## Editorial Calendar 2021

Automotive Recycling magazine has an exciting year of coverage planned for 2021. Subject to change. Topics as of January 2021.

### Editorial Deadlines

Send Materials to the Editor at ARAEditor@comcast.net

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<th>ISSUE</th>
<th>MATERIALS DUE:</th>
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<tr>
<td>January/February 2021</td>
<td>January 22, 2021*</td>
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<td>March/April 2021</td>
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*Dates Different than Media Kit

### Jan Feb 2021  COLLISION INDUSTRY IN AUTOMOTIVE RECYCLING

**Cover Theme:** Convention Wrap Up / Collision Industry Report

**Features:**
- Convention with EDGE ~ *Thank You to the EDGE 2020 Convention Sponsors*
- Trends from Mitchell, CEICA and AutoCare ~ Forecast
- Collision Industry Disruption Effects on Industry – Q&A Frank Terlep
- Consistently Sell Quality Parts/Body Shop Expectations SIDEBAR CHECKLIST
- ARA Year in Review Infographic
- COLUMN Mentoring Maximizes Momentum
- COLUMN Member Benefits
- Recycler to Watch

**2020-21 ARA Scholarship Foundation Recipients**

**2021 ARA Membership Directory (Mails with the issue)**

### Mar Apr 2021  ELECTRIC VEHICLES / DISMANTLING

**Cover Theme:** EVs Powering Auto Recycling

**Features:**
- New Manual Debuts
- All About EV Battery Packs
- Dismantling – New Training
- Production Management: Improve Your Workflow
- Insurance and COVID – What you Need to Know
- Maximize Core & End of Life Process
- Recycler to Watch

### May Jun 2021  CERTIFICATION / WORKFORCE DEVELOPMENT

**Cover Theme:** Employee Perks

**Features:**
- Fighting Rising Wages, Employee Shortage, and Lack of Qualified Candidates
- Facility Best Practices Gets Certified Results
- Pay Per Performance - Pros and Cons
- Summer Road Show Preview
- Employee Poaching – What are the Rules?
- Recycler to Watch

**2021 ARA Buyer’s Guide (Mails with the issue)**
Jul Aug 2021  WOMEN IN CHARGE
Cover Theme: Women in Auto Recycling
Features:
Women Doing AR Business
Sales in Self Service – Success Stories
Totaled Treasures is Pure Gold
Profitability on Recalls and Cores
Blurred Boundaries on Marijuana and Safety
ROUND UP - CORE COMPANIES
Recycler to Watch

Sep Oct 2021  CONVENTION / SALES
Cover Theme: DALLAS! 78th ARA Annual Convention & Expo! / New Economy
Features:
78th ANNUAL CONVENTION & EXPO Preview
Silver Linings of AR in COVID
Blurred Boundaries on Marijuana and Safety
Biggest OSHA Infractions and How to Avoid Them
DALLAS! 78th ARA Annual Expo Exhibitor Listing
Recycler to Watch

Nov Dec 2021  SALES / INVENTORY
Cover Theme: Hiring Post-COVID
Features:
What Your Accountant Isn’t Telling You
Engaging Sales Growth
Inventory Acquisition
The Future of Auto Recycling
Recycler to Watch