

# 2010 Editorial Calendar

	FOCUS	FEATURES	PROFIT CENTER	• BONUSES & ▲ OPPORTUNITIES
JAN	<b>e-Strategies</b> What are today's Web-savvy dealers doing to drive more Internet sales?	<b>Outlook 2010:</b> Ward's editors put the questions to automaker top executives <b>Pre-NADA Issue:</b> An inside glimpse at new products and announcements	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ <b>Road to NADA Package:</b> NADA Preview
FEB	<b>Dealers Speak</b> Dealers across the land say what's most on their minds	<b>Best Practices:</b> Sharing success stories from some of the nation's top dealers <b>NADA Show Issue:</b> Bonus distribution on the NADA floor and to major hotels	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ <b>Road to NADA Package:</b> NADA Issue • Distribution at NADA • Ad Performance Study
MAR	<b>F &amp; I Trends / Best Practices</b> Success stories, new products and services, and what the future holds	<b>Accessories:</b> What are tomorrow's hot products and how to sell them? <b>NADA Wrap-Up:</b> Our take on the big stories and what went on behind the scenes	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ <b>Road to NADA Package:</b> NADA Wrap-up ▲ Ward's Automotive Spring Training Conference
APR	<b>Ward's e-Dealer 100</b> Our 10th annual ranking of the nation's top dealers selling cars on the Internet	<b>Used Car / Pre-Owned:</b> How the latest strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package
MAY	<b>Ward's Megadealer 100</b> Our 23rd annual consolidator list and the industry's longest-running ranking illustrating trends in dealer groups	<b>Fixed Operations:</b> How top dealers are boosting profits throughout their fixed ops departments	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package
JUN	<b>Ward's Dealer 500</b> Our 24th annual ranking of the top 500 individual new car dealerships in the US, with dealer profiles & success stories	<b>Accessories:</b> What are tomorrow's hot products and how to sell them	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package • Ad Performance Study
JUL	<b>Ward's F&amp;I 150</b> Best practices, new products and services, and what the future holds	<b>F&amp;I Trends / Best Practices:</b> Success stories, new products and services, and what the future holds	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package ▲ Ward's Product Showcase E-newsletter Package
AUG	<b>Ward's Service 150</b> Ward's ranks the top 150 dealers in service department revenue	<b>Used Car / Pre-Owned:</b> How the latest strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package ▲ Ward's Product Showcase E-newsletter Package
SEP	<b>Ward's Remarketing 150</b> Our annual ranking of top dealers by used vehicle department revenue	<b>e-Strategies:</b> What are today's Web-savvy dealers doing to drive more Internet sales?	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package ▲ Ward's Product Showcase E-newsletter Package
OCT	<b>2011 Vehicle Roundup</b> What's hot, what's not in new models heading for showroom floors	<b>Dealer Management Systems:</b> How the latest DMS tools are modernizing dealership practices <b>Pre-SEMA / AAPEX Show Issue</b>	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ SEMA / AAPEX issue package
NOV	<b>WARD'S Dealer of the Year</b> Ward's annual salute to a top dealer and a look at his/her successful business practices	<b>F&amp;I Trends / Best Practices:</b> Success stories, new products and services, and what the future holds	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ Ward's Ranking Issue Package ▲ SEMA / AAPEX issue package
DEC	<b>Aftermarket (SEMA/AAPEX issue)</b> Growing profits with accessories	<b>Used Car / Pre-Owned:</b> How the latest strategies and tools are helping dealers maximize used car profits	Management • Vehicle Sales F & I • Fixed Operations IT / Internet • Aftermarket	▲ SEMA / AAPEX issue package