



2021 EDITORIAL CALENDAR

PARTS MAGAZINE AND DRAG SPECIALTIES MAGAZINE (USA)

*** LeMans NVP event previews and coverage pending

Revised September 2020

Issue	Magazine	Highlights / Notes	Ad Space Closes	Ad Artwork Due	Mailing Date
Vol. 28 #1 February 2021	Drag Specialties Magazine	2021 <i>FatBook</i> Cover Bike	12/1/20	12/7/20	1/15/21
Vol. 28 #2 March 2021	Parts Magazine	Motocross & Off-Road Issue	1/1/21	1/7/21	2/15/21
Vol. 28 #3 April 2021	Drag Specialties Magazine	2021 Vintage Issue	2/1/21	2/7/21	3/15/21
Vol. 28 #4 May 2021	Parts Magazine	Spring 2021 E-Bike Issue Special Section for E-Bike Product Ads and Editorials	3/1/21	3/7/21	4/15/21
Vol. 28 #5 June 2021	Drag Specialties Magazine	Theme: Touring / Bagger Market	4/1/21	4/7/21	5/15/21
Vol. 28 #6 July 2021	Parts Magazine	Adventure Bike / Dual Sport Issue Special Section for Adventure Bike and Dual Sport Product Ads and Editorials	5/1/21	5/7/21	6/15/21
Vol. 28 #7 August 2021	Drag Specialties Magazine	Sturgis Preview Issue	6/1/21	6/7/21	7/15/21
Vol. 28 #8 September 2021	Parts Magazine	ATV/UTV Issue Special Section for ATV/UTV Product Ads and Editorials	7/1/21	7/7/21	8/15/21
Vol. 28 #9 October 2021	Drag Specialties Magazine	Sturgis Report Issue	8/1/21	8/7/21	9/15/21
Vol. 28 #10 November 2021	Parts Magazine	Fall E-Bike & Snow Issue Special Section for E-Bike Product Ads and Editorials / Snowmobile Market Overview and Section for Snow Product Ads and Editorials	9/1/21	9/7/21	10/15/21
Vol. 28 #11 December 2021	Drag Specialties Magazine	Special Advertising Section: V-Twin Tools and Equipment	10/1/21	10/7/21	11/15/21
Vol. 28 #12 January 2022	Parts Magazine	Special Advertising Section: Metric Tools and Equipment	11/1/21	11/7/21	12/15/21