

# 2026 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>AD CLOSE</b>	12/18/25	1/21/26	2/11/26	3/11/26	4/8/26	5/6/26
<b>MATERIAL DUE</b>	12/23/25	1/26/26	2/16/26	3/16/26	4/13/26	5/11/26
<b>MAIN FEATURE</b>	<b>Predicting 2026</b> Three automotive aftermarket experts—a legal professional, a shop owner, and a researcher—discuss the outlook for the industry.	<b>More Bang for Your Bay</b> How efficiency in your processes, workflow, and shop layout can increase profit in your bays	<b>Elder Statesmen</b> Perspective on the industry and its future from three retired shop owners	<b>Mastering the Margins</b> How to dig into your P&L and other financial data to find ways to widen your profit margin	<b>Culture Club</b> How to create a shop culture that keeps your team excited, your customers engaged, and inbound resumes flowing.	<b>Unforced Errors</b> Shop owners talk about common, overlooked, and unnecessary mistakes shop teams make that cost them customers, and how to correct course.
<b>ADDITIONAL CONTENT</b>	<b>The SOP:</b> How to Be More Human as a Leader  <b>Toolbox:</b> Are You Unknowingly Paying Too Much in Taxes?	<b>Case Study:</b> How to Liven Up Your 1:1s  <b>Toolbox:</b> Developing Elite Phone Skills that Sell	<b>The SOP:</b> How to Raise Up Your Second in Command  <b>Toolbox:</b> Creating Personal Development Plans for Your Team	<b>Case Study:</b> How to Transition to a Four-Day Workweek  <b>Toolbox:</b> AI Tips to Streamline Workflow for Service Advisors	<b>The SOP:</b> Resume Red Flags  <b>Toolbox:</b> Is it Time for a Brand Refresh?	<b>Case Study:</b> Advising Digital Inspections  <b>Toolbox:</b> KPI Tracking: A Primer to Knowing Your Numbers
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>AD CLOSE</b>	6/10/26	7/8/26	8/5/26	9/9/26	10/7/26	11/4/26
<b>MATERIAL DUE</b>	6/15/26	7/13/26	8/10/26	9/14/26	10/12/26	11/9/26
<b>MAIN FEATURE</b>	<b>Is Business as Usual Killing Your Shop?</b> It's easy to get stagnant, comfortable, or resist change. We get the story from shop owners who saw the error of their ways and now run thriving shops.	<b>VISION Cover</b> Feature of the 2026 VISION Cover Contest winner	<b>R+W All-Star Award Issue</b>	<b>The Future of Tech Education</b> What does tech education look like in the face of new and old technology? Instructors around the industry explain.	<b>How AI is Changing How Auto Repair Shops Do Business</b> We'll look at the impact AI has had on auto repair shops and where else AI can take the industry.	<b>Worthy Rivals</b> Shop owners talk about the benefits of having high-caliber competitors in their markets and how they shifted their attitude about what competition really means.
<b>ADDITIONAL CONTENT</b>	<b>The SOP:</b> How to Master Delegation  <b>Toolbox:</b> Handling the Emotional Drain of Shop Leadership  <b>Industry Survey Report Release</b>	<b>Case Study:</b> How to Maximize AI-based Marketing  <b>Toolbox:</b> Why Shop Owners Get Sued	<b>The SOP:</b> How Emotionally Intelligent Leaders Lead  <b>Leadership:</b> Onboarding like a Pro	<b>Case Study:</b> How to Find and Offer the Right Benefits Plan  <b>Toolbox:</b> Master Your Public Speaking	<b>The SOP:</b> How to Recruit and Manage Gen Z Techs  <b>Toolbox:</b> 5 Words That Kill Customer Calls	<b>Case Study:</b> Soft Skills Every Team Member Should Have  <b>Toolbox:</b> Helping an Employee Navigate Depression

## PRINT COLUMNISTS

- Kathleen Callahan, owner of Xpertech Auto Repair

## ONLINE COLUMNISTS

- Mike Bennett, ATI
- Greg Bunch, Transformers Institute
- Todd Hayes, Auto Shop Answers
- Jim Saeli, DRIVE
- Josh Parnell, Limitless Leadership
- Victor Broski, Newport Motorsports
- Taran Sodhi, Conceptual Minds
- Lauralee Schmidt, Schmidt Auto Care
- Hunt Demarest, Paar Melis & Associates