



# 2014 PRINT EDITORIAL CALENDAR

	FEB	MARCH	APRIL	MAY	JUNE
Special Feature	<b>Advertorial</b>		<b>Tech Tips Insert</b>	<b>Ad-Q Study</b> <b>Innovation Award Nominees Part 1</b>	<b>Diagnostic Spec Guide</b> <b>Innovation Award Nominees Part 2</b>
Tool Briefing	Catalytic Converters/Emissions Diagnostics	Short Circuit Diagnostics	A/C Evaporator Problems	Suspension Diagnostics	Leak Diagnostics
Product Spotlight	Power Tools & Air Tools	Lifts, Jacks & Stands	Tire and Wheel Service	Electrical Systems, Battery Service & Hybrids	Hand Tools
Tool Q&A	Diagnose Stalling Cars	OEM Diagnostic Tools	Toyota EVAP Tips	TPMS Resets	Specialty Tools
Bonus Distribution		<b>VISION</b>	<b>Equipment &amp; Tool Institute</b>		
Editorial Deadline	12/30/2013	1/29/2014	2/28/2014	4/1/2014	4/30/2014
Ad Close	1/7/2014	2/4/2014	3/6/2014	4/7/2014	5/6/2014
Materials Deadline	1/10/2014	2/7/2014	3/11/2014	4/10/2014	5/9/2014
Planned Mail Date	2/7/2014	3/7/2014	4/7/2014	5/7/2014	6/6/2014
	JULY	AUGUST	SEPTEMBER	OCTOBER	DEC
Special Feature	<b>Product Showcase 2014</b>	<b>Advertorial</b> <b>Innovation Award</b> <b>Winners Announced</b>	 <b>Third Annual Great Prize Giveaway</b>	 <b>People's Choice Innovation Awards</b>	<b>Editor's AAPEX Product Picks</b> <b>Tire Service Spec Guide</b>
Tool Briefing		Flash Reprogramming	Head Gasket Issues	Diagnosing Misfires	Fixing Broken Bolts & Studs
Product Spotlight		Specialty Tools	Shop Equipment and Environment	Tool Storage	Diagnostic Test Equipment
Tool Q&A		Wheel Bearing Tools	Diagnosing Power Steering Issues	Electronic Parking Brakes	Fixing Alternators
Bonus Distribution	<b>ASRW/CIC/I-CAR</b>			<b>AAPEX and SEMA</b>	<b>MACS 2014</b>
Editorial Deadline	5/30/2014	7/2/2014	8/1/2014	9/1/2014	10/28/2014
Ad Close	6/5/2014	7/8/2014	8/6/2014	9/5/2014	11/3/2014
Materials Deadline	6/10/2014	7/11/2014	8/11/2014	9/10/2014	11/6/2014
Planned Mail Date	7/8/2014	8/7/2014	9/8/2014	10/7/2014	12/5/2014

## IN EVERY ISSUE

### Top 10 Tools

This feature story will present the best peer practices on how shops effectively purchase, organize and use tools and equipment. Shops will share their Top Tools for maximizing efficiency on the job.

### Tool Q&A

Our editors will field questions from techs about tools and provide valuable feedback on proper usage to improve repair efficiency.

### Tool Reviews

Tool reviews offer readers feedback from one of *PTEN's* experienced technicians who review tools for the magazine.


 **To Participate In Tool Reviews:**  
For future tool reviews, ship your product to  
**1233 Janesville Ave.,  
Fort Atkinson, WI 53538  
ATTN: PTEN Tool Review/Kara Radloff**

### Big Time Boxes

This reader favorite features 'big boxes' that subscribers submit from around the country. Biggest is certainly best; it seems techs are building larger boxes every month. This feature continues giving technicians ideas on how to organize their tools to optimize their productivity.

### Tool Briefing

The feature-length article will focus on tools for specific repairs, not 'how to' but rather 'what with.' Tool Briefing will provide information on how to use specific tools correctly.

 **To Participate In Tool Briefing:** Send a high resolution digital photo in jpg format along with a written explanation of how the product helps the technician accomplish the task to **editor@vehicleservicepros.com**.

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