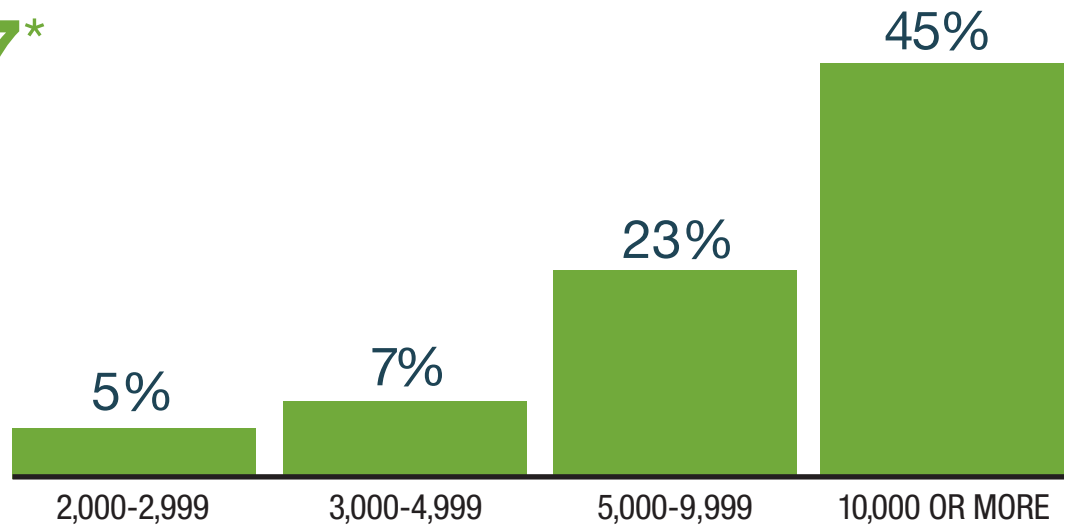




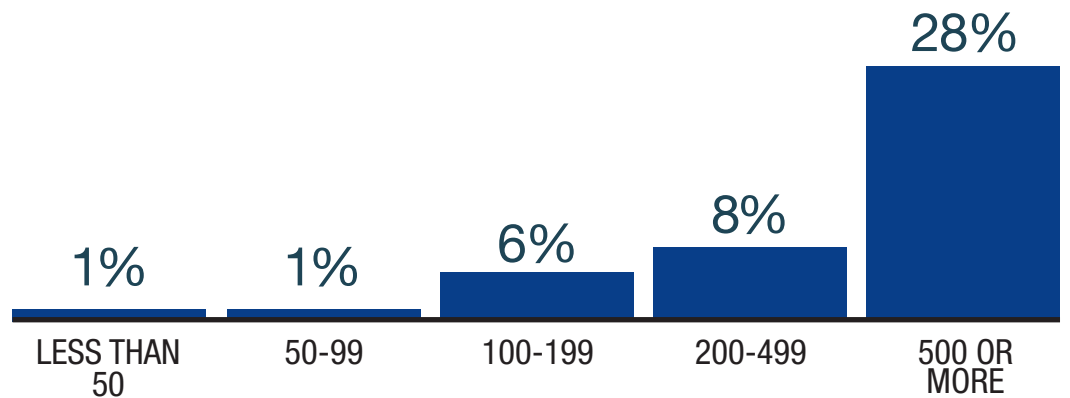
PORK Total Circulation

15,027*

Hogs/Pigs
Sold Annually
(Herd Size)



Sows on the Farm
(Herd Size)



*Source: June 2020 Alliance for Audited Media

Print Editorial Calendar



	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
JAN / FEB	12/2/20	12/17/20	1/19/21	<ul style="list-style-type: none"> • 2021 Opportunities for Your Operation • Antimicrobial Use/General Pig Health • Sustainability 	
MAR / APR	2/5/21	2/19/21	3/23/21	<ul style="list-style-type: none"> • Baby Pig Health & Nutrition • Facility Technologies • Disease Control 	
MAY	3/24/21	4/7/21	5/6/21	<ul style="list-style-type: none"> • Ventilation/Buildings • Youth in the Pork Business/Show Pig Industry • Biosecurity 	
JUNE	4/9/21	4/23/21	5/20/21	<ul style="list-style-type: none"> • World Pork Expo Seminars • Domestic Marketing • Mental Health and Well-being 	
JUL / AUG	5/28/21	6/11/21	7/13/21	<ul style="list-style-type: none"> • Highlights from World Pork Expo • Young Producer Spotlights • Career/Graduate School Preparation 	
SEP	7/27/21	8/10/21	9/9/21	<ul style="list-style-type: none"> • Sow Health & Nutrition • Sow Well-being • Reproduction 	
OCT	8/20/21	9/3/21	10/5/21	<ul style="list-style-type: none"> • Weaned Pig Health & Nutrition • Genetics • Consumer Demand 	
NOV / DEC	9/29/21	10/13/21	11/11/21	<ul style="list-style-type: none"> • 2022 Outlook • Marketing • Succession Planning • Readex Ad Study 	