

# 2023 EDITORIAL CALENDAR

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

## JANUARY: THE TOOLBOX

Angus essentials, from business to resources.

- 2022 Angus Convention coverage

Advertising deadline: Nov. 25, 2022

## FEBRUARY: BUILDING BLOCKS

A focus on the latest tools and trends in genetics.

Advertising deadline: Dec. 25, 2022

## MARCH: FINDING THE BALANCE

Weighing decisions that affect your work and life.

Advertising deadline: Jan. 25, 2023

## APRIL: INVESTING IN THE FUTURE

Growing resources, talent and knowledge in your business and the breed.

Advertising deadline: Feb. 25, 2023

Expanded circulation — junior members

## MAY: MEASURING WHAT MATTERS

Recording data that makes a difference.

Advertising deadline: March 25, 2023

## JUNE: MADE MATERNAL

Showcasing the inherent strength of the breed — the Angus female.

Advertising deadline: April 25, 2023

## JULY: AT YOUR SERVICE

Going above and beyond for your customers.

Advertising deadline: May 25, 2023

## AUGUST: LABOR OF LOVE

Examining the complexities of labor in the beef industry.

Advertising deadline: June 25, 2023

## SEPTEMBER: ALL SHAPES AND SIZES

Exploring the diversity among cattle and operations across the country.

- National Junior Angus Show coverage

Advertising deadline: July 25, 2023

Expanded circulation — junior members

## OCTOBER: BETTER TOGETHER

How cooperation strengthens the independent cattleman.

- Certified Angus Beef Commitment to Excellence
- 2023 Annual Meeting delegate list and candidate bios

Advertising deadline: Aug. 25, 2023

## NOVEMBER: THE SIRE EDITION

Spotlighting all things bull-related: marketing, fertility and management.

- President's Perspective

Advertising deadline: Sept. 25, 2023

## DECEMBER: STEWARDS

Managing land, health, nutrition and people.

Advertising deadline: Oct. 25, 2023



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The 2023 *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.

