

URNER BARRY'S REPORTER - TENTATIVE EDITORIAL SCHEDULE

Vol. 16 Issue 1

WINTER 2021

Feature:

PRODUCTION SCHEDULE

Story Deadline	11.06.2020
Ad Deadline	11.20.2020
To Press	12.11.2020
Collate & Mail	12.23.2020

BONUS DISTRIBUTION

<u>DATE</u>	<u>LOCATION</u>	<u>INDUSTRY</u>	<u>BONUS</u>	
NPFDA Convention & Showcase	Jan 25-28	Atlanta, GA	Poultry	900
Int'l Production & Processing Expo	Jan 26-28	Atlanta, GA	All	775
National Turkey Federation	Feb 17-20	Palm Springs, CA	Poultry	350
TOTAL BONUS DISTRIBUTION			2,025	

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SPRING 2021

Feature:

PRODUCTION SCHEDULE

Story Deadline	01.15.2021
Ad Deadline	01.29.2021
To Press	02.12.2021
Collate & Mail	02.26.2021

BONUS DISTRIBUTION

<u>DATE</u>	<u>LOCATION</u>	<u>INDUSTRY</u>	<u>BONUS</u>	
Seafood Expo North America	Mar 14-16	Boston, MA	Seafood	3,400
Annual Meat Conference	March 21-23	Dallas, Texas	Poultry/ Meat	1,250
Midwest Poultry Federation	March 23-25	Minneapolis, MN	Poultry/Egg	550
CMMA "Meat Madness"	April 11th	Chicago, IL	Red Meat	125
NAMI Meat Industry Summit	April 13-16	San Diego, CA	Red Meat	225
Urner Barry Executive Conference	April 25-27	Las Vegas, NV	All	500
Seafood Expo Global	May 22-25	Barcelona, Spain	Seafood	500
National Restaurant Association	May 22-25	Chicago, IL	All	250
NFI Global Seafood Marketing Conference	May 23-28	Coronado, CA	Seafood	475
TOTAL BONUS DISTRIBUTION			7,275	

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Summer Annual Market Analysis Edition

Feature:

PRODUCTION SCHEDULE

Story Deadline	05.21.2021
Ad Deadline	06.04.2021
To Press	06.18.2021
Collate & Mail	07.02.2021

BONUS DISTRIBUTION

<u>DATE</u>	<u>LOCATION</u>	<u>INDUSTRY</u>	<u>BONUS</u>	
Supervalu UNFI National	July 28-30	St. Paul, MN	All	125
TOTAL BONUS DISTRIBUTION			125	

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Fall 2021

Feature:

PRODUCTION SCHEDULE

Story Deadline	07.30.2021
Ad Deadline	08.13.2021
To Press	08.27.2021
Collate & Mail	09.10.2021

BONUS DISTRIBUTION

<u>DATE</u>	<u>LOCATION</u>	<u>INDUSTRY</u>	<u>BONUS</u>	
NFI Political Conference	Sep 16-19	Washington, DC	Seafood	100
CAB Annual Conference	Sep 22-24	Ashville, NC	Red Meat	75
Urner Barry Global Protein Summit	Oct. 7-8	Chicago, IL	Red Meat	100
Meat Importers Council of America	Nov 3-8	Austin, TX	Red Meat	100
TOTAL BONUS DISTRIBUTION			375	

Updated 8.03.2020