



“In Business,  
What’s Dangerous  
Is Not To Evolve.”

An insightful quote attributed to Amazon Founder, Jeff Bezos, and certainly true for Dealers and Aftermarket businesses:

- Rapidly evolving and advancing vehicle technology is requiring Aftermarket operations to accelerate OE channel knowledge
- Dealers and Aftermarket operations are facing greater e-commerce competition for highly profitable parts revenue
- Vehicle complexity is driving more service business to the dealer and independent channels.

The interdependency of these two businesses has created a need for content that address those synergies. To meet this necessity, we’re excited to announce we will be combining *Successful Dealer* and *Truck Parts & Service* under the newly named *Trucks, Parts, Service (TPS)* brand.

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Trucks, Parts, Service



The new *TPS* will usher in an expanded focus on timeless, eminently valuable educational content, including the how-to’s that our readers have told us they need and appreciate. Our editorial content also will continue to focus on:

- **Trucks** – New truck, trailer and component technology coverage. Best practices for new and used truck and trailer sales.
- **Parts** – Inventory management, product proliferation and knowledge. Circumventing e-commerce competition.
- **Service** – Shop management, labor issues, how-to and best practices.

*Successful Dealer* content will have a new section on tpsmagazine.com. Additionally, high-profile events, such as the *Successful Dealer* Award and the *Truck Parts & Service* Distributor of the Year Award will continue to showcase top performers in both channels.

 **Print**  
20K Annual Reach  
Premiere May Issue  
Ad Close: 4/10/19  
Creative Due: 4/22/19

 **Website**  
26.3K Unique Monthly Visits

 **Newsletter**  
18K Recipients

### 2019 *TPS* Editorial Calendar

Month	Trucks	Parts	Service
May	FET Coalition Update (calculating FET sidebar)	Are tariffs impacting parts pricing?	How to prepare your shop to service hybrid trucks
June	Surviving as a single-location dealer	Accounts receivable? Reducing financial risk.	Technician shortage series: Recruiting best practices
July	Data series: Using industry data to find customers	Blockchain	Building a service call center
August	Data series: Using industry data in a sales call	Optimizing phone systems for customer experience	How to straighten a damaged frame
September	Trailer training - Building an educated sales force	Data series: Using order data to optimize inventory	Technician shortage series: Retention best practices
October	2019 <i>Successful Dealer</i> Award winner	Obsolescence - Moving old inventory	Reefer trailer maintenance
November	Managing the used truck glut	Customer wish fulfillment - Providing order tracking	Picking the right diagnostic software
December	Facebook future - Promoting used equipment online	Heavy-duty data standards project	Technician shortage series: What does the future hold?

**Talk to your Sales Representative today and find out how you can reach your specific target in a high-value environment.**