

# 2023 *Hereford World* Editorial Calendar

<b>Issue</b>	<b>Focus</b>	<b>Editorial Deadline</b>
<b>January*</b>	Cow herd sustainability	<b>Nov. 23</b>
<b>February*</b>	Reloading for the next cow cycle	<b>Dec. 27</b>
<b>March</b>	Hereford genetics' global marketplace	<b>Jan. 25</b>
<b>April</b>	Cow families, the Line 1 story	<b>Feb. 24</b>
<b>May/June</b>	Consumer beef demand transition	<b>Mar. 24</b>
<b>July</b>	Built on Tradition/Engineered to Sustain	<b>May 1</b>
<b>August*</b>	Sorting and developing profitable replacements	<b>June 26</b>
<b>September</b>	Junior National Hereford Expo	<b>July 25</b>
<b>October*</b>	Minimizing input costs	<b>Aug. 25</b>
<b>November</b>	Bridging the gap (generational transition)	<b>Sept. 25</b>
<b>December</b>	Meeting seedstock customer expectations	<b>Oct. 25</b>

*\*Indicates tabloid issue*

*Note: Editorial calendar is subject to change.*