

2021 Hereford World Editorial Calendar

Issue	Editorial Theme	Editorial Due	Full Mag Online
January*	In the Bull Pen Bull management and selection • Louisville results	Nov. 13	Jan. 1
February*	Spring Into Action Spring management and prep • Spring Platinum and Gold TPR Breeders • Reno results	Dec. 14	Feb. 1
March	Cattlemen's Congress Cattlemen's Congress results • Seedstock marketing • JNHE schedule debut	Jan. 11	March 1
April	Molding a Matriarchy Dams and Sires of Distinction • Female management and selection	Feb. 12	April 1
May/June	Beef Up CHB Sires of Distinction • Consumer trends • CHB® partners • JNHE/FOL preview	March 12	May 3
July	98th Annual Herd Book and Reference Edition Special editorial section: Hereford Storytellers • 2021 Hereford Handbook • 2021 Register	Preferred: April 16 Final: May 14	July 1
August*	Regional Round-up Regionally focused articles about cattle selection, health and nutrition management • BIF coverage • Annual Meeting notice	June 11	Aug. 2
September	Hereford Spectacular JNHE results • FOL Review • Hereford youth in action • Annual Meeting schedule	July 12	Sept. 1
October*	Winter Over Winter management and prep • Board candidate bios and Q&A • Annual Meeting preview • Fall Platinum and Gold TPR Breeders • NCBA convention recap	Aug. 13	Oct. 1
November	2021 In Review Annual Report • Retiring AHA president feature	Sept. 10	Nov. 1
December	Hereford Honorees Annual Meeting review • American Royal results • NWSS preview	Oct. 12	Dec. 1

Note: Editorial calendar is subject to change.

*Indicates tabloid issue