

	JANUARY	FEBRUARY	MARCH
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>› Consumer Financing Options</li> <li>› Emerging Technology - In the Office and In the Shop</li> <li>› Eliminating Outdated Business Practices</li> <li>› Improving Communications - Customer Follow-Up</li> </ul>	<ul style="list-style-type: none"> <li>› Tax Strategies That Work</li> <li>› Shop Management Systems to Tie Departments Together</li> <li>› Online Marketing - Success Starts with Your Website</li> <li>› Payroll Services</li> <li>› Improving Service Manager Sales Skills</li> </ul>	<ul style="list-style-type: none"> <li>› Easier Payment Methods</li> <li>› Working With a Mentor or Advisory Council</li> <li>› Social Media - Business Blessing or Customer Curse?</li> <li>› Employee Training Services</li> <li>› Finding and Grooming Talent</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>› Tesla Model S Alignment</li> <li>› Greaseable or Sealed? What is the Best For Ball Joints?</li> <li>› Transfer Case Diagnostics</li> <li>› Brake Pad Noise Cures</li> <li>› GM Magna-Ride Replacement Options</li> </ul>	<ul style="list-style-type: none"> <li>› ADAS: Camera Calibrations</li> <li>› HV and EV Regenerative Braking System</li> <li>› Torque Converter Lock-Up Clutches</li> <li>› CV Axle Replacement</li> <li>› Shock and Strut Sales</li> </ul>	<ul style="list-style-type: none"> <li>› Clutch and Flywheel Replacement</li> <li>› Servicing Carbon Ceramic Brakes</li> <li>› Undercar Overhaul: Why Replacing Control Arms and Bushings in Pairs is Necessary</li> <li>› Loaded Shocks and Strut</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>› Setting Up A PC For Programming and Reflashing</li> <li>› Tesla Model S Coolant Maintenance and Service</li> <li>› Spark Plug Replacement: Ford EcoBoost</li> <li>› Combating Carbon Deposits</li> <li>› A/C Receiver/Dryer Replacement After Compressor Failure</li> </ul>	<ul style="list-style-type: none"> <li>› Resolving EGR Emissions Problems</li> <li>› Turbochargers Failures</li> <li>› Using Mode \$06 Misfire Information</li> <li>› GM Active Fuel Management</li> <li>› AGM Batteries and Stop/Start Systems</li> </ul>	<ul style="list-style-type: none"> <li>› Serpentine Belt Post Mortem: Why Do Some Belts Fail?</li> <li>› The Do's and Don'ts of Installing Spark Plugs</li> <li>› Ford Mustang Mach E Service and Maintenance</li> <li>› Spotting Bad Fuel Trims Before They Cause a CEL</li> <li>› Electrically Driven A/C Compressors</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>› Mercedes-Benz Direct Injection Systems</li> <li>› Clearing BMW Sensor Adaptations</li> <li>› Porsche Motor Mounts</li> </ul>	<ul style="list-style-type: none"> <li>› BMW Lithium-Ion Cranking Batteries</li> <li>› VW 1.4 Maintenance and Pattern Failures</li> <li>› Audi 48-Volt Hybrid Systems</li> </ul>	<ul style="list-style-type: none"> <li>› Mercedes-Benz Fourmatic Driveshaft Diagnostics</li> <li>› VW/Audi 506 and 507 Oil Specifications</li> <li>› Volvo Power Steering Diagnostics and Repair</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>› All Weather Tires</li> </ul>	<ul style="list-style-type: none"> <li>› Tires for EVs</li> </ul>	<ul style="list-style-type: none"> <li>› Ag Tires</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>	<ul style="list-style-type: none"> <li>› Lift Guide</li> </ul>	<ul style="list-style-type: none"> <li>› A/C Service Equipment &amp; Tools</li> </ul>

→ FOR ADVERTISING INFORMATION AND RESOURCES THE SHOP OWNER BRAND PAGE AT [Babcox.com/shop-owner](http://Babcox.com/shop-owner)

