

2025 EDITORIAL CALENDAR



[View our **MAGAZINE ARCHIVE**]

	JAN	FEB	MAR	APR	MAY	JUN
AD CLOSE	12/18/24	1/22/25	2/12/25	3/12/25	4/9/25	5/6/25
MATERIAL DUE	12/23/24	1/27/25	2/17/25	3/17/25	4/14/25	5/9/25
MAIN FEATURE	Industry Disruptors	Building an Eye-Catching Automotive Brand	Women to Watch	Built to Sell	Casting a Bigger Net	Automating Your Shop's Workflow
ADDITIONAL CONTENT	The SOP: How to Choose Insurance for Your Shop Case Study: Raise Your Labor Rate Without Alienating Customers Leadership: What to Do When Your Tech is Recruited by Another Shop	Case Study: \$0 to \$1 million in Under 3 Years Health+Wellness: Managing Work & Family	The SOP: How to Build Your Parts Matrix Case Study: Pricing Your Services Right Tools+Technology: Is Your Shop's Data Secure?	Case Study: How to Transition to a Four-Day Workweek Law: What to Do If a Customer Abandons a Vehicle	The SOP: Making a Smooth Transition During Succession Case Study: How to Find Your Next Location Sales+Marketing: How to Use Humor to Market to Customers	Case Study: How to Create a Loyalty Program That Converts Human Resources: Creating a Safe and Inclusive Workplace
	JUL	AUG	SEP	OCT	NOV	DEC
AD CLOSE	6/2/25	7/9/25	8/5/25	9/10/25	10/8/25	11/10/25
MATERIAL DUE	6/5/25	7/14/25	8/8/25	9/15/25	10/13/25	11/13/25
MAIN FEATURE	Master Your Marketing	Second Life	R+W All-Star Award Issue	In Pursuit of the Perfect Pay Plan	When Opportunity Knocks	Training Tomorrow's Technicians
ADDITIONAL CONTENT	The SOP: How to Become a Lifelong Learner as a Shop Owner Case Study: Recovering from Disaster Finance+Operations: Shop Acquisition: Step-by Step	Case Study: How to Transition to a Seven-Day Workweek Customer Service: Helping Advisors Overcome the Fear of Selling Big Jobs	The SOP: Should You Collect a Deposit Before Rendering Services? Case Study: Turning Around a Non-Profitable Shop Leadership: Identifying Blind Spots in Your Leadership	Case Study: How to Rename Your Shop (Without Losing Customers) Health+Wellness: How to Handle Stress & Burnout (Before It Gets Dangerous)	The SOP: Tips for Severing a Business Partnership Case Study: How to Use Data to Identify Your Ideal Customer Tools+Technology: What to Look for in an SMS	The SOP: How to Hire the Right Coach Case Study: How to Handle Employee Theft Customer Service: Mastering the Customer Journey

Estimated mail date is the 21st of each month

COLUMNISTS



KATHLEEN CALLAHAN
OWNER,
XPERTECH AUTO REPAIR



R. "DUTCH" SILVERSTEIN
PRESIDENT,
A&M AUTO REPAIR

ONLINE COLUMNISTS

- Mike Bennett, ATI
- Greg Bunch, Transformer's Institute
- Todd Hayes, Autoshop Answers
- Jim Saeli, DRIVE
- Victor Broski, Newport Motorsports
- Taran Sodhi, Conceptual Minds

IN EACH ISSUE

- In-depth features on the industry's most pressing issues
- Profiles of thriving shops and their tactics for success
- Insight into the work methods of individual auto care professionals
- Case studies exploring common shop challenges and solutions
- Proven strategies for business growth
- Auto care industry news from throughout the nation
- Numerical breakdowns of industry trends