

2016 *Angus Journal* Editorial Calendar

The following editorial calendar provides the issue theme, freelance copy deadline and special coverage scheduled for the issue. Material will be published as soon as time and effort allow; but, because of the nature of publishing, we can't guarantee coverage will be presented as scheduled. In general:

- **Freelance editorial copy deadlines** are generally two months prior to publication (Feb. 1 for April issue);
- **Columns, CAB editorial and the advertising early copy deadlines** are the 20th of the month two months prior to publication (Feb. 20 for April issue); and
- **Final advertising deadline** is the 25th of the month two months prior to publication (Feb. 25 for April).

JANUARY — Angus Means Business

Freelance deadline: Nov. 2, 2015

- ❖ Convention coverage
 - ❖ Award Winners
 - ❖ Educational venues
 - ❖ Board Action
- ❖ American Royal Super-point ROV Show report
- ❖ NAILE coverage w/NAILE ROV in book

FEBRUARY — Reproductive Strategies

Freelance deadline: Dec. 1, 2015

- ❖ Range Beef Cow–Colorado (Nov. 17-19, 2015)
- ❖ Midyear ROV standings

MARCH “Bull Book” — Genomics

Freelance deadline: Jan. 4, 2016

- ❖ NWSS summary with ROV show in book
- ❖ Highlights of winter cattlemen’s meetings
- ❖ Fort Worth Stock Show Super-Point ROV

APRIL — Pasture Management

Freelance deadline: Feb. 1, 2016

- ❖ Highlights to the February Board meeting
- ❖ Cattle Industry Convention highlights
- ❖ Revitalizing pastures

MAY — Heat & Health

Freelance deadline: March 1, 2016 • *Expanded circulation*

- ❖ NJAS Preview
- ❖ Auxiliary achievement award winners
- ❖ Aspiring vets/schools/tech test

JUNE — Feeding Strategies

Freelance deadline: April 1, 2016, no fooling

- ❖ WNAF in Reno Super-point ROV in book
- ❖ Putting calves in the feedlot
- ❖ Herd nutrition

JULY — Angus Heritage

Freelance deadline: May 2, 2016

- ❖ Atlantic Nat'l Super-point ROV in book
- ❖ Century Award winner profiles

AUGUST — Building Your Business

Freelance deadline: June 1, 2016

- ❖ Highlights to the June Board meeting
- ❖ YCC report
- ❖ ISBCW coverage (June 8-10, K-State)
- ❖ BIF coverage (June 14-17, K-State)
- ❖ Recordkeeping
- ❖ Estate planning
- ❖ Entrepreneurship

SEPTEMBER — Research and Innovation

Freelance deadline: July 1, 2016 • *Expanded circulation*

- ❖ National Junior Angus Show coverage
- ❖ Final ROV Standings
- ❖ American Society of Animal Science coverage

OCTOBER — CAB Winners & Annual Meeting, Know Your Commercial Customer

Freelance deadline: Aug. 1, 2016

- ❖ CAB Commitment to Excellence winners
- ❖ 2016 Annual Meeting & Trade Show Program
- ❖ 2016 delegate list & candidate bios

NOVEMBER — Marketing

Freelance deadline: Sept. 1, 2016

- ❖ President’s Perspective
- ❖ Highlights of the September Board meeting
- ❖ Strategies for seedstock producers

DECEMBER — Your Association

Freelance deadline: Oct. 3, 2016

- ❖ List of producers registering 100+ Angus
- ❖ Leading sires by progeny registrations & other stats
- ❖ 2016 **Foundation Annual Report Insert**

Angus Beef Bulletin 2016 Deadlines

	Edit	Advertising	
<u>Issue</u>	<u>Deadline</u>	<u>Deadline</u>	<u>Mail date</u>
Jan.	Nov. 16	Dec. 1	Jan. 5
Feb.	Jan. 4	Jan. 9	Feb. 11
March	Feb. 1	Feb. 13	March 11
Sept.	July 1	July 8	Aug. 5
Oct.	Sept. 5	Sept. 16	Oct. 12