

2022 EDITORIAL CALENDAR

The Angus Journal® magazine is the heartbeat of Angus MediaSM communications — a trusted publication owned by the American Angus Association for more than three decades. The editorial team produces a variety of award-winning content, covering the field from pasture management to herd health, genomics to marketing.

JANUARY — TOUGH CONVERSATIONS

Advertising deadline: Nov. 25, 2021

Sustainability special issue insert

- Having the tough conversations and tackling the tough topics

FEBRUARY — BUILDING THE BRIDGE

Advertising deadline: Dec. 25, 2021

- Understanding the commercial customer

MARCH — FOUNDATIONAL FEMALES

Advertising deadline: Jan. 25, 2022

- Focus on the unsung hero — the Angus cow

APRIL — DATA THAT DELIVERS

Advertising deadline: Feb. 25, 2022

Expanded circulation — junior members

- Focus on genetics in the Business Breed

MAY — MASTERING MARKETING

Advertising deadline: March 25, 2022

- Tips for marketing your operation

JUNE — ADVANCING HERD HEALTH

Advertising deadline: April 25, 2022

- Innovations to for herd health

JULY — DEFINING DECISIONS

Advertising deadline: May 25, 2022

Heritage herds special issue

- Exploring decisions Angus breeders made that changed the trajectory of their business and what we can learn from them

AUGUST — SOLUTIONS

Advertising deadline: June 25, 2022

- Tech solutions for the Angus breeder

SEPTEMBER — LEVEL UP

Advertising deadline: July 25, 2022

Expanded circulation — junior members

- Nobody wants to be average. Articles will focus on ways to get out of the routine to reach peak performance in every part of your operation
- National Junior Angus Show coverage

OCTOBER — THE PROFIT ISSUE

Advertising deadline: Aug. 25, 2022

- Maximizing profit for the profit-minded breeder
- *Certified Angus Beef*® Commitment to Excellence
- 2022 Annual Meeting delegate list and candidate bios
- 2022 Annual Meeting & Trade Show program

NOVEMBER — MOST VALUABLE ASSET

Advertising deadline: Sept. 25, 2022

- Exploring strategies and efficiencies that affect the bottom line and your most valuable asset— you and your family
- President's Perspective

DECEMBER — STANDING STRONG

Advertising deadline: Oct. 25, 2022

- How Angus breeders adapt and thrive

CONTACT

Julie Mais, *Angus Journal* editor, 816-383-5271, jmais@angus.org

Advertising department, 816-383-5200, jmcginness@angus.org



The 2022 *Angus Journal* editorial calendar provides the themes, advertising deadlines and special coverage scheduled for each issue. Material will be published as scheduled when possible; but, because of the nature of publishing, *Angus Journal* staff cannot guarantee coverage will be presented as scheduled.