

2026 EDITORIAL CALENDAR



	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/14/26	2/4/26	3/4/26	4/1/26	4/29/26
MATERIAL DUE	1/20/26	2/9/26	3/9/26	4/6/26	5/4/26
MAIN FEATURE	Setting the tone for '26. How operators are setting their goals and building strategies to achieve them in 2026.	Building a network. Time and resources necessary for adding shop locations to your portfolio.	Difference makers. How do you differentiate your service offerings from your competition? What sets your shop apart? How do you beat other shops, car dealers, independent repair shops, and places that use oil changes as a loss leader?	Leadership training. Prepping employees to become store managers. What skills are needed? How do you develop those skills? Are leadership skills inherent, developed through training, or both?	Distribution channels. What do shop operators expect from their vendors? How do they use their lines of communication to make sure their needs are being met?
ADDITIONAL CONTENT	Meeting community requirements. Understanding the unique needs and requirements of a city before building a shop. Are there limitations around how a facility must be designed?	Hiring best practices. Identifying traits that are necessary for each role within a shop and what questions you should be asking to determine if someone is a fit for your location. On track with online scheduling. How using an online scheduling model has helped a shop's bottom line, from managing staffing and shop hours to inventory.	40 Years of NOLN. In celebration of NOLN's 40th year, each month we will be looking back at highlights and key events that we've seen during this time-frame, including interviews with key players who have made their mark on this great industry. Digital Lockdown. Best practices for how shops can protect their sensitive data.	Additional services. How do you market your services offered besides oil changes? Are they presented to guests upon arrival or while service is being performed? How do you identify and present potential add-on services a customer needs? What services have you added and/or dropped over the years? Overcoming NIMBYism. How a quick lube has overcome community pushback ("Not in my back yard!") on having a new facility built in their area.	Crisis communications. How do you minimize the damage to your business' reputation after an incident? Tool time. A look at how shops are investing in tools and technology. Have they made any recent additions to their shop that have made a significant improvement in their operations?

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
AD CLOSE	6/3/26	7/1/26	7/29/26	9/2/26	11/10/26
MATERIAL DUE	6/8/26	7/6/26	8/3/26	9/7/26	11/13/26
MAIN FEATURE	AI's emergence. How are shops using AI? What tools are they using? What aspects of the business can be improved with AI? How can independent operators on tighter budgets benefit from using AI?	So, you want to buy a quick lube franchise? Talk with large national quick lube companies about what makes an ideal franchisee who is looking to enter the industry, as well as red flags to watch out for.	Operator of the Year. Profile on the 2026 NOLN Operator of the Year.	Independent vs. franchise. What are the benefits of each model? How should an operator decide which ownership model is right for them?	Here, there, and everywhere. For operators with multiple locations, how do they stay on top of things at each shop? How involved are they in the day-to-day?
ADDITIONAL CONTENT	Strike up the rebrand. How do you decide whether it's worth rebranding your business? What elements of your brand do you refresh? What does the process involve? Do you handle everything internally or work with an outside partner? Curb appeal. Keys to designing (and maintaining) a shop's exterior to be eye-catching and inviting for customers.	FAQ. What are the most common questions that shops are getting from their customers? Are there things customers are asking about now that were non-issues 5-10 years ago? Mailing it in. How a quick lube shop has found success by using traditional print marketing pieces, such as mailers.	Anatomy of a receipt. Break down what information is included on a customer receipt and how this information is presented to customers. AAPEX/SEMA preview. What's new and what's happening at the industry's biggest week of the year	Huddle up! Exploring best practices for running effective team meetings. How often should teams meet? Do you have a standing agenda? Who runs the meeting? Training tips. How operators train their employees. Do they have a proprietary training program? Do they work with a partner organization?	Caught in the act. How an operator discovered an employee was stealing from the shop, and how they handled the situation. Stay with us. Exploring employee retention strategies, especially at shops where handing out big raises isn't always in the budget.

Editorial coverage is subject to change.

IN EACH ISSUE

- 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
- Proven strategies for business growth
- Numerical breakdowns of industry trends
- Industry news coverage from throughout the nation

Estimated mail date is the 15th of each month