

2027 EDITORIAL CALENDAR



*Editorial coverage is subject to change

ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JAN	12/30/26	1/9/27	2027 MTD Facts Issue • Tire shipments and imports data • Exclusive tire brand market share insights • Distribution channel analysis • Tire pricing, sizing, and global industry leaders	TPMS service	North American tire market outlook for 2027	61st MTD Facts Issue (most well-read and quoted issue of the year)
FEB	1/20/27	1/25/27	HP & UHP tire segment update Market share trends by speed rating	Brake service TPMS service	AI – a successful dealer shares usage insights	Commercial Tire Dealer • OTR tire market deep dive • OTR dealer success profile • Commercially Viable • TIA OTR Tire Conference, 2/24 – 2/27, New Orleans
MAR	2/17/27	2/22/27	Winter tire segment • Analysis and outlook • Future direction of winter tire demand	Oil & Lube service TPMS service	Digital marketing strategies	Consumer financing solutions
APR	3/10/27	3/15/27	Tire dealer program groups • Updated listing of U.S. program groups	ADAS overview TPMS service	Staying current with HR regulations	Commercial Tire Dealer • MTD's Top Retreaders List • U.S. retread market overview • Commercially Viable Performance Handbook polybagged with April issue
MAY	4/14/27	4/19/27	EV tire segment • Next-generation consumer tire trends • EV tire positioning	Chassis/Suspension service TPMS service	Profile of successful dealer	• Annual Tire Dealer Survival Guide • Expert best practices
JUNE	5/18/27	5/21/27	Annual commercial truck tire issue • Truck tire brand market share • Market trends and insights	ADAS service update TPMS service	Inventory management strategies	Commercial Tire Dealer • U.S. truck tire market overview • Brand share analysis • 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	6/14/27	6/17/27	The 2027 MTD 100 • Largest U.S. tire dealers ranking • Dealer perspectives on market changes	Alignment best practices TPMS service	Employee training	Annual Tire Industry Buyers' Guide • MTD Top Tire Chains Listing
AUG	7/21/27	7/26/27	SUV/CUV/LT tire segment trends • Emerging growth opportunities	Diagnostic equipment overview TPMS service	Impact of AI on dealership operations	Commercial Tire Dealer • Specialty tire focus • Dealer success feature • Commercially Viable
SEP	8/17/27	8/20/27	35th MTD Tire Dealer of the Year Issue • MTD honors the nation's top tire dealer	Fuel-system service TPMS service	SEMA Show/AAPEX preview	MTD Dealer of the Year issue
OCT	9/15/27	9/20/27	Annual Commercial Tire Dealer issue • Top 25 Commercial Tire Dealers list • Market trend insights • All-weather tire segment report	Charging system services TPMS service	SEMA Show/AAPEX preview	Commercial Tire Dealer • MTD's top Commercial Dealer list • Dealer feature article • Commercially Viable MTD Show Package Issue
NOV	9/29/27	10/4/27	MTD On the Rise issue • Recognizing emerging industry leaders • Consumer tire market insights • Interview with incoming TIA president	Shop equipment update TPMS service	Operational best practices	MTD On the Rise section MTD Show Package Issue
DEC	11/8/27	11/11/27	Annual AG tire issue • Brand market share analysis • AG tire shipments trends • Post SEMA/AAPEX coverage	Courtesy inspection best practices TPMS service	Market outlook for 2027	Commercial Tire Dealer • AG tire market comments by tiremakers • AG tire market comments by dealers • Commercially Viable

PRINT RATES, SPECS & SUBMISSIONS



MAGAZINE

AD TYPE	RATE
Full Page Spread	\$15,000
Full Page	\$11,750
1/2 Page	\$8,500
1/3 Page	\$5,625
1/4 Page	\$3,750
1/6 Page	\$1,875
Inside Front Cover	+15%
Inside Back Cover	+10%
Back Cover	+20%

PERFORMANCE HANDBOOK

AD TYPE	RATE
Full Page Spread	\$15,000
Full Page	\$11,750
1/2 Page	\$8,500
1/3 Page	\$5,625
1/4 Page	\$3,750
2nd cover — earned rate	+15%
3rd cover — earned rate	+10%
4th cover — earned rate	+20%

Print Ad Material Contact

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Include advertiser name, publication, and issue date



PRINT SPECS

PERFORMANCE HANDBOOK

Target your message to installers and retailers of performance tires, custom wheels, and other performance products.

Ad Close 3/16/2027
Materials Due 3/19/2027

Full page and larger advertisers receive:

- Full page of performance showcase listings
- Performance directory listing with color logo
- Performance datafile listing

1/2 page advertisers receive:

- Full page of performance showcase listings
- Performance directory listing
- Performance datafile listing

1/3 page advertisers receive:

- 2/3 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

1/4 page advertisers receive:

- 1/2 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

MERCHANDISING INCLUDES:

- **Performance showcase** – Show our readers your products in this easy to read product guide
- **Performance directory** – Be seen in this “buyers’ guide” that lists your complete contact information
- **Performance datafile listing** – Use this Free product listing to highlight one of your products to our audience



Polybagged with the April issue of Modern Tire Dealer.



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