→ DIGITAL ADVERTISING SPECIFICATIONS

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	APRIL	MAY	JUNE
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>› Creative Business Models - Thinking Outside the Box</li> <li>› Cybersecurity - Is Your Shop Safe?</li> <li>› Secure Your Sites - Taking Advantage of Yelp, Google, Facebook Business Pages</li> <li>› Tool Programs</li> </ul>	<ul style="list-style-type: none"> <li>› When To Modify Your Business Plan</li> <li>› Extended Warranty Programs</li> <li>› Improving Communication Within the Shop</li> <li>› Using Technology to Manage Workflow</li> </ul>	<ul style="list-style-type: none"> <li>› DVI Best Practices</li> <li>› Set the Next Appointment Now</li> <li>› ADA Compliance</li> <li>› Improving Tech and Shop Efficiency</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>› EV Vehicle Wheel Bearing Replacement</li> <li>› Brake Pad Edge Codes</li> <li>› Electric Power Steering Replacement Guide</li> <li>› Electric Parking Brakes</li> <li>› Inspecting Struts</li> </ul>	<ul style="list-style-type: none"> <li>› Transmission Programming and Adaptations</li> <li>› ABS Hydraulic Control Unit Diagnostics</li> <li>› Tapered Wheel Bearing Replacement</li> <li>› Mazda ADAS Radar Sensors</li> <li>› Off-Road Shocks</li> </ul>	<ul style="list-style-type: none"> <li>› Diagnosing Active Roll Bars</li> <li>› Tesla Model S Wheel Bearing Replacement</li> <li>› Dealing With A Brake Noise Comeback</li> <li>› Hydraulic Suspension Bushing Replacement Options</li> <li>› The Metallurgy of Springs</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>› Using Mode \$06 Misfire Information</li> <li>› Alternator Voltage Ripple Testing</li> <li>› Lifter Diagnostics on Engines With Cylinder Deactivation</li> <li>› Getting Rid of HVAC Smells</li> <li>› Variable Valve Timing and Turbochargers</li> </ul>	<ul style="list-style-type: none"> <li>› HV and EV Vehicle Lifting and Tool Guide</li> <li>› Turbocharger Diagnostic Codes</li> <li>› Spark Plug Replacement: GM EcoTech</li> <li>› Diagnosing Dual Zone HVAC Controls</li> <li>› Fuel Pump Replacement on Saddle-Style Fuel Tanks</li> </ul>	<ul style="list-style-type: none"> <li>› Using J2534 Programming Devices</li> <li>› Forcing Vehicle Monitors For Calibration</li> <li>› Testing Ignition Coil Circuits</li> <li>› Ethanol Damage to Fuel Pumps</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>› BMW Variable Valve Lift Systems</li> <li>› Audi Transaxle Service and Maintenance</li> <li>› VW Gasket Replacement</li> </ul>	<ul style="list-style-type: none"> <li>› Mercedes-Benz Airmatic Suspension</li> <li>› VW 2.0 TSI Intake Manifold Problems</li> <li>› BMW Drivetrain Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>› BMW M-Series Maintenance</li> <li>› Porsche Intake Manifold Gasket Problems</li> <li>› BMW i-Series EV Service and Maintenance</li> <li>› Mercedes-Benz Oil Leaks and The PCV System</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>› Tires for Last-Mile Delivery</li> </ul>	<ul style="list-style-type: none"> <li>› All-Season Tires</li> </ul>	<ul style="list-style-type: none"> <li>› UHP All-Season Tires</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>› Shop Cleanup</li> </ul>	<ul style="list-style-type: none"> <li>› Compressed Air Systems</li> </ul>	<ul style="list-style-type: none"> <li>› Scopes and Waveforms</li> </ul>

