

# 2020 EDITORIAL CALENDAR

Month Ad Close Materials Due	January	February	March	April	May	June			
	12/11 12/16	1/15 1/17	2/14 2/19	3/12 3/19	4/9 4/14	5/13 5/15			
<b>Trends, Applications &amp; Special Reports</b>	<b>The Poultry Report</b>	<b>The Seafood Report</b>	<b>The 2020 Food Safety Report</b>			<b>The Burger Report</b>	<b>Portion Control Trends</b>	<b>The Top 100 Processors Report</b>	<b>2020 Processor of the Year</b>
<b>Processing</b>	Injection/ Marination	Chilling & Freezing				Mixing & Blending	Slicing, Dicing and Cutting	Grinding & Stuffing	Whole-Muscle Processing
	Stunning/ Slaughter Equipment					Energy / Water Conservation			Worker Safety Equipment and Systems
<b>Food Safety</b>	Sanitary Design	Traceability				Apparel	Sanitation Equipment and Sanitizers	Foreign Material Detection	Carcass Wash & Pre-harvest Interventions
<b>Packaging</b>	Trays & Tray-sealers	MAP & Overwrap Packaging				Interleaving & Stacking	Weighing & Labeling Systems	Recloseable Packaging	Casings & Nettings
<b>Ingredients &amp; Formulation</b>	<b>Formulation Strategies:</b> • Protein/Meat Snacks	Phosphates				<b>Formulation Strategies:</b> • Barbecue	Antioxidant Ingredients & Antimicrobial	Marinades, Brines, Seasonings	<b>Formulation Strategies</b> • Lunch
<b>Advertiser Incentives</b> (for 1/2 Page or Larger Display Advertisers in Issue)	Buy one ad, get 2nd ad in January <b>FREE</b>  IPPE Exhibitor Package	<b>LEAD ADVANTAGE -</b> Free Sales Leads				<b>FREE</b> 1/3 page Food Safety Profile for Food Safety Report Advertisers	<b>FREE</b> Enhanced Print/ Online Sourcebook Listings	<b>LEAD ADVANTAGE -</b> Free Sales Leads	<b>FREE</b> Supplied Video
<b>Bonus Distribution</b>	<b>IPPE Show</b> Jan. 28-30 Atlanta, GA	<b>Annual Meat Conference</b> March 2-4 Nashville, TN					<b>Food Safety Summit</b> May 4-7 Rosemont, IL	<b>IDDBA</b> May 31-June 2 Indianapolis, IN	<b>IFT</b> July 12-15 Chicago, IL

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Month Ad Close Materials Due	July	August	September	October	November	December
	6/12 6/18	7/13 7/17	8/14 8/20	9/14 9/17	10/15 10/19	11/11 11/16
<b>Trends, Applications &amp; Special Reports</b>	<b>The Sausage Report</b>	<b>The Deli Report</b>	<b>The Bacon Report</b>	<b>State of the Industry</b>	<b>Consumer Trends Report</b>	<b>2021 Economic Outlook</b>
<b>Processing</b>	Cooking, Frying & Smoking	Wastewater Systems	Lubricants	Trimming & Deboning	Conveyors and Belting	Process Controls & Software
	Forming Technology	Robotics & Process Automation	Fat Analysis	Employee Training & Auditing	Meat Analogs/ Non-Meat Proteins	Vision Systems
<b>Food Safety</b>	Employee Hygiene	Post-Packaging Pasteurization	Bacteriophages & Food Safety Ingredients	The State of Food Safety	Rapid Testing	Antimicrobial Sprays & Dips
<b>Packaging</b>	Form/Fill/Seal	Films & Barrier Technology	Microwaveable Packaging	The State of Packaging	Sustainable Packaging	Chubs
<b>Ingredients &amp; Formulation</b>	Low-sodium & Sodium Reduction	Shelf-life Extenders	<b>Formulation Strategies:</b> • Holiday Dinners	Gums, Binders and Emulsifiers	<b>Formulation Strategies:</b> • Breakfast	Batters & Breadings
<b>Advertiser Incentives</b> (for 1/2 Page or Larger Display Advertisers in Issue)	Buy one ad, get 2nd ad in July <b>FREE</b>	<b>LEAD ADVANTAGE -</b> Free Sales Leads	<b>FREE</b> 1/2-page corporate profile	<b>FREE PACK EXPO</b> Exhibitor Package	<b>LEAD ADVANTAGE -</b> Free Sales Leads	<b>FREE IPPE</b> Exhibitor Package
<b>Bonus Distribution</b>	<b>IFT</b> July 12-15 Chicago, IL  <b>AAMP Show</b> July 30-Aug 1 Des Moines, IA			<b>PACK EXPO</b> Nov. 8-11 Chicago, IL	<b>PLMA</b> Nov. 16-17 Chicago, IL	

Meat Industry Hall of Fame Supplement