

EDITORIAL
CALENDAR

2009

WESTERN FARM PRESS

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IN PRINT • ONLINE • ON TARGET

**FARM
PRESS**

FARM PRESS 2009 SPECIAL EMPHASIS ISSUES

JANUARY

HIGH COTTON SPECIAL ISSUES 1/7 issue of SEFP
 1/1 issue of SWFP
 1/2 issue of DFP
 1/3 issue of WFP

Spotlighting winners of the *Farm Press* High Cotton awards: In-depth profiles of growers who make top cotton yields while helping to protect the environment. Plus bonus distribution at the Beltwide Cotton Conference.

WORLD AG EXPO MAGAZINE January, 2009

The **ONLY** official Expo magazine. An in-depth preview of the World Ag Expo events, exhibitors and the latest scientific and technological innovations will be featured. Distributed to over 75,000 key farmers, ranchers and dairymen prior to the Expo in February.

FEBRUARY

WORLD AG EXPO SHOW GUIDE February, 2009

The official "At-The-Show guide" to all the happenings at the 3-day event, including listings and locations of all the exhibitors plus the official World Ag Expo map. Distributed at the show gates, the Show Guide helps attendees navigate through the extensive Expo grounds.

CORN/SOYBEAN/WHEAT/SORGHUM SPECIAL EMPHASIS 2/18 issue of SEFP
 2/19 issue of SWFP
 2/20 issue of DFP

The situation and outlook for corn/soybeans and wheat. Bonus distribution at the Commodity Classic - the major industry event sponsored by the American Soybean Association, National Corn Growers Association, National Association of Wheat Growers and National Sorghum Producers.

MID-SOUTH FARM & GIN SHOW OFFICIAL PROGRAM 2/11 issue of SEFP
 2/13 issue of DFP

The official show program for this major Mid-South event co-sponsored by *Delta Farm Press*. Copies of the program will be polybagged with the entire circulation of *Delta Farm Press*, the Alabama circulation of *Southeast Farm Press*, and will be distributed at the show. This program will include exhibitor lists, floor plan and other information for those attending.

DELTA AGRICULTURAL DIGEST February, 2009

Mid-South farmers depend on the *Delta Agricultural Digest* as an essential production tool. They just couldn't think of starting a new growing season without this annual reference volume. Growers and managers use the *Digest* all year for the latest information on seed variety trials, disease management, weed control, insect management, harvest aids, chemical application guidelines, precision farming, irrigation and a host of other production data for all the major crops in the Mid-South.

MARCH

READEX 3/4 issue of SEFP
 3/5 issue of SWFP
 3/6 issue of DFP
 3/7 issue of WFP

Ad readership studies enable advertisers to receive free feedback on the effectiveness of their ads in these issues.

MID-SOUTH FARM & GIN SHOW (POST-SHOW ISSUE) 3/13 issue of DFP

A complete wrap-up of this major event, including our special photo section and an in-depth look at information presented at the show.

APRIL

AGRICULTURAL TECHNOLOGY AND IRRIGATION 4/15 issue of SEFP
 4/16 issue of SWFP
 4/17 issue of DFP
 4/18 issue of WFP

GPS, automated-steering, guidance systems, yield monitors and other sophisticated electronic equipment, combined with specialized software, now allow growers to more precisely manage inputs and overall farming efficiency. Water conservation through efficient irrigation is an additional important component of precision farming. This bi-annual (April and October) supplement will address the latest in precision technology.

JUNE

SUNBELT EXPO FIELD DAY GUIDE 6/17 issue of SEFP

The official 2009 Field Day Guide of the Sunbelt Expo offers a unique perspective on field demonstrations, features on extension specialists and the Expo's farm manager, as well as product descriptions and techniques used by the companies demonstrating their products at the Field Day.

