



PARTS
Magazine



DRAG
Specialties
Magazine

2018 EDITORIAL CALENDAR

PARTS MAGAZINE AND DRAG SPECIALTIES MAGAZINE (USA)

Revised September 16, 2017

Issue	Magazine	Highlights / Notes	Ad Space Closes	Ad Artwork Due	Mailing Date
Vol. 25 #1 February 2018	Drag Specialties Magazine	NVP Product Expo Preview BONUS DISTRIBUTION AT 2018 INDIANAPOLIS NVP PRODUCT EXPO Drag Specialties 50th Anniversary History 2018 <i>FatBook</i> Cover Bike story	12/1/17	12/7/17	1/15/17
Vol. 25 #2 March 2018	Parts Magazine	25th Anniversary Issue! 2018 Supercross Preview Tools and Equipment	1/1/18	1/7/18	2/15/18
Vol. 25 #3 April 2018	Drag Specialties Magazine	<i>OldBook</i> / Vintage Issue Drag Specialties 50th Anniversary Feature: Vendors / Product History	2/1/18	2/7/18	3/15/18
Vol. 25 #4 May 2018	Parts Magazine	Dual Sport / Adventure Touring Issue	3/1/18	3/7/18	4/15/18
Vol. 25 #5 June 2018	Drag Specialties Magazine	Touring / Bagger Market Products for Milwaukee-Eight / Drag Specialties 50th Anniversary Feature: Seats	4/1/18	4/7/18	5/15/18
Vol. 25 #6 July 2018	Parts Magazine	Small Displacement Motorcycle Market	5/1/18	5/7/18	6/15/18
Vol. 25 #7 August 2018	Drag Specialties Magazine	Sturgis Preview Issue BONUS DISTRIBUTION AT 2018 MADISON NVP PRODUCT EXPO Drag Specialties 50th Anniversary Feature: Dealers & Sales Reps	6/1/18	6/7/18	7/15/18
Vol. 25 #8 September 2018	Parts Magazine	BONUS DISTRIBUTION AT 2018 MADISON NVP PRODUCT EXPO ADV/UTV Special Advertising Section NVP Product Expo Preview	7/1/18	7/7/18	8/15/18
Vol. 25 #9 October 2018	Drag Specialties Magazine	Sturgis Report Issue Drag Specialties 50th Anniversary Feature: V-Twin Builders	8/1/18	8/7/18	9/15/18
Vol. 25 #10 November 2018	Parts Magazine	Snowmobile Market Overview / Madison NVP Event Report	9/1/18	9/7/18	10/15/18
Vol. 25 #11 December 2018	Drag Specialties Magazine	Special Advertising Section: Tools and Equipment Drag Specialties 50th Anniversary Feature: Final Recap / Madison NVP	10/1/18	10/7/18	11/15/18
Vol. 25 #12 January 2019	Parts Magazine	Year-End Issue BONUS DISTRIBUTION AT 2019 INDIANAPOLIS NVP PRODUCT EXPO 2019 NVP Indianapolis Product Expo Preview / Parts Dealer Ride Report	11/1/18	11/7/18	12/15/18