

2026 EDITORIAL CALENDAR



*Editorial coverage is subject to change

ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JAN	12/29/25	1/5/26	2026 MTD Facts Issue <ul style="list-style-type: none"> Tire shipments and imports Exclusive tire brand market share Distribution channels Tire pricing, sizing, world sales leaders and more 	TPMS service	John Healy analyzes the North American tire market	60th MTD Facts Issue (most well-read and quoted issue of the year)
FEB	1/21/26	1/26/26	Update on HP/UHP tire markets <ul style="list-style-type: none"> Exclusive market share data by speed rating 	Suspension service TPMS service	The latest in digital marketing	Commercial Tire Dealer <ul style="list-style-type: none"> Examining the OTR tire market OTR dealer success story Commercially Viable • 2026 TIA OTR Tire Conference, 2/18-21, Orlando, FL
MAR	2/18/26	2/23/26	Winter tires <ul style="list-style-type: none"> Where is the market heading? Winter tire sales analysis 	Brake service TPMS service	POS systems	Consumer financing
APR	3/18/26	3/23/26	Tire dealer program groups <ul style="list-style-type: none"> Exclusive list of U.S. program groups 	Servicing advanced charging systems TPMS service	Motivating employees	Commercial Tire Dealer <ul style="list-style-type: none"> MTD's Top Retreaders List U.S. retread market overview Commercially Viable Performance Handbook polybagged with April issue
MAY	4/15/26	4/20/26	Tires for EVs <ul style="list-style-type: none"> What is the next generation of consumer tires EV market size and positioning 	Spring Car Care TPMS service	Dealer success story	Annual Tire Dealer Survival Guide <ul style="list-style-type: none"> Experts share best practices
JUNE	5/20/26	5/26/26	Annual commercial truck tire issue <ul style="list-style-type: none"> MTD's truck tire brand market share Truck tire market insights Truck tire trends 	ADAS update TPMS service	Employee training	Commercial Tire Dealer <ul style="list-style-type: none"> U.S. truck tire market overview Truck tire market brand shares Truck tire dealer profile Commercially Viable

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 based on sell-out and tire tier trends.

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JUL	6/17/26	6/22/26	The 2026 MTD 100 <ul style="list-style-type: none"> • Our exclusive list of nation's largest tire dealers • Dealers address the changing market 	Oil and lube service TPMS service	Inventory control	Annual Tire Industry Buyers' Guide <ul style="list-style-type: none"> • MTD's exclusive listing of top tire chains
AUG	7/22/26	7/27/26	SUV/CUV/LT tire market <ul style="list-style-type: none"> • The latest in the hottest trends • Ad Readership Study issue 	Diagnostic equipment overview TPMS service	How AI is changing the landscape	Commercial Tire Dealer <ul style="list-style-type: none"> • Industrial tires • Dealer success article • Commercially Viable
SEP	8/19/26	8/24/26	34th MTD Tire Dealer of the Year Issue <ul style="list-style-type: none"> • MTD honors the country's top tire dealer 	Pre-winter vehicle maintenance TPMS service	SEMA Show/AAPEX preview	MTD Dealer of the Year issue
OCT	9/16/26	9/21/26	Annual Commercial Tire Dealer issue <ul style="list-style-type: none"> • Top 25 Commercial Tire Dealers list • Dealer insights on market trends • All-weather tire report 	Alignments TPMS service	SEMA Show/AAPEX preview	Commercial Tire Dealer <ul style="list-style-type: none"> • MTD's top Commercial Dealer list • Dealer article • Commercially Viable MTD Show Package Issue
NOV	9/30/26	10/5/26	MTD On the Rise issue <ul style="list-style-type: none"> • MTD honors young industry superstars • Consumer tire market insights • Interview with incoming TIA president 	Fuel Injection Maintenance TPMS service	Best practices for business planning	MTD On the Rise section MTD Show Package Issue
DEC	11/11/26	11/16/26	Annual AG tire issue <ul style="list-style-type: none"> • Market share by brand • AG tire shipments • Post SEMA/AAPEX coverage 	Best practices for courtesy checks TPMS service	Market trends for 2027	Commercial Tire Dealer <ul style="list-style-type: none"> • AG tire market comments by tiremakers • AG tire market comments by dealers • Commercially Viable