

	JANUARY CLOSES DEC 3	EXCLUSIVE ISSUE WINTER 2008	FEBRUARY CLOSES JAN 2	MARCH CLOSES FEB 1	APRIL CLOSES MAR 3	MAY CLOSES APR 1	JUNE CLOSES MAY 1	JULY CLOSES JUNE 2	AUGUST CLOSES JULY 1	EXCLUSIVE ISSUE SUMMER 2008	SEPTEMBER CLOSES AUG 1	OCTOBER CLOSES SEPT 2	NOVEMBER CLOSES OCT 1	BONUS ISSUE PLANT GUIDE	DECEMBER CLOSES NOV 3
<b>COVER THEME</b>	Poultry Show On-Floor Issue	<b>NEW</b>	Annual Sausage Issue	<b>2008 ANNUAL BUYERS' GUIDE</b>	Foodservice Operator of the Year	<b>Top 100 Processors Report</b>	Meat Processor of the Year	Top 10 Engineers	State of the Industry Report	<b>NEW</b>	2008 Deli Processing Awards	<b>Costco 20th Anniversary</b>	6th Annual Deli Report		Poultry Show Preview issue
<b>HIDDEN GEMS</b>					<b>HIDDEN GEMS</b>									Emerging companies	
<b>FOODSERVICE SHOWCASE</b>	Chicken Chains		Hot Dog Chains		Barbecue Chains	Pizza Chains	Breakfast Chains	Kids and Foodservice	Mexican/Tex-Mex Chains						Sports Venues
<b>EMPLOYEE MATTERS</b>				<b>OUR BIGGEST ISSUE OF THE YEAR!</b>	<b>WORKPLACE ISSUES</b>									Workplace issues	
<b>SUPPLEMENTS &amp; SPECIAL REPORTS</b>	2nd Annual Spare Parts Guide		Food Safety & Security Summit Planner	Cooking Systems	Whole-muscle processing	Portion Control Solutions	Poultry Line Automation	• Smokehouses • Dairy Queen 40th Anniversary	5th Annual Bacon Report		3rd Annual Hamburger Hall of Fame	Co-packing Supplement			• Retail Supply Chain Report • Apparel Report
<b>PROVISIONER TECH SERIES</b>	The Bacon Journal	<b>NEW</b>		The Ground Beef Journal		The Sausage Journal	The Sanitation Journal	The Deli Journal		The Design + Construction Journal					• The Maintenance Journal
<b>PRODUCTION TECHNOLOGY</b>	Injection/Marination		Forming Technology	Bio Production	• Skinners • Paints & Coatings	Weighing Systems	• Flooring & Walls • Stuffers & Grinders	Worker Safety Technology	Fat Analysis Technology		Conveyors/Belting	Process Controls	Slicing		Ovens & Fryers
<b>RESEARCH &amp; DEVELOPMENT</b>	Phosphates		Corporate Culinary Feature	Batters & Breadings	Corporate Culinary Feature	Casings	Corporate Culinary Feature	Salt, Seasonings & Spices	Corporate Culinary Feature		Soy	Corporate Culinary Feature	Marinades & Brines		Corporate Culinary Feature
<b>FOOD SAFETY &amp; SECURITY</b>	Hygiene Systems & Services		Apparel	Metal Detection	Rapid Testing	Sanitizers	Shelf-Life Extenders	Handwashing/Bootwashing	Pest Control		Irradiation & Post-packaging Pasteurization	Third-Party Audits	Contract Sanitation		Drains
<b>SUPPLY-CHAIN SOLUTIONS</b>		<b>NEW</b>									The National Provisioner analyzes the challenges of the supply chain, from animal health and nutrition to distribution, traceability, and many others.				
<b>GERM WARFARE</b>											The Germ Warfare series addresses industry efforts, from federal regulation to scientific studies, to prevent product contamination and consumer illness.				
<b>PACKAGING TECHNOLOGY</b>	Freezer Packaging		• Films • Plastic vs. Corrugated	Overwrap Packaging	Rotisserie Packaging	Labeling/Bar-Coding	Single-serve Packaging	Buying Packaging Equipment	Microwaveable Packaging		Case-Ready/MAP	Rollstock/Chamber Packaging	Zippers & Sliders		Bags & Pouches
<b>SHOW COVERAGE</b>	• IPE • FSS Summit • NMA Show		• NAMP • FSS Summit • AMI Meat Conference		• FMI • NRA	• IDDBA	• IFT • AAMP				• PACK EXPO/PROCESS EXPO • AMI Innovation Showcase	• PACK EXPO/PROCESS EXPO • AMI Innovation Showcase	• IPE		Equipment Purchase Survey
<b>ADVERTISER INCENTIVES</b>	Bonus Distribution at the 2008 IPE Show		Bonus Distribution at FSS Summit			Bonus Distribution at IDDBA	Bonus Distribution at IFT and AAMP	Free Advertiser Study for all 1/2 page or larger July Issue advertisers			Bonus Distribution at AMI and PACK EXPO	Bonus Distribution at AMI and PACK EXPO	Free Company Profile with any 1/2 page or larger purchase in Plant Guide		Bonus Distribution at IPE

**EXCLUSIVE ISSUE WINTER 2008**

**NEW**

**INSIDE PILGRIM'S PRIDE**

**SALUTE TO LONNIE "BO" PILGRIM**

All sponsors who run a full page ad or larger will be given a single ticket to our exclusive Salute to Bo Pilgrim Breakfast at IPE 2008 in January.

**EXCLUSIVE ISSUE SUMMER 2008**

**NEW**

**BIOGRAPHY SERIES**

**THE NATIONAL PROVISIONER'S JOE LUTER III OF SMITHFIELD**

All sponsors who run a full page ad or larger will be given a single ticket to our exclusive Dinner with senior management at Smithfield.

**BONUS ISSUE PLANT GUIDE**

**2009 PLANT OPERATIONS GUIDE**

**Plant Guide Section:** Detailed listings of the Top 1,200 volume producing meat, poultry and prepared foods processors.

**Maintenance & Sanitation Solutions Section**

**Equipment Purchase Survey**