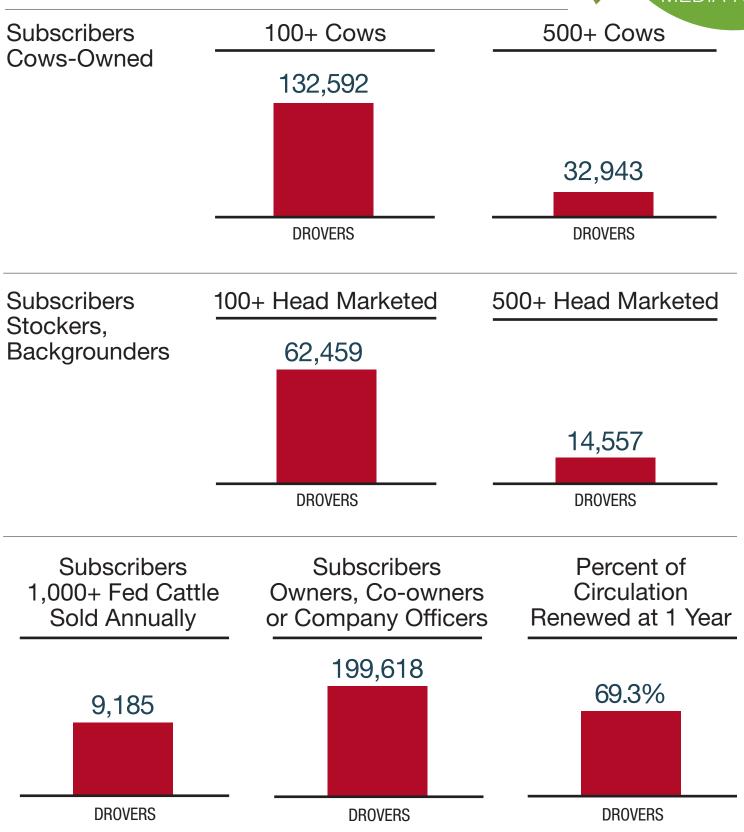


## **Our Advantage/Competitive Differentiation**

2021 MEDIA KIT



Source: June 2020 Alliance for Audited Media



## **Print Editorial Calendar**



	CLOSING DATE	MATERIALS DUE	MAIL DATE	*Tentative content and publishing schedule subject to change.
JAN	11/23/20	11/30/20	1/5/21	2021 market outlook     NCBA convention preview
FEB	12/28/20	1/5/21	2/9/21	<ul><li>Pasture &amp; grazing management</li><li>Controlled grazing for soil health</li></ul>
MAR	1/25/21	2/2/21	3/9/21	Parasite control     Managing for parasite resistance
APR	2/22/21	3/2/21	4/6/21	Breeding season prep     Should you consider Al?
MAY	3/22/21	3/30/21	5/4/21	Hay and feed quality     Storage options for harvested forage
JUN / JUL	5/24/21	6/1/21	7/6/21	<ul><li>Preconditioning primer</li><li>Manage for heat stress</li></ul>
AUG	6/21/21	6/29/21	8/3/21	<ul><li>Retained ownership analysis</li><li>Alternative marketing methods for calf crop</li></ul>
SEP	7/26/21	8/3/21	9/7/21	<ul> <li>Beef quality update</li> <li>Key consumer demand issues</li> <li>Readex ad study</li> </ul>
OCT	8/23/21	8/31/21	10/5/21	Winter feeding facilities     Stocker marketing strategies
NOV/ DEC	10/4/21	10/12/21	11/16/21	Update on development of national traceability program