPEX preview	<b>MTD Dealer of the Year issue</b>
OCT	9/17/25	9/22/25	<b>Annual Commercial Tire Dealer issue</b> <ul style="list-style-type: none"> <li>• Top 25 Commercial Tire Dealers list</li> <li>• Dealers comment on market trends</li> <li>• All-weather tires</li> </ul>	Alignments TPMS service	SEMA Show/AAPEX preview	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>• Exclusive Top Commercial Dealer list</li> <li>• Dealer profile</li> <li>• Commercially Viable</li> </ul> MTD Show Package Issue
NOV	10/1/25	10/6/25	<b>MTD On the Rise issue</b> <ul style="list-style-type: none"> <li>• MTD honors young industry superstars</li> <li>• Consumer tire market trends</li> <li>• Interview with incoming TIA president</li> </ul>	Car winterization TPMS service	Best practices for business planning	<b>MTD On the Rise section</b>  MTD Show Package Issue
DEC	11/14/25	11/19/25	<b>Annual ag tire issue</b> <ul style="list-style-type: none"> <li>• Ag tire shipments</li> <li>• Market share by brand</li> <li>• SEMA/AAPEX coverage</li> </ul>	Heating system service TPMS service	Market trends to watch in 2025	<b>Commercial Tire Dealer</b> <ul style="list-style-type: none"> <li>• Tiremakers comment on ag tire market</li> <li>• Dealer profile</li> <li>• Commercially Viable</li> </ul>