




2021 EDITORIAL CALENDAR

INDEPENDENT
PROCESSOR
SERVING SMALL AND MIDSIZE MEAT, POULTRY, AND GAME PROCESSORS



DIGITAL ISSUE	February	April	June	August	October	November	December
	AD CLOSE 1/15 MATERIAL CLOSE 1/18	AD CLOSE 3/12 MATERIAL CLOSE 3/19	AD CLOSE 5/13 MATERIAL CLOSE 5/17	AD CLOSE 7/13 MATERIAL CLOSE 7/16	AD CLOSE 9/14 MATERIAL CLOSE 9/17		AD CLOSE 11/11 MATERIAL CLOSE 11/16
MAIN FEATURE	2021 OUTLOOK  2021 OUTLOOK: OPPORTUNITIES AND ISSUES	MAKING LOCALLY SOURCED CONNECTIONS	FOODSERVICE PROTEIN TRENDS  SUCCESSION PLANNING	INDEPENDENT PROCESSOR OF THE YEAR MEAT SCIENCE STUDIES & INDUSTRY SUPPORT	SUCCESSION PLANNING & TRAINING	November SPECIAL EBOOK: MEAT SNACKS & SMOKEHOUSES	CONSUMER TRENDS REPORT
PRODUCT FOCUS	Meat Snacks	Beef	ACMC Preview	Braunschweiger	Sausage		Deli Meat
INDUSTRY ISSUES	Worker Safety in a COVID world	Inspection Rules & Requirements	The Shortage of Slaughterhouses	Finding/Retaining Employees	Sustainability and the Meat Industry		Humane Handling
PRODUCTION FOCUS - INGREDIENTS	Allergen Control	Peppers & Spices	Salt & Salt Substitutes	Shelf Life Extenders	Using Inclusions		Seasonings & Marinades
PRODUCTION FOCUS - OPERATIONS	Freezing/Chilling	Butchering Tools & Training	Conveyors & Belting	Metal Detection/X-Ray Detection	Smokehouse Operations		Slicing/Portion Control
ADVERTISER INCENTIVES (FOR 1/2 PAGE OR LARGER DISPLAY ADVERTISERS)	Buy one ad, Get 2nd ad in February FREE LEAD ADVANTAGE – Free Sales Leads	LEAD ADVANTAGE – Free Sales Leads	AAMP Exhibitor Package AAMP Show July 15-17 Oklahoma City, OK	LEAD ADVANTAGE – Free Sales Leads	LEAD ADVANTAGE – Free Sales Leads		FREE 1/2 page Corporate Profile