

EDITORIAL CALENDAR



CONTENT THAT SATISFIES THE MOST ACTIVE CAR ENTHUSIAST

Street Thunder takes its readers inside the world of custom and performance cars with editorial subjects that cover everything from chopping a 50s custom to working on squeezing 10 more horsepower out of an LS1.

FEATURES

Features are primarily focused on American-made cars from the 1930s through today's factory performance models – including rods, customs and muscle cars. Many of the cars featured belong to members of the National Street Machine Club. By bringing these enthusiasts inside the pages, *Street Thunder* engages its readers and fosters a deep sense of community, quickly becoming their primary source of information for American custom and performance cars.

HOW-TO

Every issue of *Street Thunder* includes a step-by-step project “how-to” that covers topics such as engine tech, suspension, steering, tires, car care and more.

MEMBERS

Street Thunder sets itself apart from the other car titles by inviting readers to contribute their own stories about cars they own, work on and show. Member sections include:

- Member Rides
- Member Mailbox

TECH Q & A

Whether it's from a professional or another member, readers can find help and suggestions on all kinds of custom and performance cars.

IMPORTANT DATES

Issue	Close Date	Materials Due	Mail Date
Jan/Feb	11/2/09	11/16/09	12/21/09
Mar/Apr	1/4/10	1/15/10	2/19/10
May/June	3/1/10	3/15/10	4/22/10
Jul/Aug	5/3/10	5/17/10	6/25/10
Sep/Oct	7/1/10	7/15/10	8/23/10
Nov/Dec	9/1/10	9/15/10	10/22/10