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	JULY	AUGUST	SEPTEMBER
<b>TRENDING NOW</b> Monthly Content	<b>SHOPOWNER</b>	<b>SHOPOWNER</b>	<b>SHOPOWNER</b>
	<ul style="list-style-type: none"> <li>› Integrated Platforms - What Is Integration and Why is it Important?</li> <li>› Creating a Safe Working Environment</li> <li>› Explaining Quality to Customers</li> <li>› Employee Reviews - What Works</li> </ul>	<ul style="list-style-type: none"> <li>› Growing to Open a Second (or more!) Shop</li> <li>› Shop Signage</li> <li>› Bonus Plans - Why What You're Doing May Not Work</li> <li>› Successful Marketing Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>› Retaining First Time Customers</li> <li>› Taboo Topics - Drug Policies in The Workplace</li> <li>› Maximizing Digital Inspections</li> <li>› Uniforms - Employee Appearance</li> <li>› New Hire Orientation</li> </ul>
	<b>BRAKE &amp; FRONT END</b>	<b>BRAKE &amp; FRONT END</b>	<b>BRAKE &amp; FRONT END</b>
	<ul style="list-style-type: none"> <li>› EV Vehicle Wheel Bearing Replacement</li> <li>› Road Testing Methods and Tools For Chassis Repairs (NVH)</li> <li>› ADAS: Forward Sensor Adjustment</li> <li>› ABS/ESC: Brake Solenoid and Pump Diagnostics</li> <li>› Improving Towing Capacity With Shocks and Springs</li> </ul>	<ul style="list-style-type: none"> <li>› Brake Booster Replacement</li> <li>› Composite Rotor Replacement Options</li> <li>› ADAS: Testing Pre-Braking Systems</li> <li>› Tesla Model 3 Battery Replacement</li> <li>› Racing Shocks and Struts</li> </ul>	<ul style="list-style-type: none"> <li>› Scoping Out Wheel Speed Sensors and Bearings</li> <li>› Electric Power Steering Sensors and PIDs</li> <li>› Calculating Catalytic Converter Efficiency</li> <li>› Parking Brake Adjustments (Conventional and Electronic)</li> <li>› Changing Truck Stances With Shocks and Springs</li> </ul>
	<b>UNDERHOOD SERVICE</b>	<b>UNDERHOOD SERVICE</b>	<b>UNDERHOOD SERVICE</b>
	<ul style="list-style-type: none"> <li>› HV and EV Battery Temperature Management Systems</li> <li>› Reflashing and System Voltage</li> <li>› Spark Plug Replacement: Chrysler Tigershark</li> <li>› Throttle-By-Wire Replacement</li> <li>› Knock Sensor Testing</li> </ul>	<ul style="list-style-type: none"> <li>› Testing Direct Injection Fuel Pressure Sensors</li> <li>› Ford F-150 Lightning EV Service and Maintenance Opportunities</li> <li>› CAN Bus Communication Codes</li> <li>› Nissan Variable Valve Timing</li> <li>› Auxiliary Cooling Pumps</li> </ul>	<ul style="list-style-type: none"> <li>› Hyundai Hybrid Drivetrains</li> <li>› Sealing Crank Shafts and Rear Mains</li> <li>› Spark Plug Replacement: BMW</li> <li>› Cooling System Leak Testing</li> </ul>
	<b>IMPORTCAR</b>	<b>IMPORTCAR</b>	<b>IMPORTCAR</b>
	<ul style="list-style-type: none"> <li>› Land Rover Air Suspension Repairs</li> <li>› Volvo Cooling System Operation and Common Problems</li> <li>› Audi Dual Clutch Transmissions</li> </ul>	<ul style="list-style-type: none"> <li>› Servicing Mercedes-Benz AMG Brake Systems</li> <li>› Audi A6 Alignment</li> <li>› MINI Turbocharger Service</li> </ul>	<ul style="list-style-type: none"> <li>› BMW N54 Turbocharger Problems</li> <li>› Jaguar and Land Rover V8 Engine Sealing</li> <li>› Servicing Porsche Active Suspension Systems</li> </ul>
	<b>TIRE REVIEW</b>	<b>TIRE REVIEW</b>	<b>TIRE REVIEW</b>
	<ul style="list-style-type: none"> <li>› OTR Tires</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>	<ul style="list-style-type: none"> <li>› Touring Tires</li> </ul>	<ul style="list-style-type: none"> <li>› Industrial Tires</li> </ul>
	<b>TECHSHOP</b>	<b>TECHSHOP</b>	<b>TECHSHOP</b>
	<ul style="list-style-type: none"> <li>› Work Wear</li> </ul>	<ul style="list-style-type: none"> <li>› Battery &amp; Electrical System Testers</li> </ul>	<ul style="list-style-type: none"> <li>› Cordless Tools</li> </ul>

