

2012 EDITORIAL CALENDAR



	January February Closes January 11	March April Closes February 10	May June Closes April 12	July August Closes July 11	September October Closes September 11	November December Closes November 12
Cover	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature	Processor Feature
Independent Operations	2012 Industry Outlook	Building a Management Team	Top 75 Report	Plant Expansion	Mergers & Acquisitions	Community Outreach
Product Focus	Poultry	Pork	Snack Sticks	Beef	Deer/Wild Game Processing	Seafood
Sales & Marketing	New Product Development	Interstate Sales	Club Stores	Private Label	Marketing & e-Commerce	Catering
Production	Spices/Seasonings	Food Safety	Cured Meat Production	Packaging	First Processing	Cooking Systems
Advertiser Incentives for 1/2-page or larger display advertisers in issue	Buy One Ad, Get One Free! Inside the Jan./Feb. issue	FREE 1/3 Page AMI Exhibitor Profile LEAD ADVANTAGE FREE Sales Leads	FREE 1/3 Page AAMP Exhibitor Profile FREE Product eBlast AAMP SHOW ISSUE	LEAD ADVANTAGE FREE Sales Leads		FREE 1/3 Page IPE Exhibitor Profile FREE Product eBlast LEAD ADVANTAGE FREE Sales Leads
Bonus Distribution		AMI May 1-3 Dallas Food Safety Summit April 18-20 Washington D.C	IFT July 26-28 Las Vegas AAMP July 26-28 St. Paul, MN		PackExpo Oct. 28-31 Chicago	IPE Jan. 26-28 Atlanta

In Every Issue, *Independent Processor* Features:

Processor's Perspective: Cardinal Meat Specialists' experts discuss food safety and other industry issues

Cordray's Corner: Dr. Joe Cordray offers tips on how small processors can improve their products and discover niche markets

Association News: The trade associations that have partnered with *Independent Processor* discuss the latest industry news or upcoming events