2009 SPECIAL EMPHASIS ISSUES



JUNE	<p>WHEAT SPECIAL EMPHASIS</p> <p>With the increasing importance of wheat in grower cropping programs, a look at the variety choices available for fall planting, and the latest in wheat production information. The increase in grain production is also fueling demand for additional storage facilities and grain handling equipment.</p>	<p>6/3 issue of SEFP 6/4 issue of SWFP 6/5 issue of DFP 6/6 issue of WFP</p>
JULY	<p>PEANUT PROFITABILITY AWARDS (PRE-SHOW ISSUE)</p> <p>In cooperation with the Southern Peanut Farmers Federation, <i>Farm Press</i> created the Peanut Profitability Awards to recognize regional winners who produce the highest yields at the lowest cost per acre. 2009 marks the 10th anniversary of the presentation of these highly coveted awards. Bonus distribution at the annual conference.</p>	<p>7/1 issue of SEFP 7/2 issue of SWFP 7/3 issue of DFP</p>
AUGUST	<p>WATER MANAGEMENT SPECIAL EMPHASIS</p> <p>Continuing drought and costly water have made more efficient irrigation critical for growers. Our editors will provide a detailed picture of the problems confronting growers and techniques that are helping them make the most efficient use of limited water supplies.</p>	<p>8/5 issue of SEFP 8/6 issue of SWFP 8/7 issue of DFP 8/1 issue of WFP</p>
SEPTEMBER	<p>ALFALFA/FORAGE SPECIAL EMPHASIS</p> <p>Hay and forage production has increased significantly throughout the country the past few years as demand for high quality feed increases from dairies, cattle operations and horse owners. This issue will feature best management practices for alfalfa and other high quality forage and hay crops.</p>	<p>9/2 issue of SEFP 9/3 issue of SWFP 9/4 issue of DFP 9/5 issue of WFP</p>
OCTOBER	<p>SUNBELT EXPO OFFICIAL PROGRAM</p> <p>The ONLY official Sunbelt Expo Show Program will be distributed to the entire circulation of <i>Southeast Farm Press</i> and <i>Delta Farm Press</i>. An additional 30,000 copies will be distributed at the show.</p> <p>AGRICULTURAL TECHNOLOGY AND IRRIGATION</p> <p>A continuation of the April special emphasis, spotlighting on-going developments in this important technological area.</p> <p>2009/2010 COTTON SEED VARIETIES-SPECIAL EMPHASIS</p> <p><i>Farm Press</i> editors provide a detailed look at new developments in the cotton seed industry, the supply outlook, and variety trends.</p>	<p>10/7 issue of SEFP 10/2 issue of DFP</p> <p>10/21 issue of SEFP 10/15 issue of SWFP 10/16 issue of DFP 10/17 issue of WFP</p> <p>10/21 issue of SEFP 10/15 issue of SWFP 10/16 issue of DFP 10/17 issue of WFP</p>
NOVEMBER	<p>PRODUCTION EFFICIENCY AND RISK MANAGEMENT-SPECIAL EMPHASIS</p> <p>The key to profit for each of the major crops in the <i>Farm Press</i> coverage area, with emphasis on efficient management of crop input costs such as fuel, water, chemicals and fertilizer plus risk management strategies. An in-depth examination of what growers will focus on to make money in the new year.</p>	<p>11/18 issue of SEFP 11/19 issue of SWFP 11/20 issue of DFP 11/21 issue of WFP</p>
DECEMBER	<p>VEGETABLES SPECIAL EMPHASIS</p> <p>Diversification is spurring more farmers to include vegetables as part of their production lineup. This issue will focus on key topics such as chemical usage, rotation, and economic analyses, as well as feature stories of growers who've already successfully made the transition.</p> <p>GREAT INNOVATIONS AND TECHNOLOGIES IN AGRICULTURE</p> <p>A special supplement chronicling those companies and individuals that have helped make Sunbelt agriculture the envy of the world. A great opportunity for companies to "show and tell" their contributions to the progress of Sunbelt growers.</p> <p>RICE - SPECIAL EMPHASIS</p> <p>The situation and outlook for rice, spotlighting the recent USA Rice Outlook Conference.</p>	<p>12/2 issue of SEFP 12/3 issue of SWFP 12/4 issue of DFP 12/5 issue of WFP</p> <p>12/16 issue of SEFP 12/17 issue of SWFP 12/18 issue of DFP 12/19 issue of WFP</p> <p>12/17 issue of SWFP 12/18 issue of DFP 12/19 issue of WFP</p>

CONTACTS

We invite you to call
for rates and information
about the following:



ANNUAL PRODUCTION GUIDE

DELTA AGRICULTURAL DIGEST

OFFICIAL SHOW PROGRAMS

MID-SOUTH FARM & GIN SHOW PROGRAM

SUNBELT EXPO SHOW PROGRAM

WORLD AG EXPO OFFICIAL MAGAZINE

WORLD AG EXPO SHOW GUIDE

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