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	OCTOBER	NOVEMBER	DECEMBER
TRENDING NOW Monthly Content	SHOPOWNER	SHOPOWNER	SHOPOWNER
	<ul style="list-style-type: none"> <li>› Parts Sales Priorities</li> <li>› Roadside Assistance</li> <li>› Do You Need More Customers (Or Just Better Ones)?</li> <li>› Workers Comp Claims</li> <li>› Developing an In-House Apprenticeship Program</li> </ul>	<ul style="list-style-type: none"> <li>› Insurance - How Not to Lose What You've Worked For</li> <li>› Improving The Customer Interview Process</li> <li>› Taboo Topics - Theft and Embezzlement</li> <li>› Community Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>› What I Wish I Would Have Known</li> <li>› Training Calendar 2023</li> <li>› Loaner Cars</li> <li>› Finding and Grooming Talent</li> </ul>
	BRAKE & FRONT END	BRAKE & FRONT END	BRAKE & FRONT END
	<ul style="list-style-type: none"> <li>› Tesla Model S Air Ride Service</li> <li>› Liquid Silence: What Is new With Brake Lubricants and Pastes</li> <li>› Ride Height Myth: Using Ride Height To Diagnosis More Than Springs</li> <li>› Replacing Master Cylinders</li> <li>› Struts and Memory Steer Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>› Clutch Pedal Slaves and Masters</li> <li>› Press Fit Wheel Bearings</li> <li>› EV Brake Jobs</li> <li>› The ADAS Suspension Alignment</li> <li>› Tesla Model S Ride Control Service</li> </ul>	<ul style="list-style-type: none"> <li>› ADAS: Blindspot Detection Systems</li> <li>› Transmission Valve Body Replacement</li> <li>› Resetting Emissions Monitors After Catalytic Converter Replacement</li> <li>› Wheel Bearing Torque Procedures for All Bearings</li> <li>› Tuning Compression and Rebound Settings on Adjustable Shocks and Struts</li> </ul>
	UNDERHOOD SERVICE	UNDERHOOD SERVICE	UNDERHOOD SERVICE
	<ul style="list-style-type: none"> <li>› The EV Scene In California</li> <li>› Nissan Leaf Battery Service</li> <li>› Using Fuel Trims On Toyota Vehicles</li> <li>› Ethanol Damage to Fuel Pumps</li> <li>› Measuring Battery Voltage Drop</li> </ul>	<ul style="list-style-type: none"> <li>› Solving No Heat Complaints</li> <li>› Pre-Scan and Post-Scan Quality Control</li> <li>› Spark Plug Replacement: VW TSI</li> <li>› Probing the OBDII Connector for Serial Data Bus Information</li> </ul>	<ul style="list-style-type: none"> <li>› Underhood Service</li> <li>› Understanding How Modern Engines Solve Turbo Lag Issues</li> <li>› Chevy Volt/Bolt Service Opportunities</li> <li>› Spark Plug Replacement: Hyundai V6</li> <li>› Tesla Diagnostics</li> </ul>
	IMPORTCAR	IMPORTCAR	IMPORTCAR
	<ul style="list-style-type: none"> <li>› VW Automatic HVAC Diagnostics</li> <li>› MINI Belt Service</li> <li>› Deciphering BMW DIN codes</li> </ul>	<ul style="list-style-type: none"> <li>› Mercedes-Benz Active Body Control (ABC) Suspension Service</li> <li>› VW E-Golf Service Potential</li> <li>› BMW X3, X5 and X6 Wheel Bearings and Axles</li> </ul>	<ul style="list-style-type: none"> <li>› BMW 1-Series Alignment</li> <li>› Jaguar V6 Timing Chain Service</li> <li>› Porsche Oil and Filter Service</li> <li>› Audi Q5 SUV Drivetrain Diagnostics</li> </ul>
	TIRE REVIEW	TIRE REVIEW	TIRE REVIEW
	<ul style="list-style-type: none"> <li>› Off-Road Tire Segments</li> </ul>	<ul style="list-style-type: none"> <li>› Commercial Tires</li> </ul>	<ul style="list-style-type: none"> <li>› Winter Tires</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>
	TECHSHOP	TECHSHOP	TECHSHOP
	<ul style="list-style-type: none"> <li>› Tire &amp; Wheel Service Equipment &amp; Tools</li> <li>› <b>Special Issue</b> (polybagged with Shop Owner)</li> </ul>	<ul style="list-style-type: none"> <li>› Is Your Shop Properly Tooled?</li> </ul>	<ul style="list-style-type: none"> <li>› Body &amp; Collision Repair Equipment &amp; Tools for the General Repair Shop</li> </ul>

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