

Dairy Herd Management Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	
JAN	11/27/18	12/10/18	1/15/19	Dairy Outlook – what to expect for milk prices, feed prices and global trends • 2019 Innovative Dairy Farmer of the Year	<i>Distribution at Dairy Strong Conference</i>
FEB	12/27/18	1/10/19	2/14/19	Genetics and reproduction – breeding a better herd	
MAR	1/28/19	2/4/19	3/5/19	Milk quality – latest trends in reducing Somatic Cell Count (SCC) • Readex ad study	In every issue: Articles from content experts focusing on: <ul style="list-style-type: none"> • Nutrition • Milk quality • Reproduction/genetics • Herd health • Ruminations • Perspectives • Profit briefs • Dickrell's Diary • Marketplace
APR	2/27/19	3/6/19	4/4/19	Facilities, cow comfort and welfare – how cow comfort impacts productivity The latest designs for milking and transition cows, calves and heifers Distribution at DCHA Conference	
MAY/JUN	4/12/19	4/19/19	5/14/19	Nutrition – are you improving feed efficiency? Calves and replacements – what's new in calf management from birth to breeding	
JUL	5/28/19	6/4/19	7/2/19	Herd health – building a healthier, more productive herd	
AUG/WDE	7/11/19	7/17/19	8/13/19	World Dairy Expo (WDE) Official Program – coverage of the cattle show and trade show, plus a behind-the-scenes look at what makes the show so great Distribution at World Dairy Expo	
SEP	7/27/19	8/5/19	8/27/19	Sustainability – coverage of sustainability winners Making plans for fall nutrient management Distribution at World Dairy Expo	
OCT	8/29/19	9/5/19	10/1/19	Technology and innovation – what technology will be standard in five years? Distribution at World Dairy Expo	
NOV/DEC	10/10/19	10/17/19	11/12/19	Milking systems and equipment – the latest parlor designs and innovations Financial and business management – making a plan for 2020	

*Tentative content and publishing schedule subject to change.