



MEATXPO'11



	January Closes Dec. 10	February Closes Jan. 11	Closes Jan. 11	March Closes Feb. 10	April Closes March 10	May Closes Apr. 9	June Closes May 10
Features & Special Reports	2011 Economic Outlook	Annual Sausage Report	Food Safety Summit Pre-Show Planner	Food Safety Innovator Profile	Buyer's Guide 	The Top 100 Processors	Processor of the Year
Processing Technology	Injection / Marination Slicers	Robotics / Vision Systems Freezing Systems		Stuffers & Grinders Lubricants	Mixers / Mixing Technology Separators	Software Systems Cutting Equipment	Energy Management, Heat Recovery, and Sustainable Operations Slaughter Equipment
NEW Exclusive Supplements		Sanitary Plant Design		Whole-muscle Processing		Spare Parts & MRO	Sausage Processing
Food Safety	Employee Hygiene	Apparel		Video Surveillance, Biosecurity & Anti-Tampering	Rapid Testing	Sanitizers	Metal Detection & X-ray Systems
Packaging Technology	Trays, Tray-sealers & Lids	MAP & Overwrap		Weighing & Labeling Systems	Interleaving & Stacking	Microwaveable Packaging	Casings & Nettings
Ingredients & Formulations	Low Sodium/Sodium Reduction	Phosphates		Formulation Strategies • New retail products • Convenience, at-home eating trends • Antimicrobial, antioxidant seasonings • Culinary spices	Gums, Binders & Emulsifiers	Formulation Strategies • New retail products • New product trends • Savory flavorings • Cost-saving formulations	Health-conscious Ingredients
Advertiser Incentives for 1/2-page or larger display advertisers in issue	Buy One Ad, Get One Free! Inside the January issue	LEAD ADVANTAGE FREE Sales Leads FREE Meatxpo Exhibitor eBlast		FREE 1/3 Page AMI Exhibitor Profile	LEAD ADVANTAGE FREE Sales Leads	FREE IFT Exhibitor eBlast	FREE Sponsorship of "Processor of the Year" Article in Print and in the Digital Edition LEAD ADVANTAGE FREE Sales Leads
Bonus Distribution and Other Opportunities	IPE Jan. 26-28 Atlanta, GA	Meatxpo Feb. 13-16 Las Vegas, NV		AMI Show April 13-16 Chicago, IL Food Safety Summit April 19-21 Washington D.C. Supplier Literature Showcase		IFT June 11-15 New Orleans, LA AAMP June 16-18 Kansas City, MO	Supplier Literature Showcase

2011 EDITORIAL CALENDAR



Two Issue Package

July Closes June 10	SPECIAL REPORT Closes June 10	August Closes July 9	SPECIAL EVENT	September Closes Aug. 10	October Closes Sept. 10	November Closes Oct. 11	December Closes Nov. 10
Deli Report/Processing Awards	Inside Hormel Foods Unprecedented access to the strategies of Hormel Foods and its associated brands. Includes: *History *Executive Strategies *Products/Brands *Corporate Culture *Future Growth Plans	The Bacon Report	Meat Processing Exchange Sept. 11-14, 2011 MPX is a strategic in-person event putting buyers and sellers face-to-face.	Health & Wellness Solutions	State of the Industry	2012 Consumer Trends Report	2012 Capital Expenditures Survey
Smokehouse Equipment & Accessories		Conveyors & Belting		Wastewater Systems	Annual Recap & Forecast Series		
Forming Technology		Stainless-steel Processing Accessories		Worker Safety Equipment	Floors, Doors & Walls	Slicers	Process Controls
Cooking/Chilling Systems		Slicing & Portion Control		Injection / Marination	Stuffers & Grinders	Ovens, Fryers & Smokehouses	Cutting & Deboning Lines
Traceability		Pest Control		Clean-in-Place, Open Plant Cleaning (OPC)	Deli Processing	Bacon Processing	
Form/Fill/Seal		Vacuum Packaging		Sustainable Packaging	The State of Food Safety	Inspection & Detection Systems	Antimicrobial Sprays & Dips
Ingredient Solutions to Improve Food Safety		Marinades, Brines & Seasonings		Formulation Strategies • New retail products • Culinary trends • Adding texture (gums, fiber, starches) • Batters / breading technology	The State of Packaging	Formulation Strategies • New retail products • Appetizer trends • Breakfast trends • Moisture retention • Low-fat / high-protein	Chubs
FREE 1,000 Direct Mail Subscriber Names (no emails)	FREE Website in Print Ad (1/6th page)	LEAD ADVANTAGE FREE Sales Leads	FREE 1/3 Page PackExpo Exhibitor Profile	Process Expo Show Package Advertise in September and October and Receive a Second Ad FREE in the October Issue		FREE 1,000 Direct Mail Subscriber Names (no emails)	FREE 1/3 Page IPE Exhibitor Profile
FREE Website in Print Ad (1/6th page)				FREE 1/3 Page Process Expo Exhibitor Profile	LEAD ADVANTAGE FREE Sales Leads	FREE Website in Print Ad (1/6th page)	LEAD ADVANTAGE FREE Sales Leads
				PackExpo Sept. 26-28 Las Vegas, NV	Process Expo Nov. 1-4 Chicago, IL		FREE Product eBlast
				Supplier Literature Showcase			