

2007 Editorial Calendar



JAN

closes 12/01/06

STEWARDSHIP

The 2007 Cattle Industry Annual Convention issue. Profile of John Queen, the National Cattlemen's Beef Association 2007 president. Focus on environmental issues and the seven finalists for the Environmental Stewardship Award.

FEB

closes 12/29/06

GENETICS AND REPRODUCTION

A look at practical cutting-edge tips for genetic improvement in the cow herd. This issue also includes a BEEF Feeder supplement.

MID-FEB

closes 1/12/07

SPRING COW-CALF ISSUE

The annual issue is devoted to comprehensive coverage of a single management topic of importance to BEEF magazine's cow-calf segment. The 2007 topic is "Estate Planning."

MAR

closes 2/01/07

FORAGE MANAGEMENT

Here's what's innovative and tested for optimizing the forage base of a beef cattle operation for performance and profit. Includes the annual "BEEF Fencing Guide," "2007 Feed Composition Tables" and a BEEF Stocker supplement.

APR

closes 3/01/07

PARASITE MANAGEMENT

A look at effective and cost-efficient control of parasites of cattle. Includes BEEF Feeder supplement.

MAY

closes 4/02/07

BEEF QUALITY AND RETAIL FOCUS

Progressive and practical suggestions for harvesting optimal value from calves while providing a quality end-product for beef consumers. Includes BEEF Feeder supplement.

JUN

closes 5/01/07

STATE OF THE INDUSTRY REPORT

An in-depth look at the issues and challenges facing the U.S. beef industry. Analysis of overall industry structure and performance. Includes BEEF Feeder supplement.

JULY

closes 6/01/07

WEANING AND PRECONDITIONING

A look at weaning and preconditioning practices. Also what's new in animal health programs.

AUG

closes 7/02/07

COORDINATED ANIMAL HEALTH/MARKETING PROGRAMS

Listing of the industry's top value-added marketing programs. Major U.S. programs, including information on individual focus and niche, requirements and contact information. Includes BEEF Feeder supplement.

SEP

closes 8/01/07

WINTER NUTRITION AND HEALTH

Health and nutrition programs to help the beef herd better weather the winter - both in performance and economics. Includes a BEEF Stocker supplement.

OCT

closes 9/04/07

STOCKER/BACKGROUNDING FOCUS

Winner of the 2nd annual Stocker Award.

NOV

closes 10/01/07

ANNUAL TRAILBLAZER ISSUE

Introduction of annual BEEF magazine award honoree whose leadership positively impacted the U.S. beef industry in 2007. Includes BEEF Feeder supplement.

DEC

closes 11/01/07

ANIMAL ID AND TRACEBACK

What's new in animal ID technology and regulation plus analysis of source verification and traceability issues.