



## Egg Industry

*Egg Industry* is regarded as the layer industry's resource for information on current issues, trends, production practices, processing, personalities and emerging technology. *Egg Industry* is a pivotal source of news, data and information for decision makers in the buying centers of companies producing eggs and further-processed products. *Egg Industry* is published in both print and digital editions.

### 2013 EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPICS</b>	Industry Outlook	Top Companies, Midwest Poultry Convention Preview	Cages Systems	Egg Processing	Flock Health	Food Safety
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	IPPE	Midwest Poultry Convention				
<b>SPACE CLOSING</b>	Dec 4, 2012	Jan 9, 2013	Feb 6, 2013	Mar 11, 2013	Apr 8, 2013	May 9, 2013
<b>MATERIAL DEADLINE</b>	Dec 11, 2012	Jan 16, 2013	Feb 13, 2013	Mar 18, 2013	Apr 15, 2013	May 16, 2013
	july	august	september	october	november	december
<b>TOPICS</b>	Nutrition	Pest Control	Housing	Egg Packaging	Cage-free Production	Egg Processing, Int'l Production & Processing Expo Preview
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>						IPPE
<b>SPACE CLOSING</b>	Jun 7, 2013	Jul 11, 2013	Aug 12, 2013	Sep 6, 2013	Oct 9, 2013	Nov 5, 2013
<b>MATERIAL DEADLINE</b>	Jun 14, 2013	Jul 18, 2013	Aug 19, 2013	Sep 13, 2013	Oct 17, 2013	Nov 13, 2013

\* Call your WATT sales professional to find out if you qualify for these value-added bonus opportunities.  
NOTE: All content subject to change.

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