

# Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	
<b>JAN</b>	11/21/18	12/6/18	1/10/19	Annual market outlook issue. NCBA preview issue.	<i>Distribution at NCBA</i>
<b>FEB</b>	12/27/18	1/11/19	2/14/19	Pasture Management. Preparations to improve your pastures for maximum cattle performance and drought preparations.	
<b>MAR</b>	1/30/18	2/6/19	3/12/19	Parasite-control emphasis. Grazing management to reduce parasite problems.	
<b>APR</b>	2/27/19	3/6/19	4/9/19	Preparation for breeding season. Management strategies include bull selection, bull health and soundness, cow health and nutrition.	
<b>MAY</b>	4/1/19	4/8/19	5/9/19	Improving hay and forage production and strategies to improve storage of harvested feeds.	
<b>JUN / JUL</b>	5/28/19	6/4/19	7/10/19	Preconditioning primer. Maximize profit potential with preconditioning and help other stakeholders in the beef chain.	
<b>AUG</b>	6/28/19	7/5/19	8/8/19	Retained ownership analysis. Should cow-calf operations retain their calves through backgrounding or finishing? What are the signals to watch for?	
<b>SEP</b>	7/31/19	8/7/19	9/10/19	Beef quality update. Where the industry stands and a primer on consumer beef demand. <b>Readex Research ad study</b>	
<b>OCT</b>	9/3/19	9/9/19	10/8/19	Winter feeding preparations. A check on feed and facilities for winter cattle care.	
<b>NOV/ DEC</b>	10/14/19	10/21/19	11/19/19	Preparations for calving season and a view toward next year's crop.	

\*Tentative content and publishing schedule subject to change.